

Aggregated Fix Guide — drpranatiswain.com

35 pages · last audit 2026-05-15 05:07
Avg score: 80 · 0 critical · 156 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 Technical 100% (35/35 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://drpranatiswain.com>
- <https://drpranatiswain.com/scarless-varicose-vein-surgery/>
- <https://drpranatiswain.com/understanding-vascular-disease-symptoms-risk-factors-and-treatment-options/>
- <https://drpranatiswain.com/understanding-diabetic-foot-ulcers-causes-treatment-prevention/>
- <https://drpranatiswain.com/minimally-invasive-treatments-for-varicose-veins-what-you-need-to-know/>
- ...and 30 more

HIGH Images 100% (35/35 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 to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.
Before:

```

```

After:

```

```

- Affected URLs (showing first 5):
- <https://drpranatiswain.com>
 - <https://drpranatiswain.com/scarless-varicose-vein-surgery/>
 - <https://drpranatiswain.com/understanding-vascular-disease-symptoms-risk-factors-and-treatment-options/>
 - <https://drpranatiswain.com/understanding-diabetic-foot-ulcers-causes-treatment-prevention/>
 - <https://drpranatiswain.com/minimally-invasive-treatments-for-varicose-veins-what-you-need-to-know/>
 - ...and 30 more

H1 tag present

🔧 This issue affects 97% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

Best practice:

Every page needs exactly one `<h1>` tag — the primary heading. It tells both users and search engines what the page is about, and is the strongest on-page ranking signal.

Before:

```
<body>
  <div>Page content with no H1</div>
</body>
```

After:

```
<body>
  <h1>Your Main Page Heading</h1>
  <!-- rest of content -->
</body>
```

Affected URLs (showing first 5):

- <https://drpranatiswain.com/scarless-varicose-vein-surgery/>
- <https://drpranatiswain.com/understanding-vascular-disease-symptoms-risk-factors-and-treatment-options/>
- <https://drpranatiswain.com/understanding-diabetic-foot-ulcers-causes-treatment-prevention/>
- <https://drpranatiswain.com/minimally-invasive-treatments-for-varicose-veins-what-you-need-to-know/>
- <https://drpranatiswain.com/varicose-veins-vs-spider-veins-key-differences-and-treatment-options/>
- ...and 29 more

Largest Contentful Paint

🔧 This issue affects 89% 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://drpranatiswain.com>
- <https://drpranatiswain.com/scarless-varicose-vein-surgery/>
- <https://drpranatiswain.com/varicose-veins-vs-spider-veins-key-differences-and-treatment-options/>
- <https://drpranatiswain.com/varicose-veins-treatment-in-india-advanced-and-effective-solutions/>
- <https://drpranatiswain.com/sclerotherapy-for-varicose-veins/>
- ...and 26 more

HIGH Meta 80% (28/35 pages)

OpenGraph image present

🔴 This issue affects 80% 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://drpranatiswain.com>
- <https://drpranatiswain.com/thoracic-endovascular-aortic-repair-tevar/>
- <https://drpranatiswain.com/deep-vein-thrombosis/>
- <https://drpranatiswain.com/aortic-aneurysm/>
- <https://drpranatiswain.com/av-fistula-creation/>
- ...and 23 more

MEDIUM Meta 100% (35/35 pages)

Title length

🔴 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:

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.

Before:

```
<title>{{actual}}</title>
```

After:

```
<title>Shortened title – primary keyword first (?60 chars)</title>
```

Affected URLs (showing first 5):

- <https://drpranatiswain.com>
- <https://drpranatiswain.com/scarless-varicose-vein-surgery/>
- <https://drpranatiswain.com/understanding-vascular-disease-symptoms-risk-factors-and-treatment-options/>
- <https://drpranatiswain.com/understanding-diabetic-foot-ulcers-causes-treatment-prevention/>
- <https://drpranatiswain.com/minimally-invasive-treatments-for-varicose-veins-what-you-need-to-know/>
- ...and 30 more

MEDIUM Meta 100% (35/35 pages)

Meta description length

🔧 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:

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

Before:

```
<meta name="description" content="{{actual}}">
```

After:

```
<meta name="description" content="Rewritten description, 120-160 chars, with the primary keyword and a value proposition.">
```

Affected URLs (showing first 5):

