

Aggregated Fix Guide — primeivfcentre.com

1 pages · last audit 2026-04-24 11:27
Avg score: 73 · 0 critical · 11 high

Template-level issues — fix these first (10)

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

HIGH Geo 100% (1/1 pages)

Content provides clear answers

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

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

HIGH Geo 100% (1/1 pages)

High factual density

☐ 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 concrete facts — numbers, dates, percentages, named sources. Vague prose doesn't get cited; specific data does.
Affected URLs (showing first 5):
• <https://primeivfcentre.com/>

HIGH Geo 100% (1/1 pages)

Structured for AI extraction

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

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

HIGH Geo 100% (1/1 pages)

Cites authoritative sources

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

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

HIGH Images 100% (1/1 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 `<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.

Before:

```

```

After:

```

```

Affected URLs (showing first 5):

- <https://primeivfcentre.com/>

HIGH Images 100% (1/1 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://primeivfcentre.com/>

HIGH Links 100% (1/1 pages)

No broken internal links

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

Best practice:

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

Before:

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

After:

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

Affected URLs (showing first 5):

- <https://primeivfcentre.com/>

HIGH Page speed 100% (1/1 pages)

Largest Contentful Paint

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

Best practice:

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

Before:

```

```

After:

```
<link rel="preload" as="image" href="hero.webp">

```

Affected URLs (showing first 5):

- <https://primeivfcentre.com/>

HIGH Page speed 100% (1/1 pages)

First Contentful Paint

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

Best practice:

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

Affected URLs (showing first 5):

- <https://primeivfcentre.com/>

HIGH Schema 100% (1/1 pages)

JSON-LD is valid JSON

🔧 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:

Your JSON-LD has a syntax error. Validate at <https://validator.schema.org/>. Invalid JSON is silently ignored by Google — you get zero benefit from it.

Before:

```
<script type="application/ld+json">{ broken json }</script>
```

After:

```
<script type="application/ld+json">{"@context":"https://schema.org","@type":"WebPage","name":"Page name"}</script>
```

Affected URLs (showing first 5):

- <https://primeivfcentre.com/>

Per-page issues — by URL

HIGH Cites authoritative sources

Weak (0/10).

→ Structure content with clear semantic HTML headings (H1, H2, H3) that answer specific questions like 'What is IVF success rate?', 'What treatments are offered?', 'What are the costs?'

HIGH Structured for AI extraction

Weak (1/10).

→ Include specific, verifiable credentials: doctor names with qualifications, accreditations (ISO, NABH), publication references, and detailed methodology explanations

HIGH High factual density

Weak (2/10).

→ Remove CSS and JavaScript code from content - this dominates the page and obscures actual informational content for AI crawlers

HIGH Content provides clear answers

Weak (3/10).

→ Add structured data markup (Schema.org MedicalBusiness, MedicalClinic) to help AI systems extract key facts like services, locations, credentials, and success rates

MEDIUM Tap targets reasonable

6 interactive elements have inline font-size below 12px.

→ Ensure tap targets are at least 44×44 px and 12px+ font size.

MEDIUM E-E-A-T: Trustworthiness

Moderate: The site includes contact information and physical locations, but lacks crucial trust signals like detailed doctor credentials, transparent pricing, verifiable patient testimonials with identifiable information, or clear privacy policies. The aggressive marketing language and popup forms may reduce perceived trustworthiness for medical services.

→ Strengthen Trustworthiness signals on this page.

MEDIUM E-E-A-T: Authoritativeness

Moderate: While claiming to be a leading fertility center with locations in Delhi NCR and international presence, there are no visible third-party recognitions, medical board certifications, awards, or authoritative backlinks mentioned. The 85% success rate claim lacks transparent data or independent verification.

→ Strengthen Authoritativeness signals on this page.

MEDIUM E-E-A-T: Expertise

Moderate: The site lists multiple specialized IVF treatments and advanced procedures (PGS, PGD, ERA, MACS), indicating technical knowledge in reproductive medicine. However, there is minimal educational content, research publications, or detailed explanations of procedures that would demonstrate deep subject matter expertise.

→ Strengthen Expertise signals on this page.

MEDIUM E-E-A-T: Experience

Moderate: The site claims 23 years of experience and 12,000+ treated patients, showing substantial practical experience in fertility treatment. However, the content lacks detailed case studies, patient journey narratives, or specific demonstrable first-hand accounts that would strengthen experience signals.

→ Strengthen Experience signals on this page.

LOW Readable prose

Flesch reading ease 35.8 — fairly difficult.

→ Shorten sentences and use simpler words.

...and 22 more (see audit #13 report).