

Aggregated Fix Guide — drdateclinic.com

50 pages · last audit 2026-06-04 11:25
Avg score: 82 · 1 critical · 214 high

Template-level issues — fix these first (10)

Each of these issues affects 50%+ of audited pages — likely lives in a shared template. One fix resolves it across the whole site.

HIGH Meta 100% (50/50 pages)

OpenGraph image present

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

Best practice:
Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

Before:

```
<head>
  <!-- no og:image -->
</head>
```

After:

```
<head>
  <meta property="og:image" content="https://yoursite.com/og-image.jpg">
  <meta property="og:image:width" content="1200">
  <meta property="og:image:height" content="630">
</head>
```

- Affected URLs (showing first 5):
- https://www.drdateclinic.com/
 - https://www.drdateclinic.com/best-plastic-surgeon-in-mumbai.html
 - https://www.drdateclinic.com/gynecomastia-surgery-in-mumbai.html
 - https://www.drdateclinic.com/tummy-tuck.html
 - https://www.drdateclinic.com/best-liposuction-treatment-in-mumbai.html
 - ...and 45 more

HIGH Links 100% (50/50 pages)

No broken internal links

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

Best practice:
Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

Before:

```
<a href="/old-page">{{actual}}</a>
```

After:

```
<a href="/new-page">Link text</a>
```

- Affected URLs (showing first 5):
- https://www.drdateclinic.com/
 - https://www.drdateclinic.com/best-plastic-surgeon-in-mumbai.html
 - https://www.drdateclinic.com/gynecomastia-surgery-in-mumbai.html
 - https://www.drdateclinic.com/tummy-tuck.html
 - https://www.drdateclinic.com/best-liposuction-treatment-in-mumbai.html
 - ...and 45 more

HIGH Images 100% (50/50 pages)

Images have alt text

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

Best practice:

Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

Before:

```

```

After:

```

```

Affected URLs (showing first 5):

- <https://www.drdateclinic.com/>
- <https://www.drdateclinic.com/best-plastic-surgeon-in-mumbai.html>
- <https://www.drdateclinic.com/gynecomastia-surgery-in-mumbai.html>
- <https://www.drdateclinic.com/tummy-tuck.html>
- <https://www.drdateclinic.com/best-liposuction-treatment-in-mumbai.html>
- ...and 45 more

HIGH Images 100% (50/50 pages)

Images have dimensions

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

Best practice:

Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

Before:

```

```

After:

```

```

Affected URLs (showing first 5):

- <https://www.drdateclinic.com/>
- <https://www.drdateclinic.com/best-plastic-surgeon-in-mumbai.html>
- <https://www.drdateclinic.com/gynecomastia-surgery-in-mumbai.html>
- <https://www.drdateclinic.com/tummy-tuck.html>
- <https://www.drdateclinic.com/best-liposuction-treatment-in-mumbai.html>
- ...and 45 more

MEDIUM Meta 100% (50/50 pages)

OpenGraph title present

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

Best practice:

Add og:title for social-media link previews. Without it, shared links fall back to the page <title>, which may not be ideal for Facebook/LinkedIn cards.

Before:

```
<head>
  <!-- no og:title -->
</head>
```

After:

```
<head>
  <meta property="og:title" content="Your social-friendly title">
</head>
```

Affected URLs (showing first 5):

- <https://www.drdateclinic.com/>
- <https://www.drdateclinic.com/best-plastic-surgeon-in-mumbai.html>
- <https://www.drdateclinic.com/gynecomastia-surgery-in-mumbai.html>
- <https://www.drdateclinic.com/tummy-tuck.html>
- <https://www.drdateclinic.com/best-liposuction-treatment-in-mumbai.html>
- ...and 45 more

MEDIUM Meta 100% (50/50 pages)

OpenGraph description present

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

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.

