SEO Fix Guide

https://drrajeevagarwal.in/blog/breast-lumps-during-breastfeeding-normal-vs-serious/
Audit #902 · 2026-07-26 11:07 · Overall 84/100

Total issues: **27** · High: **4** · Medium: **17** · 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 **342** · `#btBody`

```
   341
>  342  <body data-rsssl=1 class="post-template-default single single-post postid-3262 single-format-standard
bt_bb_plugin_active bt_bb_fe_preview_toggle bodyPreloader btMenuRightEnabled btStickyEnabled btLightSkin
btTopToolsInMenuArea btMenuGutter…
   343
```

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

```
   358       <span>
>  359        <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=…
   360      </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 (17)

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

Title length

Title is 71 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>Breast Lumps During Breastfeeding: What’s Normal &amp; When to See a Doctor</title><style
id="rocket-critical-css">ol,ul{box-sizing:border-box}:root{--wp--preset--font-size--normal:16px;--wp--preset--
font-size--huge:42px}@font-face{…
    12   <meta name="description" content="Discover the common causes of breast lumps while breastfeeding and
learn when to seek medical help. Understand signs of infection, blocked ducts, and when lumps may signal
something more serious. Consult D…
```

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>71 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 | Meta | Priority 59/100 | Trivial (~5m)

Meta description length

Description is 250 characters — likely truncated.

Location

Line **12** · `html > head > meta:nth-of-type(10)`

```
    11   <title>Breast Lumps During Breastfeeding: What’s Normal &amp; When to See a Doctor</title><style
id="rocket-critical-css">ol,ul{box-sizing:border-box}:root{--wp--preset--font-size--normal:16px;--wp--preset--
font-size--huge:42px}@font-face{…
>   12   <meta name="description" content="Discover the common causes of breast lumps while breastfeeding and
learn when to seek medical help. Understand signs of infection, blocked ducts, and when lumps may signal
something more serious. Consult D…
    13   <link rel="canonical" href="https://drrajeevagarwal.in/blog/breast-lumps-during-breastfeeding-normal-
vs-serious/" />
```

Generic best practice

Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

Code fix

Before:

```
<meta name="description" content="250 chars">
```

After:

```
<meta name="description" content="Rewritten description, 120-160 chars, with the primary keyword and a value
proposition.">
```

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 | Images | Priority 50/100 | Medium (~45m)

Images are reasonably sized

1 of 3 sampled images exceed 200 KB.

Generic best practice

Some images exceed the size budget and slow the page. Resize to the displayed dimensions, compress, and serve modern formats (WebP/AVIF) with responsive srcset.

Code fix

Before:

```
<img src="hero.jpg">  <!-- 1.8 MB, 4000px wide -->
```

After:

```
<img src="hero.webp" srcset="hero-800.webp 800w, hero-1600.webp 1600w" sizes="100vw" width="1600" height="900"
loading="lazy">
```

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

21% 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 48.8 — 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'
```