

# SEO Fix Guide

https://smhairtransplant.org/skin-treatments-in-delhi/chemical-peels-skin-treatments-dwarka/  
Audit #944 · 2026-07-26 11:28 · Overall 86/100

Total issues: 22 · High: 3 · Medium: 15 · Low: 4

## High (3)

High

Page speed

Priority 83/100

Medium (~45m)

Largest Contentful Paint

Poor: 5.81s.

Generic best practice

Largest Contentful Paint should load within 2.5s. Optimise the largest above-the-fold element: compress hero images, preload critical assets, and eliminate render-blocking resources.

Code fix

Before:



After:

<link rel="preload" as="image" href="hero.webp">  


High

Page speed

Priority 74/100

Medium (~45m)

First Contentful Paint

Poor: 5.58s.

Generic best practice

First Contentful Paint should be under 1.8s. Inline critical CSS, defer non-critical CSS/JS, and use a CDN.

High

Spam security

Priority 74/100

Hard (~120m)

No injected/obfuscated code

Potential hacked/injected-code signals: large inline base64 blob.

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 -->

## Medium (15)

Medium

Page speed

Priority 64/100

Medium (~45m)

PageSpeed performance score

Score 65/100 — improve.

Generic best practice

Open Lighthouse in Chrome DevTools or PageSpeed Insights — the report lists specific opportunities ranked by impact.

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:

```

```

After:

```
<picture>
  <source type="image/avif" srcset="photo.avif">
  <source type="image/webp" srcset="photo.webp">
  
</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 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 Schema Priority 47/100 Easy (~15m)

### No restricted schema types

Restricted types in use: FAQPage.

#### Generic best practice

Restricted schema types (e.g., FAQPage) are now reserved for government/health sites. Using them on other sites does nothing useful and may flag as spam.

Medium Domain security Priority 44/100 Easy (~15m)

### Security headers configured

Most security headers are missing: strict-transport-security, x-content-type-options, x-frame-options, referrer-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 (4)

Low Images Priority 44/100 Easy (~15m)

### Below-fold images lazy

Only 0 of 4 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 Content Priority 43/100 Medium (~45m)

### Readable prose

Flesch reading ease 43.7 — 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 Domain security Priority 43/100 Easy (~15m)

### DMARC record present

DMARC present but policy is p=none (monitor only).

### 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"
```

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
```