Before:

```
<head>
  <!-- no og:description -->
</head>
```

After:

```
<head>
  <meta property="og:description" content="Punchy social-share blurb, 90-150 chars.">
</head>
```

Affected URLs (showing first 5):

- <https://www.drdateclinic.com/>
- <https://www.drdateclinic.com/best-plastic-surgeon-in-mumbai.html>
- <https://www.drdateclinic.com/gynecomastia-surgery-in-mumbai.html>
- <https://www.drdateclinic.com/tummy-tuck.html>
- <https://www.drdateclinic.com/best-liposuction-treatment-in-mumbai.html>
- ...and 45 more

MEDIUM Ssl security 100% (50/50 pages)

HSTS header present

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

Best practice:

Add Strict-Transport-Security header so browsers refuse HTTP for your domain after the first visit. Bumps SSL Labs grade to A+.

After:

```
Strict-Transport-Security: max-age=31536000; includeSubDomains
```

Affected URLs (showing first 5):

- <https://www.drdateclinic.com/>
- <https://www.drdateclinic.com/best-plastic-surgeon-in-mumbai.html>
- <https://www.drdateclinic.com/gynecomastia-surgery-in-mumbai.html>
- <https://www.drdateclinic.com/tummy-tuck.html>
- <https://www.drdateclinic.com/best-liposuction-treatment-in-mumbai.html>
- ...and 45 more

MEDIUM Page speed 100% (50/50 pages)

Compression enabled

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

Best practice:

Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

Affected URLs (showing first 5):

- <https://www.drdateclinic.com/>
- <https://www.drdateclinic.com/best-plastic-surgeon-in-mumbai.html>
- <https://www.drdateclinic.com/gynecomastia-surgery-in-mumbai.html>
- <https://www.drdateclinic.com/tummy-tuck.html>
- <https://www.drdateclinic.com/best-liposuction-treatment-in-mumbai.html>
- ...and 45 more

MEDIUM Content 100% (50/50 pages)

E-E-A-T: Experience

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

Best practice:

Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

Affected URLs (showing first 5):

- <https://www.drdateclinic.com/>
- <https://www.drdateclinic.com/best-plastic-surgeon-in-mumbai.html>
- <https://www.drdateclinic.com/gynecomastia-surgery-in-mumbai.html>
- <https://www.drdateclinic.com/tummy-tuck.html>
- <https://www.drdateclinic.com/best-liposuction-treatment-in-mumbai.html>
- ...and 45 more

MEDIUM Content 100% (50/50 pages)

E-E-A-T: Expertise

🔴 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

Best practice:

Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

Affected URLs (showing first 5):

- <https://www.drdateclinic.com/>
- <https://www.drdateclinic.com/best-plastic-surgeon-in-mumbai.html>
- <https://www.drdateclinic.com/gynecomastia-surgery-in-mumbai.html>
- <https://www.drdateclinic.com/tummy-tuck.html>
- <https://www.drdateclinic.com/best-liposuction-treatment-in-mumbai.html>
- ...and 45 more

Common (non-template) issues (10)

LOW Headings **Sufficient H2 tags** — 22 pages affected (44%)

MEDIUM Meta **Meta description length** — 18 pages affected (36%)

HIGH Schema **JSON-LD structured data present** — 6 pages affected (12%)

LOW Headings **H1 has reasonable length** — 4 pages affected (8%)

MEDIUM Meta **Title length** — 4 pages affected (8%)

MEDIUM Technical **Canonical URL present** — 4 pages affected (8%)

MEDIUM Page speed **PageSpeed performance score** — 3 pages affected (6%)

HIGH Page speed **Largest Contentful Paint** — 3 pages affected (6%)

MEDIUM Page speed **Cumulative Layout Shift** — 3 pages affected (6%)

MEDIUM Page speed **First Contentful Paint** — 3 pages affected (6%)

Per-page issues — by URL

<https://www.drdateclinic.com/contact-us.html> (26 issues)

CRITICAL Title tag present

No <title> tag was found in <head>.

→ Every page must have a unique, descriptive <title> tag inside <head>. 30-60 characters, primary keyword first.

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH H1 tag present

No <h1> found.

→ 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.

HIGH OpenGraph image present

Missing <meta property="og:image">.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

9 of 10 images missing alt attribute.

