

SEO Fix Guide

https://smhairtransplant.org/metform-form/book-appointment/
Audit #962 · 2026-07-26 11:35 · Overall 82/100

Total issues: 14 · High: 4 · Medium: 8 · Low: 2

High (4)

HighMetaPriority 78/100Trivial (~5m)

Meta description present

No meta description found.

Location

Line 1 · html > head

```
> 1 <!DOCTYPE html><html dir="ltr" lang="en-US" prefix="og: https://ogp.me/ns#"><head><script data-no-
optimize="1">var
litespeed_docref=sessionStorage.getItem("litespeed_docref");litespeed_docref&&(Object.defineProperty(document,
"referrer",{get...
2 <style id="wp-img-auto-sizes-contain-inline-css">img:is([sizes=auto i],[sizes^="auto," i]){contain-
intrinsic-size:3000px 1500px}
```

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>
```

HighSpam securityPriority 74/100Hard (~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 -->
```

High Headings Priority 73/100 Easy (~15m)

H1 tag present

No <h1> found.

Location

Line 62 · html > body.wp-singular

```
61 }
> 62 .site-content .ast-container{max-width:100%;padding:0px;}</style><meta name="viewport"
content="width=device-width, initial-scale=1.0, viewport-fit=cover" /></head><body class="wp-singular metform-
form-template metform-form-template-element...
63 id="metform-wrap-2841"
```

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 Content Priority 68/100 Hard (~120m)

Sufficient word count

Only 22 words — thin content.

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 (8)

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 1 · html > head

```
> 1 <!DOCTYPE html><html dir="ltr" lang="en-US" prefix="og: https://ogp.me/ns#"><head><script data-no-  
optimize="1">var  
litespeed_docref=sessionStorage.getItem("litespeed_docref");litespeed_docref&&(Object.defineProperty(document,  
"referrer",{get...  
2 <style id="wp-img-auto-sizes-contain-inline-css">img:is([sizes=auto i],[sizes^="auto," i]){contain-  
intrinsic-size:3000px 1500px}
```

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 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 50/100 Medium (~45m)

Healthy internal link count

No internal links on this page.

Generic best practice

Add internal links to related pages on your site. Internal links spread link equity and help users discover related content.

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 (2)

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
```