# SEO Audit Report

https://smhairtransplant.org/hair-transplant-delhi/hair-transplant-for-women/
Audit #937 · 2026-07-26 11:26 · 26.01 s

**84**

✓ 63 pass · ! 20 warn · ✗ 3 fail

## Category scores

| Category | Score |
|---|---|
| Meta | 100/100 |
| Headings | 90/100 |
| Schema | 92/100 |
| Technical | 100/100 |
| Sitemap | 100/100 |
| Ssl Security | 89/100 |
| Page Speed | 61/100 |
| Links | 90/100 |
| Images | 85/100 |
| Content | 61/100 |
| Mobile | 100/100 |
| Hreflang | N/A (not measured) |
| Geo | 50/100 |
| Spam Security | 88/100 |
| Domain Security | 84/100 |

## Meta (12)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Title tag present<br>title_present | Title tag found. | — |
| Pass | Title length<br>title_length | Title length 52 chars — within recommended range. | — |
| Pass | Title pixel width<br>title_pixel_width | Title is ~421px wide — fits within the SERP display limit. | — |
| Pass | Title is descriptive<br>title_unique_words | 9 words — descriptive enough. | — |
| Pass | Meta description present<br>meta_description_present | Meta description present. | — |
| Pass | Meta description length<br>meta_description_length | Description 140 chars — within range. | — |
| Pass | OpenGraph title present<br>og_title_present | Og title present present. | — |
| Pass | OpenGraph description present<br>og_description_present | Og description present present. | — |

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | OpenGraph image present<br>og_image_present | Og image present present. | — |
| Pass | Twitter card present<br>twitter_card_present | Twitter card present present. | — |
| Pass | Viewport meta tag present<br>meta_viewport_present | Viewport meta tag present. | — |
| Pass | Charset meta tag present<br>meta_charset_present | Charset declared. | — |

## Headings (5)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | H1 tag present<br>h1_present | Found 1 H1. | — |
| Pass | Single H1 tag<br>h1_count | Exactly one H1. | — |
| Pass | H1 has reasonable length<br>h1_length | H1 length 52 chars. | — |
| Pass | Sufficient H2 tags<br>h2_count | 21 H2 tags — good content structure. | — |
| Warning | Heading hierarchy<br>heading_hierarchy | Heading levels skipped 6 times. | Maintain logical heading order (h1 → h2 → h3, no jumps). |

## Schema (7)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | JSON-LD structured data present<br>schema_json_ld_present | 2 JSON-LD blocks present. | — |
| Pass | JSON-LD is valid JSON<br>schema_valid_json | All JSON-LD blocks parse cleanly. | — |
| Pass | Recommended schema types used<br>schema_recommended_types | Recommended schema types found. | — |
| Pass | No deprecated schema types<br>schema_no_deprecated | No deprecated schema types. | — |
| Warning | No restricted schema types<br>schema_no_restricted | Restricted types in use: FAQPage. | FAQPage now restricted to government/health sites. |
| Pass | Schema has required properties<br>schema_required_properties | Recognised schema types include their required properties. | — |
| Info | Microdata or RDFa present<br>schema_microdata_present | 4 elements with microdata (itemscope). | — |

## Technical (9)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Canonical URL present<br>canonical_present | Canonical link found. | — |

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Canonical self-references<br>canonical_self_referencing | Canonical points to this page. | — |
| Pass | Page is indexable<br>robots_meta_indexable | No noindex directive (meta robots or X-Robots-Tag). | — |
| Pass | Minimal redirect chain<br>redirect_chain_minimal | URL resolves directly with no redirects. | — |
| Pass | HTML lang attribute<br>lang_attribute_present | <html lang="en-US"> declared. | — |
| Pass | HTML5 doctype<br>doctype_html5 | HTML5 doctype declared. | — |
| Pass | Favicon present<br>favicon_present | Favicon declared. | — |
| Pass | HTTP status 2xx<br>http_status_ok | Server returned 200. | — |
| Pass | Response time acceptable<br>response_time_ok | Fetched in 177 ms. | — |