→ Every needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use alt="" only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM Modern image formats

No images use webp/avif.

→ Convert images to WebP or AVIF — typically 25-50% smaller than JPEG/PNG with no visible quality loss. Use <picture> for fallback.

...and 16 more (see audit #387 report).

HIGH Largest Contentful Paint

Poor: 4.89s.

→ 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.

HIGH PageSpeed performance score

Score 43/100 — poor.

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

HIGH Images have dimensions

Only 0/9 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

MEDIUM Cumulative Layout Shift

Needs improvement: 0.122.

→ Cumulative Layout Shift should be under 0.1. Set explicit width/height on images, reserve space for embeds and ads, and avoid late-loading fonts that re-flow text.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH JSON-LD is valid JSON

1 JSON-LD block(s) failed to parse.

→ Your JSON-LD has a syntax error. Validate at <https://validator.schema.org/>. Invalid JSON is silently ignored by Google — you get zero benefit from it.

MEDIUM First Contentful Paint

Needs improvement: 3.16s.

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

HIGH Images have alt text

7 of 9 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

...and 17 more (see audit #374 report).

HIGH Largest Contentful Paint

Poor: 4.08s.

→ 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.

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

MEDIUM Cumulative Layout Shift

Needs improvement: 0.122.

→ Cumulative Layout Shift should be under 0.1. Set explicit width/height on images, reserve space for embeds and ads, and avoid late-loading fonts that re-flow text.

HIGH OpenGraph image present

Missing <meta property="og:image">.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

MEDIUM PageSpeed performance score

Score 67/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.02s.

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

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use alt="" only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

...and 18 more (see audit #361 report).

HIGH Meta description present

No meta description found.

→ Add a meta description (120-160 characters) summarising the page. It appears under the title in search results and directly affects click-through rate.

HIGH Images have dimensions

Only 0/49 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH H1 tag present

No `<h1>` found.

→ 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.

MEDIUM Title length

Title is only 4 characters — too short to communicate value.

→ Title is outside the 30-60 character sweet spot. Google truncates titles longer than ~60 chars in search results, hiding your keywords. Keep the primary keyword near the start.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 49 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

HIGH Images have dimensions

Only 0/11 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 11 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add og:title for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

...and 13 more (see audit #393 report).

<https://www.drdateclinic.com/best-plastic-surgeon-in-mumbai.html> (24 issues)

HIGH Images have dimensions

Only 0/16 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

11 of 16 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

HIGH JSON-LD structured data present

No JSON-LD scripts found.

→ Add structured data (JSON-LD) so search engines understand your content type. Schema can trigger rich results — stars, prices, FAQs — that increase click-through rate.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM Meta description length

Description is 178 characters — likely truncated.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

...and 14 more (see audit #348 report).

HIGH Images have dimensions

Only 16/25 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 25 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

<https://www.drdateclinic.com/dermal.html> (23 issues)

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add og:title for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

...and 13 more (see audit #369 report).

HIGH Images have dimensions

Only 0/23 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 23 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

HIGH Images have dimensions

Only 0/13 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 13 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM Meta description length

Description is 102 characters — too short.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

...and 14 more (see audit #383 report).

HIGH Images have dimensions

Only 0/24 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH H1 tag present

No `<h1>` found.

→ 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.

HIGH Sufficient word count

Only 95 words — thin content.

→ Expand the content. 300+ words is the minimum for a substantive page; 1000+ for competitive informational queries. Cover the topic thoroughly.

MEDIUM Title length

Title is only 19 characters — too short to communicate value.

→ Title is outside the 30-60 character sweet spot. Google truncates titles longer than ~60 chars in search results, hiding your keywords. Keep the primary keyword near the start.

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

3 of 24 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

HIGH JSON-LD structured data present

No JSON-LD scripts found.

