

SEO Fix Guide

https://potenzawellness.com/skin-calmer/
Audit #837 · 2026-06-17 11:34 · Overall 81/100

Total issues: 24 · High: 4 · Medium: 14 · Low: 6

High (4)

High

Page speed

Priority 83/100

Medium (~45m)

Largest Contentful Paint

Poor: 14.18s.

Generic best practice

Largest Contentful Paint should load within 2.5s. Optimise the largest above-the-fold element: compress hero images, preload critical assets, and eliminate render-blocking resources.

Code fix

Before:

```

```

After:

```
<link rel="preload" as="image" href="hero.webp">

```

High

Meta

Priority 78/100

Trivial (~5m)

Meta description present

No meta description found.

Location

Line 3 · html > head

```
2 <html lang="en-US">
> 3 <head>
4 <meta charset="UTF-8" />
```

Generic best practice

Add a meta description (120-160 characters) summarising the page. It appears under the title in search results and directly affects click-through rate.

Code fix

Before:

```
<head>
<!-- no meta description -->
</head>
```

After:

```
<head>
<meta name="description" content="Compelling 120-160 character summary describing what's on this page and why a user should click.">
</head>
```

High

Page speed

Priority 74/100

Medium (~45m)

First Contentful Paint

Poor: 3.63s.

Generic best practice

First Contentful Paint should be under 1.8s. Inline critical CSS, defer non-critical CSS/JS, and use a CDN.

High Images Priority 64/100 Easy (~15m)

Images have alt text

1 of 17 images missing alt attribute.

Location

Line 509 · html > head > noscript > img

```
508 src="https://www.facebook.com/tr?id=1243604843823556&ev=PageView&noscript=1"
> 509 /></noscript>
510 <!-- End Meta Pixel Code -->
```

Generic best practice

Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

Code fix

Before:

```

```

After:

```

```

Medium (14)

Medium Meta Priority 68/100 Trivial (~5m)

Title length

Title is only 29 characters — too short to communicate value.

Location

Line 33 · html > head > title

```
32 <!-- This site is optimized with the Yoast SEO plugin v27.5 - https://yoast.com/product/yoast-seo-
wordpress/ -->
> 33 <title>SKIN CALMER - Potenzawellness</title>
34 <link rel="canonical" href="https://potenzawellness.com/skin-calmer/" />
```

Generic best practice

Title is outside the 30-60 character sweet spot. Google truncates titles longer than ~60 chars in search results, hiding your keywords. Keep the primary keyword near the start.

Code fix

Before:

```
<title>29 chars</title>
```

After:

```
<title>Shortened title – primary keyword first (?60 chars)</title>
```

Medium Page speed Priority 64/100 Medium (~45m)

PageSpeed performance score

Score 54/100 — improve.

Generic best practice

Open Lighthouse in Chrome DevTools or PageSpeed Insights — the report lists specific opportunities ranked by impact.

Medium Images Priority 63/100 Easy (~15m)

Images have dimensions

14/17 images have explicit dimensions.

Location

Line 509 · html > head > noscript > img

```
508 src="https://www.facebook.com/tr?id=1243604843823556&ev=PageView&noscript=1"
> 509 /></noscript>
510 <!-- End Meta Pixel Code -->
```

Generic best practice

Set explicit width/height on every to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

Code fix

Before:

```

```

After:

```

```

Medium Content Priority 62/100 Medium (~45m)

E-E-A-T: Expertise

Moderate:

Generic best practice

Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

Medium Content Priority 62/100 Medium (~45m)

E-E-A-T: Trustworthiness

Moderate:

Generic best practice

Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

Medium Page speed Priority 59/100 Easy (~15m)

Compression enabled

No gzip/brotli content-encoding header.

Generic best practice

Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

Medium Content Priority 58/100 Hard (~120m)

E-E-A-T: Experience

Moderate:

Generic best practice

Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

Medium Content Priority 58/100 Hard (~120m)

E-E-A-T: Authoritativeness

Moderate:

Generic best practice

Build authoritativeness: links from respected sites in your niche, mentions in industry publications, About page detailing your expertise.

Medium Headings Priority 54/100 Easy (~15m)

Single H1 tag

Found 6 H1 tags — best practice is exactly one.