## Sitemap (6)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | robots.txt accessible<br>robots_txt_found | robots.txt found. | — |
| Pass | robots.txt does not block<br>robots_txt_no_block | robots.txt does not block this page. | — |
| Pass | sitemap.xml accessible<br>sitemap_xml_found | Sitemap found at https://smhairtransplant.org/sitemap.xml (41 URLs). | — |
| Pass | Sitemap lists URLs<br>sitemap_url_count | Sitemap lists 41 URLs. | — |
| Pass | Page is listed in sitemap<br>sitemap_contains_url | This page is listed in the sitemap. | — |
| Pass | Sitemap referenced<br>sitemap_referenced | Sitemap referenced from robots.txt. | — |

## Ssl Security (7)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Page served over HTTPS<br>ssl_https | Served over HTTPS. | — |
| Pass | TLS handshake succeeds<br>ssl_valid | TLS handshake succeeded. | — |
| Pass | HTTP redirects to HTTPS<br>http_redirects_to_https | HTTP requests redirect to HTTPS. | — |
| Warning | HSTS header present<br>hsts_header_present | Missing strict-transport-security header. | Add strict-transport-security for hardened security posture. |
| Pass | CSP header present<br>csp_header_present | content-security-policy header present. | — |

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Warning | X-Content-Type-Options<br>x_content_type_options | Missing x-content-type-options header. | Add x-content-type-options for hardened security posture. |
| Pass | No mixed content<br>no_mixed_content | All subresources load over HTTPS. | — |

## Page Speed (10)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Warning | PageSpeed performance score<br>pagespeed_score | Score 54/100 — improve. | Investigate Lighthouse opportunities. |
| Fail | Largest Contentful Paint<br>lcp_within_threshold | Poor: 6.08s. | Improve to ≤ 2.5s. |
| Warning | Cumulative Layout Shift<br>cls_within_threshold | Needs improvement: 0.2. | Aim for ≤ 0.1. |
| Fail | First Contentful Paint<br>fcp_within_threshold | Poor: 5.85s. | Improve to ≤ 1.8s. |
| Pass | Time To First Byte<br>ttfb_within_threshold | Within good threshold (0.02s). | — |
| Info | Interaction to Next Paint<br>inp_within_threshold | No CrUX field data for INP (page has insufficient real-world traffic). | — |
| Info | Largest Contentful Paint (field)<br>crux_lcp_field | No CrUX field data available for this page. | — |
| Info | Cumulative Layout Shift (field)<br>crux_cls_field | No CrUX field data available for this page. | — |
| Pass | Few render-blocking resources<br>render_blocking_resources | No render-blocking resources detected. | — |
| Warning | Compression enabled<br>gzip_or_brotli | No gzip/brotli content-encoding header. | Enable gzip or Brotli on your server. |

## Links (5)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Healthy internal link count<br>internal_link_count | 24 unique internal links. | — |
| Pass | No broken internal links<br>no_broken_internal_links | All 10 sampled internal links return success. | — |
| Pass | No broken external links<br>no_broken_external_links | All 6 sampled external links resolve. | — |
| Warning | External links safe<br>external_links_safe | 5 external _blank links missing rel=noopener. | Add rel="noopener noreferrer" to target="_blank" links for security. |
| Pass | Descriptive anchor text<br>descriptive_anchor_text | Anchor texts are descriptive. | — |

## Images (5)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Images have alt text<br>images_alt_present | All 13 images have alt attribute (empty alt OK for decorative). | — |
| Pass | Below-fold images lazy<br>images_lazy_loaded | 10/13 images use loading="lazy". | — |
| Warning | Modern image formats<br>images_modern_formats | No images use webp/avif. | Adopt WebP/AVIF — typically 25-50% smaller than JPEG/PNG. |
| Pass | Images have dimensions<br>images_have_dimensions | All images have width/height set. | — |
| Skipped | Images are reasonably sized<br>images_reasonable_size | Could not measure image sizes (no Content-Length on sampled images). | — |

## Content (8)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Sufficient word count<br>word_count | 625 words — substantive content. | — |
| Pass | Content present without JavaScript<br>js_rendered_content | Content is present in the server-rendered HTML. | — |
| Fail | Readable prose<br>readability | Flesch reading ease 23.8 — very difficult. | Aggressively simplify prose for general audience. |
| Warning | E-E-A-T: Experience<br>eeat_experience | Moderate: | Strengthen Experience signals on this page. |
| Warning | E-E-A-T: Expertise<br>eeat_expertise | Moderate: | Strengthen Expertise signals on this page. |
| Warning | E-E-A-T: Authoritativeness<br>eeat_authority | Moderate: | Strengthen Authoritativeness signals on this page. |
| Warning | E-E-A-T: Trustworthiness<br>eeat_trust | Moderate: | Strengthen Trustworthiness signals on this page. |
| Info | Target keyword alignment<br>keyword_alignment | No target keyword supplied — skipped. Provide one when starting an audit to score on-page keyword alignment. | — |