→ Add structured data (JSON-LD) so search engines understand your content type. Schema can trigger rich results — stars, prices, FAQs — that increase click-through rate.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH JSON-LD is valid JSON

1 JSON-LD block(s) failed to parse.

→ Your JSON-LD has a syntax error. Validate at <https://validator.schema.org/>. Invalid JSON is silently ignored by Google — you get zero benefit from it.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 13 more (see audit #352 report).

<https://www.drdateclinic.com/arm-lift.html> (25 issues)

HIGH Images have dimensions

Only 0/17 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 17 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Meta description length

Description is 110 characters — too short.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 15 more (see audit #359 report).

<https://www.drdateclinic.com/hymenoplasty.html> (24 issues)

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM Meta description length

Description is 107 characters — too short.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

...and 14 more (see audit #362 report).

https://www.drdateclinic.com/head-neck.html (24 issues)

HIGH Images have dimensions

Only 0/9 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 9 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Meta description length

Description is 99 characters — too short.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 14 more (see audit #380 report).

HIGH Images have dimensions

Only 0/11 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 11 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 13 more (see audit #394 report).

HIGH Images have dimensions

Only 1/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

<https://www.drdateclinic.com/labiaplasty.html> (23 issues)

HIGH Images have dimensions

Only 0/13 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 13 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

...and 13 more (see audit #363 report).

HIGH Images have dimensions

Only 0/9 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 9 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Meta description length

Description is 101 characters — too short.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 14 more (see audit #370 report).

HIGH Images have dimensions

Only 0/21 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 21 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

<https://www.drdateclinic.com/sternal-wound-infection.html> (24 issues)

HIGH Images have dimensions

Only 0/9 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 9 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Meta description length

Description is 108 characters — too short.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 14 more (see audit #384 report).

https://www.drdateclinic.com/index.html (22 issues)

HIGH Images have dimensions

Only 3/11 images have explicit dimensions.

→ Set explicit width/height on every to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing <meta property="og:image">.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 11 images missing alt attribute.

→ Every needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use alt="" only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing <meta property="og:title">.

→ Add og:title for social-media link previews. Without it, shared links fall back to the page <title>, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing <meta property="og:description">.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

...and 12 more (see audit #391 report).

HIGH Images have dimensions

Only 0/19 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 19 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

<https://www.drdateclinic.com/thigh-lift.html> (22 issues)

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

...and 12 more (see audit #360 report).

<https://www.drdateclinic.com/facelift.html> (25 issues)

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Meta description length

Description is 112 characters — too short.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 15 more (see audit #367 report).

HIGH Images have dimensions

Only 0/9 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 9 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

HIGH JSON-LD structured data present

No JSON-LD scripts found.

→ Add structured data (JSON-LD) so search engines understand your content type. Schema can trigger rich results — stars, prices, FAQs — that increase click-through rate.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Meta description length

Description is 107 characters — too short.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

<https://www.drdateclinic.com/tummy-tuck.html> (21 issues)

HIGH Images have dimensions

Only 18/27 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 27 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

...and 11 more (see audit #350 report).

HIGH Images have dimensions

Only 0/9 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 9 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

MEDIUM Title length

Title is 61 characters — likely truncated in SERPs.

→ Title is outside the 30-60 character sweet spot. Google truncates titles longer than ~60 chars in search results, hiding your keywords. Keep the primary keyword near the start.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 13 more (see audit #364 report).

<https://www.drdateclinic.com/finger-correction.html> (28 issues)

MEDIUM Largest Contentful Paint

Needs improvement: 3.19s.

→ 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.

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

MEDIUM Cumulative Layout Shift

Needs improvement: 0.22.

→ Cumulative Layout Shift should be under 0.1. Set explicit width/height on images, reserve space for embeds and ads, and avoid late-loading fonts that re-flow text.

HIGH OpenGraph image present

Missing <meta property="og:image">.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

MEDIUM PageSpeed performance score

Score 52/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 2.74s.

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

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use alt="" only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

...and 18 more (see audit #381 report).

https://www.drdateclinic.com/browlift.html (25 issues)

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Meta description length

Description is 101 characters — too short.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 15 more (see audit #371 report).