Location

Line **1456** · `div.e-con-inner > div.elementor-element > div.elementor-element:nth-of-type(2) > div.elementor-element > div.elementor-widget-container > h1.elementor-heading-title`

```
1455     <div class="elementor-widget-container">
> 1456     <h1 class="elementor-heading-title elementor-size-default">Skin Calmer Facial</h1>    </div>
1457     </div>
```

Generic best practice

Use exactly one `<h1>` per page. Multiple H1s confuse search engines about the main topic. Demote secondary H1s to H2.

Code fix

Before:

```
<h1>Main Title</h1>
<h1>Secondary Title</h1>
```

After:

```
<h1>Main Title</h1>
<h2>Secondary Title</h2>
```

Medium Links Priority 53/100 Easy (~15m)

External links safe

8 external `_blank` links missing `rel=noopener`.

Generic best practice

Add `rel="noopener noreferrer"` to `target="_blank"` links. Without `noopener`, the linked page can manipulate your window object — security + perf risk.

Code fix

Before:

```
<a href="https://other.com" target="_blank">External</a>
```

After:

```
<a href="https://other.com" target="_blank" rel="noopener noreferrer">External</a>
```

Medium Geo Priority 48/100 Medium (~45m)

Content provides clear answers

Moderate (5/10).

Generic best practice

Lead each section with a direct, citable answer to the question users would ask. AI engines (ChatGPT, Perplexity) cite the clearest, most specific sentences.

Medium Geo Priority 48/100 Medium (~45m)

High factual density

Moderate (5/10).

Generic best practice

Add concrete facts — numbers, dates, percentages, named sources. Vague prose doesn't get cited; specific data does.

Medium Geo Priority 48/100 Medium (~45m)

Structured for AI extraction

Moderate (5/10).

Generic best practice

Add bulleted lists, sub-headings, definitions, and TL;DR sections. AI engines prefer clearly structured content for extraction.

Medium Geo Priority 48/100 Medium (~45m)

Cites authoritative sources

Moderate (5/10).

Generic best practice

Cite authoritative external sources (links, references). Pages that cite reputable sources are themselves cited more often.

Low (6)

Low Technical Priority 52/100 Medium (~45m)

Response time acceptable

Fetches in 1248 ms — acceptable but slow.

Generic best practice

Server is slow. Investigate: enable a CDN, add page caching, optimise database queries, upgrade hosting. TTFB > 800ms hurts every Core Web Vital.

Low Images Priority 49/100 Medium (~45m)

Modern image formats

1/17 images use modern formats.

Generic best practice

Convert images to WebP or AVIF — typically 25-50% smaller than JPEG/PNG with no visible quality loss. Use <picture> for fallback.

Code fix

Before:

```

```

After:

```
<picture>
  <source type="image/avif" srcset="photo.avif">
  <source type="image/webp" srcset="photo.webp">
  
</picture>
```

Low Images Priority 44/100 Easy (~15m)

Below-fold images lazy

Only 0 of 17 images use loading="lazy".

Generic best practice

Add loading="lazy" to images below the fold. Saves bandwidth, speeds up initial page load.

Code fix

Before:

```

```

After:

```

```

Low Content Priority 43/100 Medium (~45m)

Readable prose

Flesch reading ease 32.7 — fairly difficult.

Generic best practice

Simplify your prose. Shorter sentences (15-20 words), smaller words (1-2 syllables), more paragraph breaks. Target 8th-grade reading level for a general audience.

Low Headings Priority 40/100 Medium (~45m)

Sufficient H2 tags

Only 1 H2 tags.

Generic best practice

Use H2s to break content into scannable sections. Pages with no H2 read as a wall of text — worse for users and for search relevance.

Code fix

Before:

```
<!-- no H2 sections -->
```

After:

```
<h2>First Major Section</h2>
<p>...</p>
<h2>Second Major Section</h2>
<p>...</p>
```

Low Sitemap Priority 37/100 Trivial (~5m)

Sitemap referenced

robots.txt does not reference a sitemap.

Generic best practice

Reference your sitemap from robots.txt so crawlers can find it without guessing.

Code fix

After:

```
User-agent: *
Allow: /

Sitemap: https://yoursite.com/sitemap.xml
```