

SEO Fix Guide

https://potenzawellness.com/luminosa-facial/
Audit #863 · 2026-06-17 12:00 · Overall 80/100

Total issues: 19 · High: 2 · Medium: 12 · Low: 5

High (2)

HighMetaPriority 78/100Trivial (~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>

HighImagesPriority 64/100Easy (~15m)

Images have alt text

1 of 17 images missing alt attribute.

Location

Line 509 · html > head > noscript > img

>508src="https://www.facebook.com/tr?id=1243604843823556&ev=PageView&noscript=1"509/></noscript>510<!-- 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 (12)

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 `<img>` 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)

Sufficient word count

275 words — below recommended minimum.

Generic best practice

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

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>
```

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 (5)

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

Response time acceptable

Fetches in 969 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 39.6 — 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 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
```