- <https://drpranatiswain.com>
- <https://drpranatiswain.com/scarless-varicose-vein-surgery/>
- <https://drpranatiswain.com/understanding-vascular-disease-symptoms-risk-factors-and-treatment-options/>
- <https://drpranatiswain.com/understanding-diabetic-foot-ulcers-causes-treatment-prevention/>
- <https://drpranatiswain.com/minimally-invasive-treatments-for-varicose-veins-what-you-need-to-know/>
- ...and 30 more

MEDIUM Ssl security 100% (35/35 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://drpranatiswain.com>
- <https://drpranatiswain.com/scarless-varicose-vein-surgery/>
- <https://drpranatiswain.com/understanding-vascular-disease-symptoms-risk-factors-and-treatment-options/>
- <https://drpranatiswain.com/understanding-diabetic-foot-ulcers-causes-treatment-prevention/>
- <https://drpranatiswain.com/minimally-invasive-treatments-for-varicose-veins-what-you-need-to-know/>
- ...and 30 more

MEDIUM Page speed 100% (35/35 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://drpranatiswain.com>
- <https://drpranatiswain.com/scarless-varicose-vein-surgery/>
- <https://drpranatiswain.com/understanding-vascular-disease-symptoms-risk-factors-and-treatment-options/>
- <https://drpranatiswain.com/understanding-diabetic-foot-ulcers-causes-treatment-prevention/>
- <https://drpranatiswain.com/minimally-invasive-treatments-for-varicose-veins-what-you-need-to-know/>
- ...and 30 more

MEDIUM Images 100% (35/35 pages)

Modern image formats

🔧 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:

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

Before:

```

```

After:

```
<picture>
  <source type="image/avif" srcset="photo.avif">
  <source type="image/webp" srcset="photo.webp">
  
</picture>
```

Affected URLs (showing first 5):

- <https://drpranatiswain.com>
- <https://drpranatiswain.com/scarless-varicose-vein-surgery/>
- <https://drpranatiswain.com/understanding-vascular-disease-symptoms-risk-factors-and-treatment-options/>
- <https://drpranatiswain.com/understanding-diabetic-foot-ulcers-causes-treatment-prevention/>
- <https://drpranatiswain.com/minimally-invasive-treatments-for-varicose-veins-what-you-need-to-know/>
- ...and 30 more

Common (non-template) issues (6)

HIGH Content **Sufficient word count** — 13 pages affected (37%)

LOW Headings **Sufficient H2 tags** — 10 pages affected (29%)

MEDIUM Links **External links safe** — 7 pages affected (20%)

HIGH Images **Images have alt text** — 7 pages affected (20%)

LOW Images **Below-fold images lazy** — 4 pages affected (11%)

MEDIUM Page speed **Cumulative Layout Shift** — 2 pages affected (6%)

Per-page issues — by URL

HIGH Largest Contentful Paint

Poor: 6.3s.

→ 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 0/3 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 Response time acceptable

Fetches in 3855 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 Title length

Title is 8079 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.

MEDIUM First Contentful Paint

Needs improvement: 2.91s.

→ 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

1 of 3 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.

MEDIUM PageSpeed performance score

Score 63/100 — improve.

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

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 15 more (see audit #303 report).

HIGH Largest Contentful Paint

Poor: 6.75s.

→ 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 0/2 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 153 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 8079 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.

MEDIUM PageSpeed performance score

Score 63/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.19s.

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

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 15 more (see audit #331 report).

HIGH Largest Contentful Paint

Poor: 9.05s.

→ 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: 3.83s.

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

HIGH Images have dimensions

Only 0/3 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 Response time acceptable

Fetches in 7473 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: 0.12.

→ 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.

MEDIUM Title length

Title is 8079 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.

MEDIUM PageSpeed performance score

Score 54/100 — improve.

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

HIGH Images have alt text

1 of 3 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: Expertise

Moderate:

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

...and 16 more (see audit #307 report).

HIGH Largest Contentful Paint

Poor: 6.25s.

→ 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 0/1 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 8079 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.

MEDIUM PageSpeed performance score

Score 63/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.2s.

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

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.

...and 15 more (see audit #310 report).

HIGH Largest Contentful Paint

Poor: 6.49s.

→ 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 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 Images have dimensions

Only 0/1 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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.

MEDIUM PageSpeed performance score

Score 62/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.46s.

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

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 393 characters — likely truncated.