HIGH Images have dimensions

Only 0/21 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 21 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Meta description length

Description is 118 characters — too short.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 13 more (see audit #378 report).

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM Modern image formats

No images use webp/avif.

→ Convert images to WebP or AVIF — typically 25-50% smaller than JPEG/PNG with no visible quality loss. Use `<picture>` for fallback.

HIGH Images have dimensions

Only 1/9 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

MEDIUM Title length

Title is only 15 characters — too short to communicate value.

→ Title is outside the 30-60 character sweet spot. Google truncates titles longer than ~60 chars in search results, hiding your keywords. Keep the primary keyword near the start.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

8 of 9 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

HIGH JSON-LD structured data present

No JSON-LD scripts found.

→ Add structured data (JSON-LD) so search engines understand your content type. Schema can trigger rich results — stars, prices, FAQs — that increase click-through rate.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

HIGH Images have dimensions

Only 3/11 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 11 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

<https://www.drdateclinic.com/tummy-tuck-faq.html> (25 issues)

HIGH Images have dimensions

Only 1/9 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

8 of 9 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

HIGH JSON-LD structured data present

No JSON-LD scripts found.

→ Add structured data (JSON-LD) so search engines understand your content type. Schema can trigger rich results — stars, prices, FAQs — that increase click-through rate.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 15 more (see audit #396 report).

https://www.drdateclinic.com/botox.html (24 issues)

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Meta description length

Description is 97 characters — too short.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 14 more (see audit #368 report).

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

https://www.drdateclinic.com/facial.html (24 issues)

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Meta description length

Description is 119 characters — too short.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 14 more (see audit #382 report).

HIGH Images have dimensions

Only 0/9 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 9 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

HIGH JSON-LD structured data present

No JSON-LD scripts found.

→ Add structured data (JSON-LD) so search engines understand your content type. Schema can trigger rich results — stars, prices, FAQs — that increase click-through rate.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Meta description length

Description is 98 characters — too short.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

HIGH Images have dimensions

Only 0/11 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 11 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 13 more (see audit #395 report).

HIGH Images have dimensions

Only 10/19 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 19 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

HIGH Images have dimensions

Only 17/26 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

8 of 26 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

HIGH Images have dimensions

Only 0/19 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 19 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM Meta description length

Description is 112 characters — too short.

→ Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

...and 13 more (see audit #365 report).

<https://www.drdateclinic.com/eyelidsurgery.html> (23 issues)

HIGH Images have dimensions

Only 0/10 images have explicit dimensions.

→ Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

HIGH OpenGraph image present

Missing `<meta property="og:image">`.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 10 images missing alt attribute.

→ Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing `<meta property="og:description">`.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

...and 13 more (see audit #372 report).

HIGH OpenGraph image present

Missing <meta property="og:image">.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 41 images missing alt attribute.

→ Every needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use alt="" only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM Images have dimensions

32/41 images have explicit dimensions.

→ Set explicit width/height on every to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing <meta property="og:title">.

→ Add og:title for social-media link previews. Without it, shared links fall back to the page <title>, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing <meta property="og:description">.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

HIGH OpenGraph image present

Missing <meta property="og:image">.

→ Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

HIGH Images have alt text

7 of 33 images missing alt attribute.

→ Every needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use alt="" only for purely decorative images.

HIGH No broken internal links

1 of 10 sampled internal links broken.

→ Internal links returning 4xx/5xx waste crawl budget and frustrate users. Fix the URL, redirect it, or remove the link entirely.

MEDIUM Images have dimensions

24/33 images have explicit dimensions.

→ Set explicit width/height on every to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

MEDIUM E-E-A-T: Expertise

Moderate:

→ Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

MEDIUM E-E-A-T: Trustworthiness

Moderate:

→ Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

MEDIUM OpenGraph title present

Missing <meta property="og:title">.

→ Add og:title for social-media link previews. Without it, shared links fall back to the page <title>, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

Missing <meta property="og:description">.

→ 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.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

MEDIUM E-E-A-T: Experience

Moderate:

→ Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.