

Aggregated Fix Guide — nayraivf.com

28 pages · last audit 2026-06-10 06:54
Avg score: 85 · 0 critical · 29 high

Template-level issues — fix these first (10)

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

HIGH Meta 61% (17/28 pages)

OpenGraph image present

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://nayraivf.com/contact-us/
- https://nayraivf.com/service/
- https://nayraivf.com/service/ivf-treatment-in-noida/
- https://nayraivf.com/service/iui-treatment-in-noida/
- https://nayraivf.com/service/embryo-freezing-in-noida/
- ...and 12 more

MEDIUM Ssl security 100% (28/28 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://nayraivf.com/
- https://nayraivf.com/blog/9-essential-things-to-know-before-choosing-an-ivf-centre/
- https://nayraivf.com/blog/which-mistakes-that-can-impact-the-success-of-the-treatment/
- https://nayraivf.com/blog/why-ivf-insurance-in-india-needs-urgent-attention/
- https://nayraivf.com/blog/indianivf-market-vs-global-ivf-industry/
- ...and 23 more

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://nayraivf.com/>
- <https://nayraivf.com/blog/9-essential-things-to-know-before-choosing-an-ivf-centre/>
- <https://nayraivf.com/blog/which-mistakes-that-can-impact-the-success-of-the-treatment/>
- <https://nayraivf.com/blog/why-ivf-insurance-in-india-needs-urgent-attention/>
- <https://nayraivf.com/blog/indianivf-market-vs-global-ivf-industry/>
- ...and 23 more

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://nayraivf.com/>
- <https://nayraivf.com/blog/9-essential-things-to-know-before-choosing-an-ivf-centre/>
- <https://nayraivf.com/blog/which-mistakes-that-can-impact-the-success-of-the-treatment/>
- <https://nayraivf.com/blog/why-ivf-insurance-in-india-needs-urgent-attention/>
- <https://nayraivf.com/blog/indianivf-market-vs-global-ivf-industry/>
- ...and 23 more

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://nayraivf.com/>
- <https://nayraivf.com/blog/9-essential-things-to-know-before-choosing-an-ivf-centre/>
- <https://nayraivf.com/blog/which-mistakes-that-can-impact-the-success-of-the-treatment/>
- <https://nayraivf.com/blog/why-ivf-insurance-in-india-needs-urgent-attention/>
- <https://nayraivf.com/blog/indianivf-market-vs-global-ivf-industry/>
- ...and 23 more

MEDIUM Links 100% (28/28 pages)

External links safe

🔧 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 `rel="noopener noreferrer"` to `target="_blank"` links. Without `noopener`, the linked page can manipulate your window object — security + perf risk.

Before:

```
<a href="https://other.com" target="_blank">External</a>
```

After:

```
<a href="https://other.com" target="_blank" rel="noopener noreferrer">External</a>
```

Affected URLs (showing first 5):

- <https://nayraivf.com/>
- <https://nayraivf.com/blog/9-essential-things-to-know-before-choosing-an-ivf-centre/>
- <https://nayraivf.com/blog/which-mistakes-that-can-impact-the-success-of-the-treatment/>
- <https://nayraivf.com/blog/why-ivf-insurance-in-india-needs-urgent-attention/>
- <https://nayraivf.com/blog/indianivf-market-vs-global-ivf-industry/>
- ...and 23 more

MEDIUM Content 100% (28/28 pages)

E-E-A-T: Experience

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

Best practice:

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

Affected URLs (showing first 5):

- <https://nayraivf.com/>
- <https://nayraivf.com/blog/9-essential-things-to-know-before-choosing-an-ivf-centre/>
- <https://nayraivf.com/blog/which-mistakes-that-can-impact-the-success-of-the-treatment/>
- <https://nayraivf.com/blog/why-ivf-insurance-in-india-needs-urgent-attention/>
- <https://nayraivf.com/blog/indianivf-market-vs-global-ivf-industry/>
- ...and 23 more

MEDIUM Content 100% (28/28 pages)

E-E-A-T: Expertise

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

Best practice:

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

Affected URLs (showing first 5):

