

SEO Fix Guide

https://drrajeevagarwal.in/services/
Audit #923 · 2026-07-26 11:12 · Overall 82/100

Total issues: **31** · High: **4** · Medium: **21** · Low: **6**

High (4)

High

Meta

Priority 78/100

Trivial (~5m)

Meta description present

No meta description found.

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 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>

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 Images Priority 73/100 Easy (~15m)

Images have dimensions

Only 0/12 images have explicit dimensions.

Location

Line 340 · div.port > div.menuHolder > div.logo > span > a > img.btMainLogo

```
339         <span>
> 340         <a href="https://drrajeevagarwal.in/"><!-- /logo -->
```

Generic best practice

Set explicit width/height on every to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

Code fix

Before:

```

```

After:

```

```

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 (21)

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

Title length

Title is only 28 characters — too short to communicate value.

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>Services - Dr Rajeev Agarwal</title>
12 <link rel="canonical" href="https://drrajeevagarwal.in/services/" />
```

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>28 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)

OpenGraph description present

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

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 og:description so links shared on Facebook/LinkedIn show a preview blurb. Falls back to meta description if missing, but a tailored one converts better.

Code fix

Before:

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

After:

```
<head>
<meta property="og:description" content="Punchy social-share blurb, 90-150 chars.">
</head>
```

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:

```

```

After:

```
<picture>
  <source type="image/avif" srcset="photo.avif">
  <source type="image/webp" srcset="photo.webp">
  
</picture>
```

Medium Content Priority 58/100 Hard (~120m)

Sufficient word count

253 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 Headings Priority 54/100 Easy (~15m)

Single H1 tag

Found 5 H1 tags — best practice is exactly one.

Location

Line 361 · `div.boldRowInner > div.rowItem > div.rowItemContent > header.header > div.dash:nth-of-type(2) > h1`

```
360     <div class="btContent">
> 361     <div class="bt_bb_wrapper"><section data-bg="https://drrajeevagarwal.in/wp-
content/uploads/2018/03/bgn-surgery-06.jpg" id="bt_section6a65eb953efd3" class="boldSection btDivider
topSemiSpaced bottomSemiSpaced btDarkSkin gutter inherit w...
362     <br><strong class="animate">medical services</strong></span></h1></div><div
class="btSubTitle">Capitalize on low hanging fruit to identify a ballpark value added activity to beta test.
Override the digital divide with additional clickthroug...
```

Generic best practice

Use exactly one `<h1>` per page. Multiple H1s confuse search engines about the main topic. Demote secondary H1s to H2.

Code fix

Before:

```
<h1>Main Title</h1>
<h1>Secondary Title</h1>
```

After:

```
<h1>Main Title</h1>
<h2>Secondary Title</h2>
```

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 -4.8 — 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 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 Headings Priority 45/100 Easy (~15m)

Heading hierarchy

Heading levels skipped 4 times.

Generic best practice

Headings should descend logically: H1 → H2 → H3, no jumps. Skipping levels (H1 → H3) breaks accessibility tools and confuses crawlers.

Code fix

Before:

```
<h1>Page Title</h1>
<h3>Section</h3>  <!-- skipped H2 -->
```

After:

```
<h1>Page Title</h1>
<h2>Section</h2>
<h3>Subsection</h3>
```

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 44/100 Easy (~15m)

Below-fold images lazy

Only 0 of 12 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 Links Priority 43/100 Easy (~15m)

Descriptive anchor text

32% 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 Headings Priority 40/100 Medium (~45m)

Sufficient H2 tags

Only 0 H2 tags.

Generic best practice

Use H2s to break content into scannable sections. Pages with no H2 read as a wall of text — worse for users and for search relevance.

Code fix

Before:

```
<!-- no H2 sections -->
```

After:

```
<h2>First Major Section</h2>
<p>...</p>
<h2>Second Major Section</h2>
<p>...</p>
```

Low Headings Priority 39/100 Trivial (~5m)

H1 has reasonable length

H1 is only 8 chars.

Location

Line **361** · `div.boldRowInner > div.rowItem > div.rowItemContent > header.header > div.dash:nth-of-type(2) > h1`

```
360     <div class="btContent">
> 361     <div class="bt_bb_wrapper"><section data-bg="https://drrajeevagarwal.in/wp-
content/uploads/2018/03/bgn-surgery-06.jpg" id="bt_section6a65eb953efd3" class="boldSection btDivider
topSemiSpaced bottomSemiSpaced btDarkSkin gutter inherit w...
362     <br><strong class="animate">medical services</strong></span></h1></div><div
class="btSubTitle">Capitalize on low hanging fruit to identify a ballpark value added activity to beta test.
Override the digital divide with additional clickthroug...
```

Generic best practice

H1 should be 20-70 characters — long enough to be descriptive, short enough to be scannable.

Code fix

Before:

```
<h1>8 chars</h1>
```

After:

```
<h1>Descriptive 20-70 character heading</h1>
```

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'
```