SEO Audit Report

https://www.drshikhaaggarwal.com/skin-brightening/
Audit #983 · 2026-07-26 13:09 · 43.03 s

80

✓ 55 pass · ! 25 warn · ✗ 7 fail

Category scores

Category	Score
Meta	82/100
Headings	90/100
Schema	100/100
Technical	96/100
Sitemap	95/100
Ssl Security	83/100
Page Speed	61/100
Links	90/100
Images	66/100
Content	54/100
Mobile	100/100
Hreflang	N/A (not measured)
Geo	50/100
Spam Security	80/100
Domain Security	78/100

Meta (9)

Status	Check	Message	Recommendation
Fail	Title tag present title_present	No <title> tag was found in <head>.	Add a unique, descriptive <title> tag.
Pass	Meta description present meta_description_present	Meta description present.	—
Pass	Meta description length meta_description_length	Description 155 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.	—
Warning	OpenGraph image present og_image_present	Missing <meta property="og:image">.	Add the og:image meta tag for rich social previews.
Pass	Twitter card present twitter_card_present	Twitter card present present.	—
Pass	Viewport meta tag present meta_viewport_present	Viewport meta tag present.	—

Status	Check	Message	Recommendation
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 16 chars.	—
Pass	Sufficient H2 tags h2_count	5 H2 tags — good content structure.	—
Warning	Heading hierarchy heading_hierarchy	Heading levels skipped 4 times.	Maintain logical heading order (h1 → h2 → h3, no jumps).

Schema (7)

Status	Check	Message	Recommendation
Pass	JSON-LD structured data present schema_json_ld_present	4 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.	—
Pass	No restricted schema types schema_no_restricted	No restricted schema types.	—
Pass	Schema has required properties schema_required_properties	Recognised schema types include their required properties.	—
Info	Microdata or RDFa present schema_microdata_present	1 elements with microdata (itemscope).	—

Technical (9)

Status	Check	Message	Recommendation
Pass	Canonical URL present canonical_present	Canonical link found.	—
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-in"> declared.	—

Status	Check	Message	Recommendation
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 849 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://www.drshikhaaggarwal.com/sitemap.xml (64 URLs).	—
Pass	Sitemap lists URLs sitemap_url_count	Sitemap lists 64 URLs.	—
Pass	Page is listed in sitemap sitemap_contains_url	This page is listed in the sitemap.	—
Warning	Sitemap referenced sitemap_referenced	robots.txt does not reference a sitemap.	Add "Sitemap: https://www.drshikhaaggarwal.com/sitemap.xml" to 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.
Warning	CSP header present csp_header_present	Missing content-security-policy header.	Add content-security-policy for hardened security posture.
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
Fail	PageSpeed performance score pagespeed_score	Score 11/100 — poor.	Major performance work required.
Fail	Largest Contentful Paint lcp_within_threshold	Poor: 17.03s.	Improve to ≤ 2.5s.
Fail	Cumulative Layout Shift cls_within_threshold	Poor: 0.756.	Improve to ≤ 0.1.
Fail	First Contentful Paint fcp_within_threshold	Poor: 4.35s.	Improve to ≤ 1.8s.
Pass	Time To First Byte ttfb_within_threshold	Within good threshold (0.01s).	—
Pass	Interaction to Next Paint (field) inp_within_threshold	Within good threshold (112ms).	—
Warning	Largest Contentful Paint (field, this URL) crux_lcp_field	Needs improvement: 3.57s.	Aim for ≤ 2.5s.
Pass	Cumulative Layout Shift (field, this URL) crux_cls_field	Within good threshold (0.06).	—
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	48 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 7 sampled external links resolve.	—
Warning	External links safe external_links_safe	6 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
Fail	Images have alt text images_alt_present	3 of 18 images missing alt attribute.	Add alt text describing each image (alt="" for purely decorative).
Warning	Below-fold images lazy images_lazy_loaded	Only 2 of 18 images use loading="lazy".	Add loading="lazy" to images below the fold.
Warning	Modern image formats images_modern_formats	No images use webp/avif.	Adopt WebP/AVIF — typically 25-50% smaller than JPEG/PNG.

Status	Check	Message	Recommendation
Pass	Images have dimensions images_have_dimensions	All images have width/height set.	—
Pass	Images are reasonably sized images_reasonable_size	All 10 sampled images are under 200 KB.	—

Content (8)

Status	Check	Message	Recommendation
Fail	Sufficient word count word_count	Only 168 words — thin content.	Target 300+ words; ideal 1000+.
Pass	Content present without JavaScript js_rendered_content	Content is present in the server-rendered HTML.	—
Warning	Readable prose readability	Flesch reading ease 56 — fairly difficult.	Shorten sentences and use simpler words.
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.	—

Status	Check	Message	Recommendation
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.	—
Warning	No sneaky redirects spam_no_sneaky_redirects	5 JavaScript redirect(s) to absolute URLs found.	Ensure JS redirects are not used to send users somewhere different from what search engines see.
Pass	Clean outbound links spam_clean_outbound_links	No spammy outbound links among 10 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: hidden offsite iframe.	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, content-security-policy, x-content-type-options, x-frame-options, permissions-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	No DMARC record found at _dmarc.drshikhaaggarwal.com.	Publish a DMARC record (start with p=none for monitoring, then enforce) to protect against spoofing.
Pass	MX records present email_mx	1 MX record(s) configured.	—

Status	Check	Message	Recommendation
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 184.168.97.231 — 231.97.168.184.host.secureserver.net; NS: ns10.domaincontrol.com, ns09.domaincontrol.com	—
Pass	Domain registration domain_registration	Registrar: GoDaddy.com, LLC; registered 8.2 yr ago; expires in 297 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.	—