- <https://nayraivf.com/>
- <https://nayraivf.com/blog/9-essential-things-to-know-before-choosing-an-ivf-centre/>
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- <https://nayraivf.com/blog/why-ivf-insurance-in-india-needs-urgent-attention/>
- <https://nayraivf.com/blog/indianivf-market-vs-global-ivf-industry/>
- ...and 23 more

MEDIUM Content 100% (28/28 pages)

E-E-A-T: Authoritativeness

🔴 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:

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

Affected URLs (showing first 5):

- <https://nayraivf.com/>
- <https://nayraivf.com/blog/9-essential-things-to-know-before-choosing-an-ivf-centre/>
- <https://nayraivf.com/blog/which-mistakes-that-can-impact-the-success-of-the-treatment/>
- <https://nayraivf.com/blog/why-ivf-insurance-in-india-needs-urgent-attention/>
- <https://nayraivf.com/blog/indianivf-market-vs-global-ivf-industry/>
- ...and 23 more

MEDIUM Content 100% (28/28 pages)

E-E-A-T: Trustworthiness

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

Affected URLs (showing first 5):

- <https://nayraivf.com/>
- <https://nayraivf.com/blog/9-essential-things-to-know-before-choosing-an-ivf-centre/>
- <https://nayraivf.com/blog/which-mistakes-that-can-impact-the-success-of-the-treatment/>
- <https://nayraivf.com/blog/why-ivf-insurance-in-india-needs-urgent-attention/>
- <https://nayraivf.com/blog/indianivf-market-vs-global-ivf-industry/>
- ...and 23 more

Common (non-template) issues (10)

MEDIUM Meta **Title length** — 11 pages affected (39%)

LOW Images **Below-fold images lazy** — 9 pages affected (32%)

MEDIUM Meta **Meta description length** — 8 pages affected (29%)

MEDIUM Page speed **PageSpeed performance score** — 7 pages affected (25%)

HIGH Meta **Meta description present** — 4 pages affected (14%)

MEDIUM Meta **Title is descriptive** — 4 pages affected (14%)

HIGH Headings **H1 tag present** — 3 pages affected (11%)

LOW Headings **H1 has reasonable length** — 3 pages affected (11%)

MEDIUM Page speed **Cumulative Layout Shift** — 2 pages affected (7%)

MEDIUM

Meta

OpenGraph description present — 2 pages affected (7%)

Per-page issues — by URL

<https://nayraivf.com/blog/> (23 issues)

HIGH Largest Contentful Paint

Poor: 4.88s.

→ 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 Sufficient word count

Only 108 words — thin content.

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

MEDIUM Title length

Title is only 14 characters — too short to communicate value.

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

HIGH OpenGraph image present

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

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

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: 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 Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM Meta description length

Description is 14 characters — too short.

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

...and 13 more (see audit #520 report).

HIGH Largest Contentful Paint

Poor: 4.2s.

→ 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.

MEDIUM Title length

Title is 84 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 77/100 — 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 OpenGraph description present

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

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM E-E-A-T: Experience

Moderate:

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

...and 13 more (see audit #524 report).

HIGH Largest Contentful Paint

Poor: 6.66s.

→ 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.

MEDIUM PageSpeed performance score

Score 68/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 2.73s.

→ 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 180 characters — likely truncated.

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

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 HSTS header present

Missing strict-transport-security header.

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

...and 11 more (see audit #500 report).

<https://nayraivf.com/service/ivi-treatment-in-noida/> (20 issues)

HIGH Largest Contentful Paint

Poor: 4.3s.

→ 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 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 78/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.35s.

→ 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.

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 HSTS header present

Missing strict-transport-security header.

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

...and 10 more (see audit #508 report).

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

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 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: 3.9s.

→ 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.

MEDIUM Title length

Title is 71 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 77/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 2.58s.

→ 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.

MEDIUM E-E-A-T: Experience

Moderate:

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

...and 12 more (see audit #497 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.

MEDIUM Largest Contentful Paint

Needs improvement: 2.61s.

→ 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.

MEDIUM Title length

Title is 77 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 First Contentful Paint

Needs improvement: 2.61s.

→ 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.

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 E-E-A-T: Experience

Moderate:

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

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.

MEDIUM Largest Contentful Paint

Needs improvement: 3.88s.

→ 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.

