

SEO Fix Guide

https://potenzawellness.com/hair-loss-treatments/
Audit #841 · 2026-06-17 11:38 · Overall 83/100

Total issues: 18 · High: 5 · Medium: 9 · Low: 4

High (5)

High

Page speed

Priority 83/100

Medium (~45m)

Largest Contentful Paint

Poor: 15.9s.

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 Content Priority 68/100 Hard (~120m)

Sufficient word count

Only 29 words — thin content.

Generic best practice

Expand the content. 300+ words is the minimum for a substantive page; 1000+ for competitive informational queries. Cover the topic thoroughly.

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

Images have alt text

1 of 13 images missing alt attribute.

Location

Line 505 · html > head > noscript > img

```
504 src="https://www.facebook.com/tr?id=1243604843823556&ev=PageView&noscript=1"
> 505 /></noscript>
506 <!-- End Meta Pixel Code -->
```

Generic best practice

Every 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 (9)

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

Title length

Title is only 27 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>Hair Loss - Potenzawellness</title>
34 <link rel="canonical" href="https://potenzawellness.com/hair-loss-treatments/" />
```

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>27 chars</title>
```

After:

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

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

PageSpeed performance score

Score 61/100 — 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

10/13 images have explicit dimensions.

Location

Line 505 · html > head > noscript > img

```
504 src="https://www.facebook.com/tr?id=1243604843823556&ev=PageView&noscript=1"
> 505 /></noscript>
506 <!-- 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 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>
```

Low (4)

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

Response time acceptable

Fetches in 972 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

1/13 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 13 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 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
```