

Aggregated Fix Guide — revivaskinandsurgery.com

50 pages · last audit 2026-06-05 04:59
Avg score: 79 · 0 critical · 211 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 Page speed 100% (50/50 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://www.revivaskinandsurgery.com/
 - https://www.revivaskinandsurgery.com/Gallery.html
 - https://www.revivaskinandsurgery.com/drarushi.html
 - https://www.revivaskinandsurgery.com/drarnav.html
 - https://www.revivaskinandsurgery.com/service/laser-hair-reduction.html
 - ...and 45 more

HIGH Page speed 90% (45/50 pages)

First Contentful Paint

🔧 This issue affects 90% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

Best practice:
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://www.revivaskinandsurgery.com/
 - https://www.revivaskinandsurgery.com/Gallery.html
 - https://www.revivaskinandsurgery.com/drarushi.html
 - https://www.revivaskinandsurgery.com/drarnav.html
 - https://www.revivaskinandsurgery.com/service/laser-hair-reduction.html
 - ...and 40 more

HIGH Meta 80% (40/50 pages)

OpenGraph image present

🔴 This issue affects 80% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

Best practice:

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

Before:

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

After:

```
<head>
  <meta property="og:image" content="https://yoursite.com/og-image.jpg">
  <meta property="og:image:width" content="1200">
  <meta property="og:image:height" content="630">
</head>
```

Affected URLs (showing first 5):

- <https://www.revivaskinandsurgery.com/Gallery.html>
- <https://www.revivaskinandsurgery.com/drarushi.html>
- <https://www.revivaskinandsurgery.com/drarnav.html>
- <https://www.revivaskinandsurgery.com/service/laser-hair-reduction.html>
- <https://www.revivaskinandsurgery.com/service/acne-treatment.html>
- ...and 35 more

HIGH Headings 70% (35/50 pages)

H1 tag present

Best practice:

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

Before:

```
<body>
  <div>Page content with no H1</div>
</body>
```

After:

```
<body>
  <h1>Your Main Page Heading</h1>
  <!-- rest of content -->
</body>
```

Affected URLs (showing first 5):

- <https://www.revivaskinandsurgery.com/service/acne-scars.html>
- <https://www.revivaskinandsurgery.com/service/antiaging.html>
- <https://www.revivaskinandsurgery.com/service/tattoo-removal.html>
- <https://www.revivaskinandsurgery.com/service/nail-treatment.html>
- <https://www.revivaskinandsurgery.com/service/clinical-dermatology.html>
- ...and 30 more

HIGH Images 68% (34/50 pages)

Images have dimensions

Best practice:

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

Before:

```

```

After:

```

```

Affected URLs (showing first 5):

- <https://www.revivaskinandsurgery.com/>
- <https://www.revivaskinandsurgery.com/Gallery.html>
- <https://www.revivaskinandsurgery.com/drarushi.html>
- <https://www.revivaskinandsurgery.com/drarnav.html>
- <https://www.revivaskinandsurgery.com/service/laser-hair-reduction.html>
- ...and 29 more

MEDIUM Sitemap 100% (50/50 pages)

robots.txt accessible

🔴 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:

Create a /robots.txt file. Tells crawlers which pages to skip and where your sitemap lives.

Before:

```
// File missing: /robots.txt
```

After:

```
User-agent: *  
Allow: /  
  
Sitemap: {{current_url}}sitemap.xml
```

Affected URLs (showing first 5):

- <https://www.revivaskinandsurgery.com/>
- <https://www.revivaskinandsurgery.com/Gallery.html>
- <https://www.revivaskinandsurgery.com/drarushi.html>
- <https://www.revivaskinandsurgery.com/drarnav.html>
- <https://www.revivaskinandsurgery.com/service/laser-hair-reduction.html>
- ...and 45 more

MEDIUM Ssl security 100% (50/50 pages)

HSTS header present

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

Best practice:

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

After:

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

Affected URLs (showing first 5):

- <https://www.revivaskinandsurgery.com/>
- <https://www.revivaskinandsurgery.com/Gallery.html>
- <https://www.revivaskinandsurgery.com/drarushi.html>
- <https://www.revivaskinandsurgery.com/drarnav.html>
- <https://www.revivaskinandsurgery.com/service/laser-hair-reduction.html>
- ...and 45 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):

