

Aggregated Fix Guide — kayakalpglobal.com

10 pages · last audit 2026-06-02 11:07
Avg score: 69 · 0 critical · 67 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 Links 100% (10/10 pages)

No broken internal links

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

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

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

After:

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

- Affected URLs (showing first 5):
- https://www.kayakalpglobal.com/
 - https://www.kayakalpglobal.com/appointment.php
 - https://www.kayakalpglobal.com/history-kayakalp.php
 - https://www.kayakalpglobal.com/drprofile.php
 - https://www.kayakalpglobal.com/association.php
 - ...and 5 more

HIGH Images 100% (10/10 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://www.kayakalpglobal.com/
 - https://www.kayakalpglobal.com/appointment.php
 - https://www.kayakalpglobal.com/history-kayakalp.php
 - https://www.kayakalpglobal.com/drprofile.php
 - https://www.kayakalpglobal.com/association.php
 - ...and 5 more

HIGH Page speed 90% (9/10 pages)

PageSpeed performance score

🔧 This issue affects 90% 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.kayakalpglobal.com/>
- <https://www.kayakalpglobal.com/appointment.php>
- <https://www.kayakalpglobal.com/history-kayakalp.php>
- <https://www.kayakalpglobal.com/drprofile.php>
- <https://www.kayakalpglobal.com/association.php>
- ...and 4 more

HIGH Page speed 90% (9/10 pages)

Largest Contentful Paint

🔧 This issue affects 90% 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.kayakalpglobal.com/>
- <https://www.kayakalpglobal.com/appointment.php>
- <https://www.kayakalpglobal.com/history-kayakalp.php>
- <https://www.kayakalpglobal.com/drprofile.php>
- <https://www.kayakalpglobal.com/association.php>
- ...and 4 more

HIGH Schema 80% (8/10 pages)

JSON-LD structured data 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 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://www.kayakalpglobal.com/>
- <https://www.kayakalpglobal.com/appointment.php>
- <https://www.kayakalpglobal.com/history-kayakalp.php>
- <https://www.kayakalpglobal.com/drprofile.php>
- <https://www.kayakalpglobal.com/association.php>
- ...and 3 more

HIGH Headings 70% (7/10 pages)

H1 tag present

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://www.kayakalpglobal.com/appointment.php>
- <https://www.kayakalpglobal.com/history-kayakalp.php>
- <https://www.kayakalpglobal.com/drprofile.php>
- <https://www.kayakalpglobal.com/association.php>
- <https://www.kayakalpglobal.com/kayakalp-in-numbers.php>
- ...and 2 more

HIGH Meta 60% (6/10 pages)

Meta description present

Best practice:

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

Before:

```
<head>
  <!-- no meta description -->
</head>
```

After:

```
<head>
  <meta name="description" content="Compelling 120-160 character summary describing what's on this page and why a user should click.">
</head>
```

Affected URLs (showing first 5):

- <https://www.kayakalpglobal.com/appointment.php>
- <https://www.kayakalpglobal.com/history-kayakalp.php>
- <https://www.kayakalpglobal.com/drprofile.php>
- <https://www.kayakalpglobal.com/association.php>
- <https://www.kayakalpglobal.com/kayakalp-in-numbers.php>
- ...and 1 more

MEDIUM Meta 100% (10/10 pages)

OpenGraph description present

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

Best practice:

Add og:description so links shared on Facebook/LinkedIn show a preview blurb. Falls back to meta description if missing, but a tailored one converts better.

Before:

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

After:

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

Affected URLs (showing first 5):

- <https://www.kayakalpglobal.com/>
- <https://www.kayakalpglobal.com/appointment.php>
- <https://www.kayakalpglobal.com/history-kayakalp.php>
- <https://www.kayakalpglobal.com/drprofile.php>
- <https://www.kayakalpglobal.com/association.php>
- ...and 5 more

MEDIUM Ssl security 100% (10/10 pages)

HSTS header present

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

Best practice:

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

After:

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

Affected URLs (showing first 5):

- <https://www.kayakalpglobal.com/>
- <https://www.kayakalpglobal.com/appointment.php>
- <https://www.kayakalpglobal.com/history-kayakalp.php>
- <https://www.kayakalpglobal.com/drprofile.php>
- <https://www.kayakalpglobal.com/association.php>
- ...and 5 more

MEDIUM Page speed 100% (10/10 pages)

Compression enabled

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

Best practice:

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

Affected URLs (showing first 5):

- <https://www.kayakalpglobal.com/>
- <https://www.kayakalpglobal.com/appointment.php>
- <https://www.kayakalpglobal.com/history-kayakalp.php>
- <https://www.kayakalpglobal.com/drprofile.php>
- <https://www.kayakalpglobal.com/association.php>
- ...and 5 more

Common (non-template) issues (5)

MEDIUM Meta **Meta description length** — 3 pages affected (30%)

HIGH Images **Images have alt text** — 3 pages affected (30%)

LOW Technical **HTML5 doctype** — 2 pages affected (20%)

MEDIUM Schema **Recommended schema types used** — 2 pages affected (20%)

MEDIUM Schema **No restricted schema types** — 2 pages affected (20%)

Per-page issues — by URL

<https://www.kayakalpglobal.com/best-vitiligo-treatment-in-india.php> (29 issues)

HIGH Largest Contentful Paint

Poor: 16.95s.

→ Largest Contentful Paint should load within 2.5s. Optimise the largest above-the-fold element: compress hero images, preload critical assets, and eliminate render-blocking resources.

