

Aggregated Fix Guide — potenzawellness.com

50 pages · last audit 2026-06-18 05:39
Avg score: 82 · 0 critical · 197 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 100% (50/50 pages)

Meta 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 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://potenzawellness.com/blog-page/>
 - <https://potenzawellness.com/thank-you/>
 - <https://potenzawellness.com/contacts/>
 - <https://potenzawellness.com/body-contouring/>
 - <https://potenzawellness.com/chemical-peels-2/>
 - ...and 45 more

HIGH Images 100% (50/50 pages)

Images have alt text

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

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

Before:

```

```

After:

```

```

- Affected URLs (showing first 5):
- <https://potenzawellness.com/blog-page/>
 - <https://potenzawellness.com/thank-you/>
 - <https://potenzawellness.com/contacts/>
 - <https://potenzawellness.com/body-contouring/>
 - <https://potenzawellness.com/chemical-peels-2/>
 - ...and 45 more

HIGH Page speed 98% (49/50 pages)

Largest Contentful Paint

🔧 This issue affects 98% 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://potenzawellness.com/blog-page/>
- <https://potenzawellness.com/thank-you/>
- <https://potenzawellness.com/contacts/>
- <https://potenzawellness.com/body-contouring/>
- <https://potenzawellness.com/chemical-peels-2/>
- ...and 44 more

HIGH Page speed 98% (49/50 pages)

First Contentful Paint

🔧 This issue affects 98% 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://potenzawellness.com/blog-page/>
- <https://potenzawellness.com/thank-you/>
- <https://potenzawellness.com/contacts/>
- <https://potenzawellness.com/body-contouring/>
- <https://potenzawellness.com/chemical-peels-2/>
- ...and 44 more

MEDIUM Page speed 100% (50/50 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://potenzawellness.com/blog-page/>
- <https://potenzawellness.com/thank-you/>
- <https://potenzawellness.com/contacts/>
- <https://potenzawellness.com/body-contouring/>
- <https://potenzawellness.com/chemical-peels-2/>
- ...and 45 more

MEDIUM Links 100% (50/50 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://potenzawellness.com/blog-page/>
- <https://potenzawellness.com/thank-you/>
- <https://potenzawellness.com/contacts/>
- <https://potenzawellness.com/body-contouring/>
- <https://potenzawellness.com/chemical-peels-2/>
- ...and 45 more

MEDIUM Images 100% (50/50 pages)

Images have dimensions

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

Best practice:

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

Before:

```

```

After:

```

```

Affected URLs (showing first 5):

- <https://potenzawellness.com/blog-page/>
- <https://potenzawellness.com/thank-you/>
- <https://potenzawellness.com/contacts/>
- <https://potenzawellness.com/body-contouring/>
- <https://potenzawellness.com/chemical-peels-2/>
- ...and 45 more

MEDIUM Content 100% (50/50 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://potenzawellness.com/blog-page/>
- <https://potenzawellness.com/thank-you/>
- <https://potenzawellness.com/contacts/>
- <https://potenzawellness.com/body-contouring/>
- <https://potenzawellness.com/chemical-peels-2/>
- ...and 45 more

MEDIUM Content 100% (50/50 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://potenzawellness.com/blog-page/>
- <https://potenzawellness.com/thank-you/>
- <https://potenzawellness.com/contacts/>
- <https://potenzawellness.com/body-contouring/>
- <https://potenzawellness.com/chemical-peels-2/>
- ...and 45 more

MEDIUM Content 100% (50/50 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://potenzawellness.com/blog-page/>
- <https://potenzawellness.com/thank-you/>
- <https://potenzawellness.com/contacts/>
- <https://potenzawellness.com/body-contouring/>
- <https://potenzawellness.com/chemical-peels-2/>
- ...and 45 more

Common (non-template) issues (5)

HIGH Content **Sufficient word count** — 24 pages affected (48%)

MEDIUM Meta **Title length** — 23 pages affected (46%)

LOW Headings **Sufficient H2 tags** — 10 pages affected (20%)

MEDIUM Headings **Single H1 tag** — 9 pages affected (18%)

LOW Headings **H1 has reasonable length** — 8 pages affected (16%)

Per-page issues — by URL

HIGH Largest Contentful Paint

Poor: 12s.

