# SEO Fix Guide

https://drrajeevagarwal.in/blog/can-a-teenager-get-breast-cancer/
Audit #894 · 2026-07-26 11:04 · Overall 85/100

Total issues: **25** · High: **4** · Medium: **15** · Low: **6**

## High (4)

High | Spam security | Priority 74/100 | Hard (~120m)

### No injected/obfuscated code

Potential hacked/injected-code signals: hidden offsite iframe.

#### Generic best practice

Potential hacked-site/injected-code signals found. Scan source for obfuscated scripts and hidden iframes, check for unexpected admin users and recently modified files, restore from a clean backup, update CMS/plugins, then request a review in Search Console.

#### Code fix

Before:

```
<script>eval(atob("...base64..."))</script>
```

After:

```
<!-- remove injected script; patch the vulnerability that allowed it -->
```

High | Headings | Priority 73/100 | Easy (~15m)

### H1 tag present

No <h1> found.

#### Location

Line **334** · `#btBody`

```
   333
>  334  <body data-rsssl=1 class="post-template-default single single-post postid-3077 single-format-standard bt_bb_plugin_active bt_bb_fe_preview_toggle bodyPreloader btMenuRightEnabled btStickyEnabled btLightSkin btTopToolsInMenuArea btMenuGutter…
   335
```

#### Generic best practice

Every page needs exactly one <h1> tag — the primary heading. It tells both users and search engines what the page is about, and is the strongest on-page ranking signal.

#### Code fix

Before:

```
<body>
  <div>Page content with no H1</div>
</body>
```

After:

```
<body>
  <h1>Your Main Page Heading</h1>
  <!-- rest of content -->
</body>
```

High Images Priority 73/100 Easy (~15m)

### Images have dimensions

Only 0/6 images have explicit dimensions.

#### Location

Line **351** · `div.port > div.menuHolder > div.logo > span > a > img.btMainLogo`

```
   350       <span>
>  351        <a href="https://drrajeevagarwal.in/"><img class="btMainLogo" data-hw="5.7246376811594"
src="data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%200%200'%3E%3C/svg%3E"
alt="Dr Rajeev Agarwal" data-lazy-src=…
   352      </div><!-- /logo -->
```

#### 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:

```
<img src="photo.jpg" alt="...">
```

After:

```
<img src="photo.jpg" width="800" height="600" alt="...">
```

High Meta Priority 65/100 Easy (~15m)

### OpenGraph image present

Missing <meta property="og:image">.

#### Location

Line **3** · `html > head`

```
     2  <html lang="en-US" data-bt-theme="Medicare Child 1.0.0">
>    3  <head>
     4
```

#### Generic best practice

Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

#### Code fix

Before:

```
<head>
  <!-- no og:image -->
</head>
```

After:

```
<head>
  <meta property="og:image" content="https://yoursite.com/og-image.jpg">
  <meta property="og:image:width" content="1200">
  <meta property="og:image:height" content="630">
</head>
```

## Medium (15)

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

### Title length

Title is 68 characters — likely truncated in SERPs.

#### Location

Line **11** · `html > head > title`

```
    10   <!-- This site is optimized with the Yoast SEO plugin v18.8 - https://yoast.com/wordpress/plugins/seo/
-->
>   11   <title>Can A Teenager Get Breast Cancer- Breast Cancer In Teens | Dr Rajeev</title>
    12   <meta name="description" content="Can A Teenager Get Breast Cancer - Breast Cancer In Teens | India Is
Among The Top Countries In The Treatment Of Breast Cancer. Call Now." />
```

#### 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>68 chars</title>
```

After:

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

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

### Largest Contentful Paint (field, this URL)

Needs improvement: 3.67s.

#### Generic best practice

Real users experience slow Largest Contentful Paint (Chrome UX Report field data). Optimise the largest above-the-fold element: serve a properly sized, modern-format hero image, preload it, and cut render-blocking CSS/JS.

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 Ssl security Priority 54/100 Easy (~15m)

### HSTS header present

Missing strict-transport-security header.

#### Generic best practice

Add Strict-Transport-Security header so browsers refuse HTTP for your domain after the first visit. Bumps SSL Labs grade to A+.

#### Code fix

After:

```
Strict-Transport-Security: max-age=31536000; includeSubDomains
```

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

### External links safe

4 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 Domain security Priority 53/100 Easy (~15m)

### DMARC record present

No DMARC record found at _dmarc.drrajeevagarwal.in.

#### Generic best practice

Publish a DMARC record to tell receivers what to do with mail that fails SPF/DKIM, and where to send reports. Start at p=none to monitor, then tighten to quarantine/reject.

#### Code fix

Before:

```
# no _dmarc TXT record
```

After:

```
_dmarc.example.com.  IN  TXT  "v=DMARC1; p=quarantine; rua=mailto:dmarc@example.com"
```

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.

Medium Domain security Priority 44/100 Easy (~15m)

### Security headers configured

Most security headers are missing: strict-transport-security, content-security-policy, x-content-type-options, x-frame-options, referrer-policy, permissions-policy.

#### Generic best practice

Add the recommended HTTP security headers at the server/CDN level to harden the site.

#### Code fix

Before:

```
# missing headers
```

After:

```
# nginx
add_header X-Frame-Options "SAMEORIGIN";
add_header X-Content-Type-Options "nosniff";
add_header Referrer-Policy "strict-origin-when-cross-origin";
add_header Permissions-Policy "geolocation=(), microphone=()";
add_header Strict-Transport-Security "max-age=31536000; includeSubDomains";
```

## Low (6)

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

### Modern image formats

1/6 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:

```
<img src="photo.jpg">
```

After:

```
<picture>
  <source type="image/avif" srcset="photo.avif">
  <source type="image/webp" srcset="photo.webp">
  <img src="photo.jpg" alt="...">
</picture>
```

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

### Below-fold images lazy

Only 0 of 6 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:

```
<img src="below-fold.jpg">
```

After:

```
<img src="below-fold.jpg" loading="lazy" width="..." height="..." alt="...">
```

Low Links Priority 43/100 Easy (~15m)

### Descriptive anchor text

23% of anchor texts are generic ("click here", etc.).

#### Generic best practice

Replace generic anchor text ("click here", "read more") with descriptive phrases containing the target page's keywords. Anchors are a strong relevance signal.

#### Code fix

Before:

```
<a href="/laptops">click here</a>
```

After:

```
<a href="/laptops">programming laptops review</a>
```

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

### Readable prose

Flesch reading ease 53.6 — 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 | Ssl security | Priority 39/100 | Trivial (~5m)

### X-Content-Type-Options

Missing x-content-type-options header.

#### Generic best practice

Add X-Content-Type-Options: nosniff so browsers honour the Content-Type and don't MIME-sniff for malicious files.

#### Code fix

After:

```
X-Content-Type-Options: nosniff
```

Low | Ssl security | Priority 32/100 | Medium (~45m)

### CSP header present

Missing content-security-policy header.

#### Generic best practice

Add a Content-Security-Policy header to block XSS by whitelisting allowed script/style sources.

#### Code fix

After:

```
Content-Security-Policy: default-src 'self'; script-src 'self' 'unsafe-inline'
```