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

...and 15 more (see audit #314 report).

<https://drpranatiswain.com/contact/> (25 issues)

HIGH Largest Contentful Paint

Poor: 6.43s.

→ 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 0/2 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 8079 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.

MEDIUM PageSpeed performance score

Score 62/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.2s.

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

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.

...and 15 more (see audit #317 report).

HIGH Largest Contentful Paint

Poor: 6.26s.

→ 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 0/1 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 66 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 8079 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.

MEDIUM PageSpeed performance score

Score 65/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.22s.

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

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 15 more (see audit #324 report).

HIGH Largest Contentful Paint

Poor: 6.27s.

→ 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 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 Images have dimensions

Only 0/1 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 3793 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.

HIGH Sufficient word count

Only 155 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 8079 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.

MEDIUM PageSpeed performance score

Score 62/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.26s.

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

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 14 more (see audit #335 report).

HIGH Largest Contentful Paint

Poor: 6.31s.

→ 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 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 Images have dimensions

Only 0/1 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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 Sufficient word count

Only 77 words — thin content.

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

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 64/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.27s.

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

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 15 more (see audit #325 report).

<https://drpranatiswain.com/about/> (25 issues)

HIGH Largest Contentful Paint

Poor: 7.13s.

→ 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 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 Images have dimensions

Only 0/14 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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.

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.23s.

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

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 393 characters — likely truncated.

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

...and 15 more (see audit #322 report).

HIGH Largest Contentful Paint

Poor: 6.28s.

→ 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 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 Images have dimensions

Only 0/1 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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 Sufficient word count

Only 98 words — thin content.

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

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 62/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.28s.

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

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 15 more (see audit #329 report).

HIGH Largest Contentful Paint

Poor: 7.59s.

→ 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 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 Images have dimensions

Only 0/4 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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.

MEDIUM PageSpeed performance score

Score 60/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.28s.

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

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 393 characters — likely truncated.

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

...and 15 more (see audit #332 report).

HIGH Largest Contentful Paint

Poor: 9.75s.

→ 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: 3.65s.

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

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 Images have dimensions

Only 0/1 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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.

MEDIUM PageSpeed performance score

Score 59/100 — improve.

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

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 393 characters — likely truncated.

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

...and 15 more (see audit #336 report).

HIGH Largest Contentful Paint

Poor: 9.45s.

→ 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 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 Images have dimensions

Only 0/3 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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.

MEDIUM Cumulative Layout Shift

Needs improvement: 0.141.

→ 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.

MEDIUM PageSpeed performance score

Score 59/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 2.79s.

→ 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

1 of 3 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: 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 16 more (see audit #308 report).

HIGH Largest Contentful Paint

Poor: 5.4s.

→ 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 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 Images have dimensions

Only 0/1 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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.

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: 2.56s.

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

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 393 characters — likely truncated.

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

...and 14 more (see audit #315 report).

HIGH Largest Contentful Paint

Poor: 6.36s.

→ 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 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 Images have dimensions

Only 0/1 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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 Sufficient word count

Only 66 words — thin content.

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

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 62/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.34s.

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

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 15 more (see audit #326 report).

HIGH Largest Contentful Paint

Poor: 6.4s.

→ 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 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 Images have dimensions

Only 0/5 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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.

MEDIUM PageSpeed performance score

Score 62/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.47s.

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

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 393 characters — likely truncated.

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

...and 16 more (see audit #333 report).

<https://drpranatiswain.com/aortic-aneurysm/> (25 issues)

HIGH Largest Contentful Paint

Poor: 6.23s.

→ 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 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 Images have dimensions

Only 0/1 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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.

MEDIUM PageSpeed performance score

Score 62/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.22s.

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

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 393 characters — likely truncated.

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

...and 15 more (see audit #312 report).

HIGH Largest Contentful Paint

Poor: 8.7s.

→ 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 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 Images have dimensions

Only 0/3 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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.

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 2.91s.

→ 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

1 of 3 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: 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 393 characters — likely truncated.

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

...and 15 more (see audit #309 report).

HIGH Largest Contentful Paint

Poor: 8.24s.

→ 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: 3.79s.

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

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 Images have dimensions

Only 0/2 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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.

MEDIUM PageSpeed performance score

Score 59/100 — improve.

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

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 393 characters — likely truncated.

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

...and 14 more (see audit #316 report).