→ 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: 3.63s.

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

MEDIUM PageSpeed performance score

Score 62/100 — improve.

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

HIGH Images have alt text

1 of 17 images missing alt attribute.

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

MEDIUM Images have dimensions

14/17 images have explicit dimensions.

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

MEDIUM 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 13 more (see audit #830 report).

<https://potenzawellness.com/cryo-facial/> (22 issues)

HIGH Largest Contentful Paint

Poor: 7.65s.

→ 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: 6.15s.

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

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.

MEDIUM PageSpeed performance score

Score 59/100 — improve.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 12 more (see audit #865 report).

<https://potenzawellness.com/hair-thinning/> (22 issues)

HIGH Largest Contentful Paint

Poor: 7.68s.

→ 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 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: 3.94s.

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

HIGH Sufficient word count

Only 187 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 PageSpeed performance score

Score 64/100 — improve.

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

HIGH Images have alt text

1 of 15 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 Images have dimensions

12/15 images have explicit dimensions.

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

MEDIUM 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 12 more (see audit #858 report).

<https://potenzawellness.com/ballancer/> (22 issues)

HIGH Largest Contentful Paint

Poor: 10.5s.

→ 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: 3.63s.

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

MEDIUM Title length

Title is only 27 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 Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 12 more (see audit #851 report).

HIGH Largest Contentful Paint

Poor: 7.65s.

→ 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: 6.15s.

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

MEDIUM PageSpeed performance score

Score 53/100 — improve.

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

HIGH Images have alt text

1 of 15 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 Images have dimensions

12/15 images have explicit dimensions.

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

MEDIUM 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 Sufficient word count

213 words — below recommended minimum.

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

...and 12 more (see audit #844 report).

<https://potenzawellness.com/skin-calmer/> (24 issues)

HIGH Largest Contentful Paint

Poor: 14.18s.

→ 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: 3.63s.

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

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.

MEDIUM PageSpeed performance score

Score 54/100 — improve.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 14 more (see audit #837 report).

HIGH Largest Contentful Paint

Poor: 7.95s.

→ 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 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 PageSpeed performance score

Score 62/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.48s.

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

HIGH Images have alt text

1 of 15 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 Images have dimensions

12/15 images have explicit dimensions.

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

MEDIUM 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 11 more (see audit #869 report).

<https://potenzawellness.com/pdrn-3/> (22 issues)

HIGH Largest Contentful Paint

Poor: 11.15s.

→ 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.

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: 5.85s.

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

MEDIUM Title length

Title is only 22 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 56/100 — improve.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 12 more (see audit #862 report).

<https://potenzawellness.com/about-us/> (23 issues)

HIGH Largest Contentful Paint

Poor: 75.04s.

→ 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: 3.63s.

→ 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 11/27 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 26 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 57/100 — improve.

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

HIGH Images have alt text

1 of 27 images missing alt attribute.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM 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 #855 report).

HIGH Largest Contentful Paint

Poor: 13.8s.

→ 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: 5.85s.

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

MEDIUM PageSpeed performance score

Score 54/100 — improve.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 Sufficient word count

230 words — below recommended minimum.

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

...and 12 more (see audit #848 report).

HIGH Largest Contentful Paint

Poor: 15.9s.

→ 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 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: 3.63s.

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

HIGH Sufficient word count

Only 29 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 27 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 61/100 — improve.

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

HIGH Images have alt text

1 of 13 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 Images have dimensions

10/13 images have explicit dimensions.

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

MEDIUM 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 Largest Contentful Paint

Poor: 15.3s.

→ 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 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: 3.75s.

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

HIGH Sufficient word count

Only 24 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 27 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 62/100 — improve.

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

HIGH Images have alt text

1 of 13 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 Images have dimensions

10/13 images have explicit dimensions.

