SEO Fix Guide

https://drrajeevagarwal.in/blog/what-are-the-latest-breast-cancer-treatment-options-in-india/
Audit #915 · 2026-07-26 11:10 · Overall 84/100

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-3328 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 61 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>What Are the Latest Breast Cancer Treatment Options in India?</title>
    12   <meta name="description" content="Explore advanced breast cancer treatment options in India with Dr
Rajeev Agarwal including targeted therapy, immunotherapy &amp; precision care." />
```

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>61 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 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 | Content | Priority 53/100 | Medium (~45m)

Readable prose

Flesch reading ease 23.4 — very 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.

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'
```