HIGH Largest Contentful Paint

Poor: 6.23s.

→ 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 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 Images have dimensions

Only 0/1 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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 Sufficient word count

Only 62 words — thin content.

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

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 61/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.32s.

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

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 15 more (see audit #323 report).

HIGH Largest Contentful Paint

Poor: 6.97s.

→ 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 0/2 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 163 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 8079 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.

MEDIUM PageSpeed performance score

Score 62/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.25s.

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

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 15 more (see audit #330 report).

<https://drpranatiswain.com> (25 issues)

HIGH Largest Contentful Paint

Poor: 14.48s.

→ 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 0/8 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 10315 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 Title length

Title is 8079 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.

MEDIUM PageSpeed performance score

Score 58/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.52s.

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

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 393 characters — likely truncated.

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

...and 15 more (see audit #302 report).

<https://drpranatiswain.com/av-fistula-creation/> (25 issues)

HIGH Largest Contentful Paint

Poor: 6.23s.

→ 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 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 Images have dimensions

Only 0/1 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 18739 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 Title length

Title is 8079 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.

MEDIUM PageSpeed performance score

Score 63/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.22s.

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

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 15 more (see audit #313 report).

<https://drpranatiswain.com/appointment/> (26 issues)

HIGH Largest Contentful Paint

Poor: 6.43s.

→ 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 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 Images have dimensions

Only 0/1 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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 Sufficient word count

Only 40 words — thin content.

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

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 63/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.34s.

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

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 16 more (see audit #320 report).

HIGH Largest Contentful Paint

Poor: 6.24s.

→ 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 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 Images have dimensions

Only 0/1 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 3020 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 Title length

Title is 8079 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 Sufficient word count

Only 98 words — thin content.

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

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 62/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.21s.

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

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 15 more (see audit #327 report).

HIGH Largest Contentful Paint

Poor: 6.23s.

→ 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 0/1 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 0 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 8079 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.

MEDIUM PageSpeed performance score

Score 65/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.24s.

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

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 11 more (see audit #334 report).

<https://drpranatiswain.com/minimally-invasive-treatments-for-varicose-veins-what-you-need-to-know/> (22 issues)

HIGH Images have dimensions

Only 0/3 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 Response time acceptable

Fetches in 11776 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 Title length

Title is 8079 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 Images have alt text

1 of 3 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.

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 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.

MEDIUM Meta description length

Description is 393 characters — likely truncated.

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

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 12 more (see audit #306 report).

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 Largest Contentful Paint

Needs improvement: 3.57s.

→ 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 0/1 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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.

MEDIUM PageSpeed performance score

Score 76/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.18s.

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

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 393 characters — likely truncated.

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

...and 14 more (see audit #311 report).

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 Largest Contentful Paint

Needs improvement: 3.69s.

→ 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 0/1 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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.

MEDIUM PageSpeed performance score

Score 75/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.04s.

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

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 393 characters — likely truncated.

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

...and 15 more (see audit #318 report).

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 Largest Contentful Paint

Needs improvement: 2.58s.

→ 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 0/1 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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 Sufficient word count

Only 120 words — thin content.

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

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 First Contentful Paint

Needs improvement: 2.12s.

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

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 393 characters — likely truncated.

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

...and 14 more (see audit #321 report).

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 Images have dimensions

Only 0/1 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 8079 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 Sufficient word count

Only 81 words — thin content.

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

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 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 393 characters — likely truncated.

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

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 12 more (see audit #328 report).

<https://drpranatiswain.com/understanding-vascular-disease-symptoms-risk-factors-and-treatment-options/> (22 issues)

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 Images have dimensions

Only 0/3 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 22632 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 Title length

Title is 8079 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 Images have alt text

1 of 3 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: 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 393 characters — likely truncated.

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

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 12 more (see audit #304 report).

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 Images have dimensions

Only 0/3 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 Response time acceptable

Fetches in 8439 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 Title length

Title is 8079 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 Images have alt text

1 of 3 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.

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 393 characters — likely truncated.

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

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 12 more (see audit #305 report).

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 Largest Contentful Paint

Needs improvement: 3.79s.

→ 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 0/2 images have explicit dimensions.

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

MEDIUM Title length

Title is 8079 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.

MEDIUM PageSpeed performance score

Score 74/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.19s.

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

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 393 characters — likely truncated.

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

...and 14 more (see audit #319 report).