## Mobile (4)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | Viewport set for mobile<br>mobile_viewport | Responsive viewport configured. | — |
| Pass | Tap targets reasonable<br>mobile_tap_targets | No obvious tap-target sizing problems. | — |
| Info | Legible font sizes<br>mobile_font_size | No inline body font-size — relying on stylesheet defaults. | — |
| Pass | No Flash/legacy plugins<br>mobile_no_flash | No legacy plugin elements. | — |

## Hreflang (4)

| Status | Check | Message | Recommendation |
|---|---|---|---|

| | | | |
|---|---|---|---|
| Info | hreflang tags present (if i18n)<br>hreflang_present | No hreflang tags. OK for monolingual sites. | — |
| Skipped | hreflang codes valid<br>hreflang_valid_codes | No hreflang to evaluate. | — |
| Skipped | hreflang self-reference<br>hreflang_self_ref | No hreflang to evaluate. | — |
| Skipped | hreflang x-default present<br>hreflang_x_default | No hreflang to evaluate. | — |

## Geo (4)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Warning | Content provides clear answers<br>geo_clear_answers | Moderate (5/10). | Improve to lift this dimension. |
| Warning | High factual density<br>geo_factual_density | Moderate (5/10). | Improve to lift this dimension. |
| Warning | Structured for AI extraction<br>geo_structured_for_ai | Moderate (5/10). | Improve to lift this dimension. |
| Warning | Cites authoritative sources<br>geo_authoritative_sources | Moderate (5/10). | Improve to lift this dimension. |

## Spam Security (6)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | No hidden text or links<br>spam_no_hidden_content | No obvious hidden text or link spam. | — |
| Pass | No sneaky redirects<br>spam_no_sneaky_redirects | No sneaky meta or JavaScript redirects. | — |
| Pass | Clean outbound links<br>spam_clean_outbound_links | No spammy outbound links among 9 external links. | — |
| Pass | No cloaking<br>spam_no_cloaking | Googlebot and visitors are served comparable content (0% difference). | — |
| Warning | No injected/obfuscated code<br>spam_no_malware_signals | Potential hacked/injected-code signals: large inline base64 blob. | Investigate for a site compromise. Scan the source, check for unexpected admin users, and review recently modified files. |
| Info | Google Safe Browsing<br>safe_browsing_clean | Not checked — set GOOGLE_SAFE_BROWSING_API_KEY to flag malware/phishing. | — |

## Domain Security (9)

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Warning | Security headers configured<br>security_headers_posture | Most security headers are missing: strict-transport-security, x-content-type-options, x-frame-options, referrer-policy. | Configure security headers at the server/CDN level for a stronger posture. |
| Pass | SPF record present<br>email_spf | SPF record found. | — |
| Warning | DMARC record present<br>email_dmarc | DMARC present but policy is p=none (monitor only). | Once reports look clean, move to p=quarantine or p=reject to actually block spoofed mail. |

| Status | Check | Message | Recommendation |
|---|---|---|---|
| Pass | MX records present<br>email_mx | 2 MX record(s) configured. | — |
| Info | DKIM configured<br>email_dkim | No DKIM key found for common selectors. DKIM uses a private selector that cannot be fully enumerated externally — verify with your mail provider. | — |
| Info | DNS resolves / hosting<br>dns_hosting_info | IP 193.203.185.192; NS: ns2.dns-parking.com, ns1.dns-parking.com | — |
| Pass | Domain registration<br>domain_registration | Registrar: NameCheap, Inc.; registered 327 day(s) ago; expires in 37 day(s). | — |
| Pass | Not on spam blacklists<br>domain_not_blacklisted | Not listed on the checked spam blacklists (2 zones). | — |
| Info | Clean web reputation<br>web_reputation | Deep reputation scoring not run (set VIRUSTOTAL_API_KEY). Safe Browsing & blacklist checks cover the basics. | — |