HIGH PageSpeed performance score

Score 32/100 — poor.

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

HIGH First Contentful Paint

Poor: 7.39s.

→ 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 0/29 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 64 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 29 images missing alt attribute.

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

HIGH No broken internal links

1 of 10 sampled internal links broken.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

...and 19 more (see audit #345 report).

HIGH Largest Contentful Paint

Poor: 18.33s.

→ 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 Meta description present

No meta description found.

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

HIGH PageSpeed performance score

Score 38/100 — poor.

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

HIGH First Contentful Paint

Poor: 7.7s.

→ 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 0/13 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 only 15 characters — too short to communicate value.

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

HIGH No broken internal links

1 of 10 sampled internal links broken.

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

HIGH JSON-LD structured data present

No JSON-LD scripts found.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

...and 18 more (see audit #342 report).

<https://www.kayakalpglobal.com/gallery.php> (30 issues)

HIGH Largest Contentful Paint

Poor: 19.37s.

→ 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 Meta description present

No meta description found.

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

HIGH PageSpeed performance score

Score 38/100 — poor.

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

HIGH First Contentful Paint

Poor: 7.71s.

→ 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 0/21 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 only 15 characters — too short to communicate value.

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

HIGH Images have alt text

8 of 21 images missing alt attribute.

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

HIGH No broken internal links

1 of 10 sampled internal links broken.

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

HIGH JSON-LD structured data present

No JSON-LD scripts found.

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

...and 20 more (see audit #343 report).

HIGH Largest Contentful Paint

Poor: 17.67s.

→ 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 Meta description present

No meta description found.

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

HIGH PageSpeed performance score

Score 29/100 — poor.

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

HIGH First Contentful Paint

Poor: 7.67s.

→ 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 0/13 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 only 15 characters — too short to communicate value.

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

HIGH No broken internal links

1 of 10 sampled internal links broken.

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

HIGH JSON-LD structured data present

No JSON-LD scripts found.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

...and 18 more (see audit #339 report).

<https://www.kayakalpglobal.com/drprofile.php> (29 issues)

HIGH Largest Contentful Paint

Poor: 20.88s.

→ 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 Meta description present

No meta description found.

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

HIGH PageSpeed performance score

Score 46/100 — poor.

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

HIGH First Contentful Paint

Poor: 7.69s.

→ 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 0/15 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 only 15 characters — too short to communicate value.

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

HIGH No broken internal links

1 of 10 sampled internal links broken.

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

HIGH JSON-LD structured data present

No JSON-LD scripts found.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

...and 19 more (see audit #340 report).

<https://www.kayakalpglobal.com/our-team.php> (27 issues)

HIGH Largest Contentful Paint

Poor: 17.17s.

→ Largest Contentful Paint should load within 2.5s. Optimise the largest above-the-fold element: compress hero images, preload critical assets, and eliminate render-blocking resources.

HIGH PageSpeed performance score

Score 41/100 — poor.

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

HIGH First Contentful Paint

Poor: 6.9s.

→ 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 0/22 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 only 29 characters — too short to communicate value.

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

HIGH No broken internal links

1 of 10 sampled internal links broken.

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

HIGH JSON-LD structured data present

No JSON-LD scripts found.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

...and 17 more (see audit #344 report).

HIGH Largest Contentful Paint

Poor: 5.02s.

→ 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 Meta description present

No meta description found.

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

HIGH First Contentful Paint

Poor: 3.78s.

→ 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 0/12 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.

MEDIUM Title length

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

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

MEDIUM PageSpeed performance score

Score 63/100 — improve.

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

HIGH No broken internal links

1 of 10 sampled internal links broken.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

...and 19 more (see audit #341 report).

<https://www.kayakalpglobal.com/> (28 issues)

HIGH Largest Contentful Paint

Poor: 7.51s.

→ Largest Contentful Paint should load within 2.5s. Optimise the largest above-the-fold element: compress hero images, preload critical assets, and eliminate render-blocking resources.

HIGH PageSpeed performance score

Score 30/100 — poor.

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

HIGH Images have dimensions

Only 30/66 images have explicit dimensions.

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

HIGH Images have alt text

5 of 66 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 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.

HIGH No broken internal links

1 of 10 sampled internal links broken.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

HIGH JSON-LD structured data present

No JSON-LD scripts found.

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

...and 18 more (see audit #337 report).

HIGH Meta description present

No meta description found.

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

HIGH First Contentful Paint

Poor: 3.9s.

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

MEDIUM Largest Contentful Paint

Needs improvement: 3.9s.

→ 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 0/11 images have explicit dimensions.

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

HIGH H1 tag present

No <h1> found.

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

MEDIUM Title length

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

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

MEDIUM PageSpeed performance score

Score 52/100 — improve.

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

HIGH No broken internal links

1 of 10 sampled internal links broken.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

...and 18 more (see audit #338 report).

HIGH Images have dimensions

Only 0/16 images have explicit dimensions.

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

HIGH No broken internal links

1 of 10 sampled internal links broken.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Meta description length

Description is 173 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.

MEDIUM E-E-A-T: Experience

Moderate:

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

MEDIUM E-E-A-T: Authoritativeness

Moderate:

→ Build authoritativeness: links from respected sites in your niche, mentions in industry publications, About page detailing your expertise.

MEDIUM Recommended schema types used

No recommended schema types found (Organization, WebSite, BreadcrumbList, Article, Product).

→ Add at least Organization or WebSite schema so Google understands your brand entity. These are the highest-impact-to-effort schema additions for any site.

...and 13 more (see audit #346 report).