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

MEDIUM 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 8 more (see audit #834 report).

HIGH Largest Contentful Paint

Poor: 14.1s.

→ 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: 3.63s.

→ 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 Sufficient word count

Only 82 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 27 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 57/100 — improve.

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

HIGH Images have alt text

1 of 13 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 Images have dimensions

10/13 images have explicit dimensions.

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

MEDIUM 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 13 more (see audit #827 report).

<https://potenzawellness.com/skin-tag-removal/> (23 issues)

HIGH Largest Contentful Paint

Poor: 11.1s.

→ 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 PageSpeed performance score

Score 62/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.33s.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 13 more (see audit #838 report).

<https://potenzawellness.com/wrinkles-fine-lines-treatment/> (21 issues)

HIGH Largest Contentful Paint

Poor: 7.95s.

→ 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 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: 3.79s.

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

MEDIUM PageSpeed performance score

Score 60/100 — improve.

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

HIGH Images have alt text

1 of 15 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 Images have dimensions

12/15 images have explicit dimensions.

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

MEDIUM 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 11 more (see audit #873 report).

HIGH Largest Contentful Paint

Poor: 10.95s.

→ 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 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: 3.63s.

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

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 Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 Sufficient word count

250 words — below recommended minimum.

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

...and 12 more (see audit #866 report).

HIGH Largest Contentful Paint

Poor: 5.85s.

→ 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 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: 3.75s.

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

MEDIUM PageSpeed performance score

Score 67/100 — improve.

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

HIGH Images have alt text

1 of 15 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 Images have dimensions

12/15 images have explicit dimensions.

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

MEDIUM 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 Sufficient word count

282 words — below recommended minimum.

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

...and 12 more (see audit #859 report).

HIGH Largest Contentful Paint

Poor: 7.5s.

→ 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: 3.9s.

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

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

HIGH Images have alt text

1 of 15 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 Images have dimensions

12/15 images have explicit dimensions.

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

MEDIUM 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 Sufficient word count

216 words — below recommended minimum.

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

...and 12 more (see audit #852 report).

HIGH Largest Contentful Paint

Poor: 10.5s.

→ 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: 3.63s.

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

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 Sufficient word count

278 words — below recommended minimum.

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

...and 12 more (see audit #845 report).

<https://potenzawellness.com/clear-lift/> (24 issues)

HIGH Largest Contentful Paint

Poor: 11.1s.

→ 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: 3.63s.

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

MEDIUM Title length

Title is only 28 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 Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 14 more (see audit #831 report).

<https://potenzawellness.com/hair-exosome/> (21 issues)

HIGH Largest Contentful Paint

Poor: 10.8s.

→ 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 PageSpeed performance score

Score 60/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.45s.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 11 more (see audit #874 report).

HIGH Largest Contentful Paint

Poor: 7.95s.

→ 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 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: 3.62s.

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

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 Images have alt text

1 of 15 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 Images have dimensions

12/15 images have explicit dimensions.

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

MEDIUM 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 Sufficient word count

214 words — below recommended minimum.

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

...and 12 more (see audit #860 report).

<https://potenzawellness.com/botox/> (24 issues)

HIGH Largest Contentful Paint

Poor: 10.35s.

→ 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 only 23 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 62/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.34s.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 14 more (see audit #870 report).

HIGH Largest Contentful Paint

Poor: 5.7s.

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

HIGH 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.

MEDIUM PageSpeed performance score

Score 65/100 — improve.

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

HIGH Images have alt text

1 of 15 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 Images have dimensions

12/15 images have explicit dimensions.

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

MEDIUM 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 Sufficient word count

278 words — below recommended minimum.

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

...and 12 more (see audit #856 report).

HIGH Largest Contentful Paint

Poor: 7.35s.

→ 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: 6.15s.

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

MEDIUM PageSpeed performance score

Score 56/100 — improve.

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

HIGH Images have alt text

1 of 15 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 Images have dimensions

12/15 images have explicit dimensions.

