

Aggregated Fix Guide — ivfchandigarh.com

1 pages · last audit 2026-04-24 11:49
Avg score: 71 · 0 critical · 10 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 Geo 100% (1/1 pages)

Content provides clear answers

🔧 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:
Lead each section with a direct, citable answer to the question users would ask. AI engines (ChatGPT, Perplexity) cite the clearest, most specific sentences.
Affected URLs (showing first 5):
• <https://ivfchandigarh.com/>

HIGH Geo 100% (1/1 pages)

Structured for AI extraction

🔧 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 bulleted lists, sub-headings, definitions, and TL;DR sections. AI engines prefer clearly structured content for extraction.
Affected URLs (showing first 5):
• <https://ivfchandigarh.com/>

HIGH Geo 100% (1/1 pages)

Cites authoritative sources

🔧 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:
Cite authoritative external sources (links, references). Pages that cite reputable sources are themselves cited more often.
Affected URLs (showing first 5):
• <https://ivfchandigarh.com/>

HIGH Headings 100% (1/1 pages)

H1 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 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://ivfchandigarh.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://ivfchandigarh.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://ivfchandigarh.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://ivfchandigarh.com/>

HIGH Page speed 100% (1/1 pages)

Cumulative Layout Shift

🔴 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:

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.

Before:

```

```

After:

```

```

Affected URLs (showing first 5):

- <https://ivfchandigarh.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://ivfchandigarh.com/>

HIGH Schema 100% (1/1 pages)

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

Before:

```
<!-- no JSON-LD -->
```

After:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Article",
  "headline": "Page title",
  "author": {"@type": "Person", "name": "Author name"},
  "datePublished": "2026-01-01"
}
</script>
```

Affected URLs (showing first 5):

- <https://ivfchandigarh.com/>

Per-page issues — by URL

<https://ivfchandigarh.com/> (22 issues)

HIGH Cites authoritative sources

Weak (3/10).

→ Add verifiable statistics with dates (e.g., 'As of 2025, 12,800+ deliveries, 16,000+ IVF cycles completed')

HIGH Structured for AI extraction

Weak (2/10).

→ Include specific credentials, certifications, and qualifications for doctors with dates and institutions for verification

MEDIUM High factual density

Moderate (4/10).

→ Create clear FAQ sections with direct question-answer pairs about IVF success rates, costs, procedures, and eligibility criteria

HIGH Content provides clear answers

Weak (3/10).

→ Add structured data markup (Schema.org) for MedicalOrganization, Physician, and MedicalProcedure to enable AI systems to parse credentials, services, and specializations

MEDIUM E-E-A-T: Trustworthiness

Moderate: Multiple contact methods, physical address, and operational transparency are present, along with statutory reports and citizen charter references. However, the excessive location-based keyword pages and lack of detailed physician credentials or verifiable certifications raise concerns about content quality and SEO tactics over patient information.

→ Strengthen Trustworthiness signals on this page.

MEDIUM E-E-A-T: Authoritativeness

Moderate: Claimed as 'Pioneer of IVF in North India' with recognition across multiple international locations (USA, Canada, Australia), but limited external validation, citations, or third-party endorsements are visible in the provided content. The extensive event history suggests some industry standing.

→ Strengthen Authoritativeness signals on this page.

MEDIUM Readable prose

Flesch reading ease -225.1 — very difficult.

→ Aggressively simplify prose for general audience.

LOW Modern image formats

9/16 images use modern formats.

→ Convert remaining images to WebP or AVIF for smaller payload.

MEDIUM External links safe

7 external _blank links missing rel=noopener.

→ Add rel="noopener noreferrer" to target="_blank" links for security.

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

→ Enable gzip or Brotli on your server.

...and 12 more (see audit #17 report).