MEDIUM Title length

Title is 89 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 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 Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM OpenGraph description present

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

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

MEDIUM E-E-A-T: Experience

Moderate:

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

...and 13 more (see audit #523 report).

MEDIUM Largest Contentful Paint

Needs improvement: 2.56s.

→ 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 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.

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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.

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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 HSTS header present

Missing strict-transport-security header.

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

MEDIUM External links safe

1 external _blank links missing rel=noopener.

→ Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

<https://nayraivf.com/service/> (24 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.

MEDIUM Largest Contentful Paint

Needs improvement: 3.61s.

→ 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.

MEDIUM Title length

Title is only 8 characters — too short to communicate value.

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

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 78/100 — 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.

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Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM Modern image formats

No images use webp/avif.

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

...and 14 more (see audit #506 report).

MEDIUM Largest Contentful Paint

Needs improvement: 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.

MEDIUM Title length

Title is only 8 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 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 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 Title is descriptive

Title has fewer than 3 words.

→ Make the title descriptive — at least 3 meaningful words including the page topic and brand. Single-word titles waste a high-impact ranking signal.

MEDIUM Meta description length

Description is 8 characters — too short.

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

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.

...and 12 more (see audit #519 report).

MEDIUM Largest Contentful Paint

Needs improvement: 3.15s.

→ 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.

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 Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM Meta description length

Description is 163 characters — likely truncated.

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

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 HSTS header present

Missing strict-transport-security header.

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

MEDIUM External links safe

1 external _blank links missing rel=noopener.

→ Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

...and 10 more (see audit #499 report).

MEDIUM Largest Contentful Paint

Needs improvement: 3.3s.

→ 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.

MEDIUM Title length

Title is 65 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 72/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 2.71s.

→ 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.

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 HSTS header present

Missing strict-transport-security header.

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

...and 11 more (see audit #501 report).

MEDIUM Largest Contentful Paint

Needs improvement: 2.71s.

→ 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 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: 2.71s.

→ 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.

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 HSTS header present

Missing strict-transport-security header.

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

MEDIUM External links safe

1 external _blank links missing rel=noopener.

→ Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

...and 9 more (see audit #516 report).

<https://nayraivf.com/cost/> (23 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.

MEDIUM Largest Contentful Paint

Needs improvement: 2.85s.

→ 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.

MEDIUM Title length

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

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

HIGH OpenGraph image present

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

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

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 Title is descriptive

Title has fewer than 3 words.

→ Make the title descriptive — at least 3 meaningful words including the page topic and brand. Single-word titles waste a high-impact ranking signal.

MEDIUM Meta description length

Description is 4 characters — too short.

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

...and 13 more (see audit #514 report).

MEDIUM Largest Contentful Paint

Needs improvement: 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.

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 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 HSTS header present

Missing strict-transport-security header.

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

MEDIUM External links safe

1 external _blank links missing rel=noopener.

→ Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

MEDIUM Readable prose

Flesch reading ease -25.4 — very difficult.

→ Simplify your prose. Shorter sentences (15-20 words), smaller words (1-2 syllables), more paragraph breaks. Target 8th-grade reading level for a general audience.

...and 9 more (see audit #503 report).

MEDIUM Largest Contentful Paint

Needs improvement: 2.85s.

→ 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 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: 2.59s.

→ 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 161 characters — likely truncated.

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

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 HSTS header present

Missing strict-transport-security header.

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

...and 10 more (see audit #513 report).

MEDIUM Largest Contentful Paint

Needs improvement: 2.85s.

→ 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 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: 2.58s.

→ 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.

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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 HSTS header present

Missing strict-transport-security header.

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

MEDIUM External links safe

1 external _blank links missing rel=noopener.

→ Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

...and 9 more (see audit #517 report).

MEDIUM Largest Contentful Paint

Needs improvement: 2.56s.

→ 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 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.

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

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Missing strict-transport-security header.

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

MEDIUM External links safe

1 external _blank links missing rel=noopener.

→ Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

...and 9 more (see audit #510 report).

MEDIUM Largest Contentful Paint

Needs improvement: 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 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: 2.58s.

→ 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.

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

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Moderate:

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

MEDIUM HSTS header present

Missing strict-transport-security header.

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

MEDIUM External links safe

1 external _blank links missing rel=noopener.

→ Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

...and 9 more (see audit #521 report).

<https://nayraivf.com/service/ivf-treatment-in-noida/> (19 issues)

MEDIUM Largest Contentful Paint

Needs improvement: 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 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: 2.56s.

→ 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 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 HSTS header present

Missing strict-transport-security header.

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

MEDIUM External links safe

1 external _blank links missing rel=noopener.

→ Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

...and 9 more (see audit #507 report).

<https://nayraivf.com/fertility-clinic-in-noida/> (19 issues)

MEDIUM Largest Contentful Paint

Needs improvement: 3.68s.

→ 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 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: 2.58s.

→ 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.

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 HSTS header present

Missing strict-transport-security header.

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

MEDIUM External links safe

1 external _blank links missing rel=noopener.

→ Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

...and 9 more (see audit #511 report).

<https://nayraivf.com/gallery/> (23 issues)

MEDIUM Largest Contentful Paint

Needs improvement: 3.71s.

→ 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.

MEDIUM Title length

Title is only 7 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 First Contentful Paint

Needs improvement: 2.58s.

→ 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 Title is descriptive

Title has fewer than 3 words.

→ Make the title descriptive — at least 3 meaningful words including the page topic and brand. Single-word titles waste a high-impact ranking signal.

MEDIUM Meta description length

Description is 7 characters — too short.

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

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.

...and 13 more (see audit #518 report).

MEDIUM Largest Contentful Paint

Needs improvement: 2.59s.

→ 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.

MEDIUM First Contentful Paint

Needs improvement: 2.59s.

→ 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.

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Moderate:

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

MEDIUM Compression enabled

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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 HSTS header present

Missing strict-transport-security header.

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

MEDIUM External links safe

1 external _blank links missing rel=noopener.

→ Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

MEDIUM Readable prose

Flesch reading ease -33.1 — very difficult.

→ Simplify your prose. Shorter sentences (15-20 words), smaller words (1-2 syllables), more paragraph breaks. Target 8th-grade reading level for a general audience.

...and 9 more (see audit #504 report).

MEDIUM Largest Contentful Paint

Needs improvement: 2.85s.

→ 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.

MEDIUM Cumulative Layout Shift

Needs improvement: 0.144.

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

HIGH OpenGraph image present

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

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

MEDIUM First Contentful Paint

Needs improvement: 2.58s.

→ 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.

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 HSTS header present

Missing strict-transport-security header.

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

...and 10 more (see audit #515 report).

MEDIUM Largest Contentful Paint

Needs improvement: 3.16s.

→ 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.

MEDIUM First Contentful Paint

Needs improvement: 2.59s.

→ 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.

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 HSTS header present

Missing strict-transport-security header.

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

MEDIUM External links safe

1 external _blank links missing rel=noopener.

→ Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

MEDIUM Readable prose

Flesch reading ease -40.5 — very difficult.

→ Simplify your prose. Shorter sentences (15-20 words), smaller words (1-2 syllables), more paragraph breaks. Target 8th-grade reading level for a general audience.

...and 9 more (see audit #502 report).

<https://nayraivf.com/fertility-doctor-in-noida/> (20 issues)

MEDIUM Largest Contentful Paint

Needs improvement: 2.86s.

→ 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.

MEDIUM Title length

Title is 75 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 First Contentful Paint

Needs improvement: 2.58s.

→ 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.

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 HSTS header present

Missing strict-transport-security header.

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

...and 10 more (see audit #512 report).

<https://nayraivf.com/service/pgt-testing-in-noida/> (19 issues)

MEDIUM Largest Contentful Paint

Needs improvement: 2.71s.

→ 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 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: 2.71s.

→ 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.

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 HSTS header present

Missing strict-transport-security header.

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

MEDIUM External links safe

1 external _blank links missing rel=noopener.

→ Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

...and 9 more (see audit #522 report).

MEDIUM Largest Contentful Paint

Needs improvement: 3.15s.

→ 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.

MEDIUM Cumulative Layout Shift

Needs improvement: 0.101.

→ 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 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 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 HSTS header present

Missing strict-transport-security header.

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

MEDIUM External links safe

1 external _blank links missing rel=noopener.

→ Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

...and 10 more (see audit #498 report).