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

MEDIUM 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 Sufficient word count

287 words — below recommended minimum.

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

...and 12 more (see audit #849 report).

HIGH Largest Contentful Paint

Poor: 5.27s.

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

HIGH 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: 3.75s.

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

MEDIUM Title length

Title is only 27 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 66/100 — improve.

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

HIGH Images have alt text

1 of 15 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 Images have dimensions

12/15 images have explicit dimensions.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

...and 15 more (see audit #842 report).

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 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: 3.63s.

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

MEDIUM PageSpeed performance score

Score 57/100 — improve.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 13 more (see audit #835 report).

<https://potenzawellness.com/contacts/> (23 issues)

HIGH Largest Contentful Paint

Poor: 8.55s.

→ 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 only 26 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 57/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.6s.

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

HIGH Images have alt text

1 of 20 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 Images have dimensions

17/20 images have explicit dimensions.

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

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 13 more (see audit #828 report).

<https://potenzawellness.com/hair-antiox/> (22 issues)

HIGH Largest Contentful Paint

Poor: 10.35s.

→ 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 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.

MEDIUM PageSpeed performance score

Score 62/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.34s.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 12 more (see audit #867 report).

<https://potenzawellness.com/freckles-treatment/> (23 issues)

HIGH Largest Contentful Paint

Poor: 7.53s.

→ 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: 3.94s.

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

HIGH Sufficient word count

Only 167 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 PageSpeed performance score

Score 62/100 — improve.

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

HIGH Images have alt text

1 of 15 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 Images have dimensions

12/15 images have explicit dimensions.

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

MEDIUM 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 13 more (see audit #853 report).

HIGH Largest Contentful Paint

Poor: 7.67s.

→ 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 First Contentful Paint

Poor: 3.75s.

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

MEDIUM PageSpeed performance score

Score 65/100 — improve.

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

HIGH Images have alt text

1 of 15 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 Images have dimensions

12/15 images have explicit dimensions.

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

MEDIUM 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 #846 report).

<https://potenzawellness.com/hydra-facial/> (23 issues)

HIGH Largest Contentful Paint

Poor: 10.68s.

→ 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 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 PageSpeed performance score

Score 60/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.49s.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 13 more (see audit #832 report).

<https://potenzawellness.com/x-wave/> (23 issues)

HIGH Largest Contentful Paint

Poor: 11.85s.

→ 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 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: 3.64s.

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

MEDIUM Title length

Title is only 24 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 51/100 — improve.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 13 more (see audit #871 report).

HIGH Largest Contentful Paint

Poor: 11.85s.

→ 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 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 PageSpeed performance score

Score 63/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.33s.

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

HIGH Images have alt text

1 of 17 images missing alt attribute.

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

MEDIUM Images have dimensions

14/17 images have explicit dimensions.

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

MEDIUM 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 11 more (see audit #864 report).

<https://potenzawellness.com/emface-2/> (22 issues)

HIGH Largest Contentful Paint

Poor: 10.8s.

→ 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: 5.85s.

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

MEDIUM Title length

Title is only 24 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 58/100 — improve.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 12 more (see audit #857 report).

<https://potenzawellness.com/insta-glow/> (24 issues)

HIGH Largest Contentful Paint

Poor: 11.44s.

→ 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 only 28 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.

MEDIUM First Contentful Paint

Needs improvement: 3.49s.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 14 more (see audit #833 report).

<https://potenzawellness.com/gfc-therapy/> (22 issues)

HIGH Largest Contentful Paint

Poor: 10.5s.

→ 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: 6.15s.

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

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.

MEDIUM PageSpeed performance score

Score 56/100 — improve.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 12 more (see audit #850 report).

<https://potenzawellness.com> (24 issues)

HIGH Largest Contentful Paint

Poor: 73.98s.

→ 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: 3.63s.

→ 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 16/32 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 22 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 51/100 — improve.

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

HIGH Images have alt text

1 of 32 images missing alt attribute.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM 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 14 more (see audit #875 report).

