SEO Audit Report

https://smhairtransplant.org/dr-shalini-malhotra-fue-hair-transplant-delhi-dwarka/
Audit #945 · 2026-07-26 11:29 · 28.02 s

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✓ 64 pass · ! 19 warn · ✗ 3 fail

Category scores

Category	Score
Meta	100/100
Headings	100/100
Schema	92/100
Technical	96/100
Sitemap	100/100
Ssl Security	89/100
Page Speed	68/100
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 title_present	Title tag found.	—
Pass	Title length title_length	Title length 59 chars — within recommended range.	—
Pass	Title pixel width title_pixel_width	Title is ~451px wide — fits within the SERP display limit.	—
Pass	Title is descriptive title_unique_words	10 words — descriptive enough.	—
Pass	Meta description present meta_description_present	Meta description present.	—
Pass	Meta description length meta_description_length	Description 145 chars — within range.	—
Pass	OpenGraph title present og_title_present	Og title present present.	—
Pass	OpenGraph description present og_description_present	Og description present present.	—

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

Headings (5)

Status	Check	Message	Recommendation
Pass	H1 tag present h1_present	Found 1 H1.	—
Pass	Single H1 tag h1_count	Exactly one H1.	—
Pass	H1 has reasonable length h1_length	H1 length 78 chars.	—
Pass	Sufficient H2 tags h2_count	14 H2 tags — good content structure.	—
Pass	Heading hierarchy heading_hierarchy	Heading levels descend logically.	—

Schema (7)

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

Technical (9)

Status	Check	Message	Recommendation
Pass	Canonical URL present canonical_present	Canonical link found.	—

Status	Check	Message	Recommendation
Pass	Canonical self-references canonical_self_referencing	Canonical points to this page.	—
Pass	Page is indexable robots_meta_indexable	No noindex directive (meta robots or X-Robots-Tag).	—
Pass	Minimal redirect chain redirect_chain_minimal	URL resolves directly with no redirects.	—
Pass	HTML lang attribute lang_attribute_present	<html lang="en-US"> declared.	—
Pass	HTML5 doctype doctype_html5	HTML5 doctype declared.	—
Pass	Favicon present favicon_present	Favicon declared.	—
Pass	HTTP status 2xx http_status_ok	Server returned 200.	—
Warning	Response time acceptable response_time_ok	Fetched in 1837 ms — acceptable but slow.	Aim for under 800 ms TTFB.

Sitemap (6)

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

Ssl Security (7)

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

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

Page Speed (10)

Status	Check	Message	Recommendation
Warning	PageSpeed performance score pagespeed_score	Score 64/100 — improve.	Investigate Lighthouse opportunities.
Fail	Largest Contentful Paint lcp_within_threshold	Poor: 6.38s.	Improve to ≤ 2.5s.
Pass	Cumulative Layout Shift cls_within_threshold	Within good threshold (0).	—
Fail	First Contentful Paint fcp_within_threshold	Poor: 5.41s.	Improve to ≤ 1.8s.
Pass	Time To First Byte ttfb_within_threshold	Within good threshold (0.02s).	—
Info	Interaction to Next Paint inp_within_threshold	No CrUX field data for INP (page has insufficient real-world traffic).	—
Info	Largest Contentful Paint (field) crux_lcp_field	No CrUX field data available for this page.	—
Info	Cumulative Layout Shift (field) crux_cls_field	No CrUX field data available for this page.	—
Pass	Few render-blocking resources render_blocking_resources	No render-blocking resources detected.	—
Warning	Compression enabled 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 internal_link_count	29 unique internal links.	—
Pass	No broken internal links no_broken_internal_links	All 10 sampled internal links return success.	—
Pass	No broken external links no_broken_external_links	All 6 sampled external links resolve.	—
Warning	External links safe external_links_safe	4 external _blank links missing rel=noopener.	Add rel="noopener noreferrer" to target="_blank" links for security.
Pass	Descriptive anchor text descriptive_anchor_text	Anchor texts are descriptive.	—

Images (5)

Status	Check	Message	Recommendation
Pass	Images have alt text images_alt_present	All 13 images have alt attribute (empty alt OK for decorative).	—
Pass	Below-fold images lazy images_lazy_loaded	8/13 images use loading="lazy".	—
Warning	Modern image formats images_modern_formats	No images use webp/avif.	Adopt WebP/AVIF — typically 25-50% smaller than JPEG/PNG.
Pass	Images have dimensions images_have_dimensions	All images have width/height set.	—
Skipped	Images are reasonably sized images_reasonable_size	Could not measure image sizes (no Content-Length on sampled images).	—

Content (8)

Status	Check	Message	Recommendation
Pass	Sufficient word count word_count	830 words — substantive content.	—
Pass	Content present without JavaScript js_rendered_content	Content is present in the server-rendered HTML.	—
Fail	Readable prose readability	Flesch reading ease 27 — very difficult.	Aggressively simplify prose for general audience.
Warning	E-E-A-T: Experience eeat_experience	Moderate:	Strengthen Experience signals on this page.
Warning	E-E-A-T: Expertise eeat_expertise	Moderate:	Strengthen Expertise signals on this page.
Warning	E-E-A-T: Authoritativeness eeat_authority	Moderate:	Strengthen Authoritativeness signals on this page.
Warning	E-E-A-T: Trustworthiness eeat_trust	Moderate:	Strengthen Trustworthiness signals on this page.
Info	Target keyword alignment 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 mobile_viewport	Responsive viewport configured.	—
Pass	Tap targets reasonable mobile_tap_targets	No obvious tap-target sizing problems.	—
Info	Legible font sizes mobile_font_size	No inline body font-size — relying on stylesheet defaults.	—
Pass	No Flash/legacy plugins mobile_no_flash	No legacy plugin elements.	—

Hreflang (4)

Status	Check	Message	Recommendation

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

Geo (4)

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

Spam Security (6)

Status	Check	Message	Recommendation
Pass	No hidden text or links spam_no_hidden_content	No obvious hidden text or link spam.	—
Pass	No sneaky redirects spam_no_sneaky_redirects	No sneaky meta or JavaScript redirects.	—
Pass	Clean outbound links spam_clean_outbound_links	No spammy outbound links among 9 external links.	—
Pass	No cloaking spam_no_cloaking	Googlebot and visitors are served comparable content (0% difference).	—
Warning	No injected/obfuscated code 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 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 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 email_spf	SPF record found.	—
Warning	DMARC record present 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 email_mx	2 MX record(s) configured.	—
Info	DKIM configured 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 dns_hosting_info	IP 193.203.185.192; NS: ns2.dns-parking.com, ns1.dns-parking.com	—
Pass	Domain registration domain_registration	Registrar: NameCheap, Inc.; registered 327 day(s) ago; expires in 37 day(s).	—
Pass	Not on spam blacklists domain_not_blacklisted	Not listed on the checked spam blacklists (2 zones).	—
Info	Clean web reputation web_reputation	Deep reputation scoring not run (set VIRUSTOTAL_API_KEY). Safe Browsing & blacklist checks cover the basics.	—