SEO Fix Guide

https://drrajeevagarwal.in/blog/is-breast-pain-during-pregnancy-normal-heres-what-you-need-to-know/
Audit #911 · 2026-07-26 11:09 · Overall 85/100

Total issues: **24** · High: **3** · Medium: **18** · Low: **3**

High (3)

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 **336** · `#btBody`

```
   335
>  336  <body data-rsssl=1 class="post-template-default single single-post postid-3310 single-format-standard
bt_bb_plugin_active bt_bb_fe_preview_toggle bodyPreloader btMenuRightEnabled btStickyEnabled btLightSkin
btTopToolsInMenuArea btMenuGutter…
   337
```

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

```
   352       <span>
>  353        <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=…
   354      </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="...">
```

Medium (18)

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>Is Breast Pain During Pregnancy Normal? Here’s What You Need To Know</title>
    12   <meta name="description" content="It is a sign of robust health and shows how your body is preparing
itself for accepting motherhood. Do not wait or ignore unusual symptoms of breast pain. You can always reach
out to us at Dr. Rajeev Agarw…
```

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 Meta Priority 59/100 Trivial (~5m)

Meta description length

Description is 340 characters — likely truncated.

Location

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

```
    11   <title>Is Breast Pain During Pregnancy Normal? Here’s What You Need To Know</title>
>   12   <meta name="description" content="It is a sign of robust health and shows how your body is preparing itself for accepting motherhood. Do not wait or ignore unusual symptoms of breast pain. You can always reach out to us at Dr. Rajeev Agarw…
    13   <link rel="canonical" href="https://drrajeevagarwal.in/blog/is-breast-pain-during-pregnancy-normal-heres-what-you-need-to-know/" />
```

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="340 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 Images Priority 59/100 Medium (~45m)

Modern image formats

No images use webp/avif.

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>
```

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 (3)

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 | 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'
```