

Aggregated Fix Guide — drpaulsonline.com

1 pages · last audit 2026-05-01 07:10
Avg score: 75 · 1 critical · 7 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.

CRITICAL Meta 100% (1/1 pages)

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

Before:

```
<head>
  <!-- no <title> tag -->
</head>
```

After:

```
<head>
  <title>Your Page Title (30-60 chars)</title>
</head>
```

Affected URLs (showing first 5):
• https://www.drpaulsonline.com/

HIGH Meta 100% (1/1 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.drpaulsonline.com/

HIGH Technical 100% (1/1 pages)

Response time acceptable

🔧 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:

Server is slow. Investigate: enable a CDN, add page caching, optimise database queries, upgrade hosting. TTFB > 800ms hurts every Core Web Vital.

Affected URLs (showing first 5):

- <https://www.drpaulsonline.com/>

HIGH Page speed 100% (1/1 pages)

PageSpeed performance score

🔧 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:

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

Affected URLs (showing first 5):

- <https://www.drpaulsonline.com/>

HIGH Page speed 100% (1/1 pages)

Largest Contentful Paint

🔧 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:

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.

Before:

```

```

After:

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

```

Affected URLs (showing first 5):

- <https://www.drpaulsonline.com/>

HIGH Page speed 100% (1/1 pages)

First Contentful Paint

🔧 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:

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

Affected URLs (showing first 5):

- <https://www.drpaulsonline.com/>

HIGH Images 100% (1/1 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.drpaulsonline.com/>

HIGH Images 100% (1/1 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.drpaulsonline.com/>

MEDIUM Headings 100% (1/1 pages)

Heading hierarchy

🔧 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:

Headings should descend logically: H1 → H2 → H3, no jumps. Skipping levels (H1 → H3) breaks accessibility tools and confuses crawlers.

Before:

```
<h1>Page Title</h1>
<h3>Section</h3> <!-- skipped H2 -->
```

After:

```
<h1>Page Title</h1>
<h2>Section</h2>
<h3>Subsection</h3>
```

Affected URLs (showing first 5):

- <https://www.drpaulsonline.com/>

MEDIUM Schema 100% (1/1 pages)

No deprecated schema types

🔍 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:

You're using deprecated schema types Google no longer surfaces. Remove them to reduce JSON-LD weight and replace with their successors (e.g., `HowTo` → `How-To` rich result is gone, use `Article` instead).

Affected URLs (showing first 5):

- <https://www.drpaulsonline.com/>

Per-page issues — by URL

<https://www.drpaulsonline.com/> (29 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 Largest Contentful Paint

Poor: 5.7s.

→ 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 First Contentful Paint

Poor: 4.24s.

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

HIGH PageSpeed performance score

Score 46/100 — poor.

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

HIGH Images have dimensions

Only 24/74 images have explicit dimensions.

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

HIGH Response time acceptable

Fetches in 2698 ms — too slow.

→ Server is slow. Investigate: enable a CDN, add page caching, optimise database queries, upgrade hosting. TTFB > 800ms hurts every Core Web Vital.

MEDIUM Cumulative Layout Shift

Needs improvement: 0.185.

→ 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 Images have alt text

4 of 74 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.

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 19 more (see audit #280 report).