<https://potenzawellness.com/hair-science/> (21 issues)

HIGH Largest Contentful Paint

Poor: 10.2s.

→ 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 PageSpeed performance score

Score 61/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.34s.

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

HIGH Images have alt text

1 of 17 images missing alt attribute.

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

MEDIUM Images have dimensions

14/17 images have explicit dimensions.

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

MEDIUM 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 11 more (see audit #843 report).

<https://potenzawellness.com/mole-treatment/> (23 issues)

HIGH Largest Contentful Paint

Poor: 17.03s.

→ 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: 3.63s.

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

MEDIUM PageSpeed performance score

Score 59/100 — improve.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 13 more (see audit #836 report).

<https://potenzawellness.com/body-contouring/> (18 issues)

HIGH Largest Contentful Paint

Poor: 14.27s.

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

HIGH 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 Sufficient word count

Only 33 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 PageSpeed performance score

Score 61/100 — improve.

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

HIGH Images have alt text

1 of 13 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 Images have dimensions

10/13 images have explicit dimensions.

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

MEDIUM 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 8 more (see audit #829 report).

<https://potenzawellness.com/derma-2/> (23 issues)

HIGH Largest Contentful Paint

Poor: 18.38s.

→ 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 only 23 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 Sufficient word count

Only 124 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 PageSpeed performance score

Score 57/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.46s.

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

HIGH Images have alt text

1 of 13 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 Images have dimensions

10/13 images have explicit dimensions.

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

MEDIUM 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 13 more (see audit #840 report).

<https://potenzawellness.com/concern/> (24 issues)

HIGH Largest Contentful Paint

Poor: 13.8s.

→ 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 Sufficient word count

Only 74 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 25 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 59/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.33s.

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

HIGH Images have alt text

1 of 13 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 Images have dimensions

10/13 images have explicit dimensions.

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

MEDIUM 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 14 more (see audit #839 report).

HIGH Largest Contentful Paint

Poor: 13.5s.

→ 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 48/100 — poor.

→ 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.

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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: Authoritativeness

Moderate:

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

...and 11 more (see audit #868 report).

<https://potenzawellness.com/exion/> (23 issues)

HIGH Largest Contentful Paint

Poor: 11.25s.

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

HIGH 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: 3.75s.

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

MEDIUM Title length

Title is only 23 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 60/100 — improve.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 13 more (see audit #861 report).

HIGH Largest Contentful Paint

Poor: 11.25s.

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

HIGH 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: 3.75s.

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

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

HIGH Images have alt text

1 of 15 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 Images have dimensions

12/15 images have explicit dimensions.

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

MEDIUM 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 #854 report).

<https://potenzawellness.com/skin-booster/> (22 issues)

HIGH Largest Contentful Paint

Poor: 17.03s.

→ 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 PageSpeed performance score

Score 58/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 3.33s.

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

HIGH Images have alt text

1 of 17 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 Images have dimensions

14/17 images have explicit dimensions.

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

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 Sufficient word count

273 words — below recommended minimum.

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

...and 12 more (see audit #847 report).

HIGH Largest Contentful Paint

Poor: 7.52s.

→ 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: 6.3s.

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

HIGH Sufficient word count

Only 126 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 27 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 55/100 — improve.

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

HIGH Images have alt text

1 of 22 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 Images have dimensions

19/22 images have explicit dimensions.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

...and 15 more (see audit #826 report).

<https://potenzawellness.com/hifu/> (22 issues)

HIGH Largest Contentful Paint

Poor: 11.1s.

→ 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: 3.63s.

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

MEDIUM Title length

Title is only 22 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

1 of 17 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 PageSpeed performance score

Score 64/100 — improve.

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

MEDIUM Images have dimensions

14/17 images have explicit dimensions.

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

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 12 more (see audit #872 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 Images have alt text

1 of 17 images missing alt attribute.

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

MEDIUM Images have dimensions

14/17 images have explicit dimensions.

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

MEDIUM 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 Sufficient word count

275 words — below recommended minimum.

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

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 External links safe

8 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.