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- <https://www.revivaskinandsurgery.com/service/laser-hair-reduction.html>
- ...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://www.revivaskinandsurgery.com/>
- <https://www.revivaskinandsurgery.com/Gallery.html>
- <https://www.revivaskinandsurgery.com/drarushi.html>
- <https://www.revivaskinandsurgery.com/drarnav.html>
- <https://www.revivaskinandsurgery.com/service/laser-hair-reduction.html>
- ...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://www.revivaskinandurgery.com/>
- <https://www.revivaskinandurgery.com/Gallery.html>
- <https://www.revivaskinandurgery.com/drarushi.html>
- <https://www.revivaskinandurgery.com/drarnav.html>
- <https://www.revivaskinandurgery.com/service/laser-hair-reduction.html>
- ...and 45 more

Common (non-template) issues (6)

MEDIUM Meta **Meta description length** — 18 pages affected (36%)

HIGH Meta **Meta description present** — 9 pages affected (18%)

MEDIUM Headings **Heading hierarchy** — 8 pages affected (16%)

HIGH Page speed **Cumulative Layout Shift** — 6 pages affected (12%)

LOW Headings **H1 has reasonable length** — 3 pages affected (6%)

MEDIUM Meta **Title is descriptive** — 3 pages affected (6%)

Per-page issues — by URL

HIGH Largest Contentful Paint

Poor: 24.31s.

→ 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 First Contentful Paint

Poor: 4.66s.

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

HIGH Images have dimensions

Only 0/6 images have explicit dimensions.

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

HIGH H1 tag present

No <h1> found.

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

MEDIUM Title length

Title is 76 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

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 21 more (see audit #407 report).

HIGH Largest Contentful Paint

Poor: 10.87s.

→ 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 First Contentful Paint

Poor: 5.56s.

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

HIGH Images have dimensions

Only 0/6 images have explicit dimensions.

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

HIGH H1 tag present

No <h1> found.

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

MEDIUM Title length

Title is 78 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

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 20 more (see audit #414 report).

HIGH Largest Contentful Paint

Poor: 8.33s.

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

HIGH First Contentful Paint

Poor: 4.66s.

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

HIGH Images have dimensions

Only 0/5 images have explicit dimensions.

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

HIGH H1 tag present

No <h1> found.

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

MEDIUM Title length

Title is 134 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 63/100 — improve.

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

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 20 more (see audit #421 report).

<https://www.revivaskinandsurgery.com/service/testicular.html> (32 issues)

HIGH Largest Contentful Paint

Poor: 10.57s.

→ 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 Cumulative Layout Shift

Poor: 0.447.

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

HIGH PageSpeed performance score

Score 43/100 — poor.

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

HIGH First Contentful Paint

Poor: 4.66s.

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

HIGH Images have dimensions

Only 0/4 images have explicit dimensions.

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

HIGH H1 tag present

No `<h1>` found.

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

MEDIUM Title length

Title is 82 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM 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 22 more (see audit #424 report).

HIGH Largest Contentful Paint

Poor: 9.97s.

→ 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 First Contentful Paint

Poor: 4.66s.

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

HIGH Images have dimensions

Only 0/2 images have explicit dimensions.

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

HIGH H1 tag present

No <h1> found.

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

MEDIUM Title length

Title is 69 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 63/100 — improve.

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

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 20 more (see audit #428 report).

HIGH Largest Contentful Paint

Poor: 4.65s.

→ 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 H1 tag present

No <h1> found.

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

MEDIUM First Contentful Paint

Needs improvement: 2.01s.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM E-E-A-T: Experience

Moderate:

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

MEDIUM E-E-A-T: Authoritativeness

Moderate:

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

MEDIUM robots.txt accessible

No robots.txt found at <https://www.revivaskinandsurgery.com/robots.txt>

→ Create a /robots.txt file. Tells crawlers which pages to skip and where your sitemap lives.

MEDIUM HSTS header present

Missing strict-transport-security header.

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

...and 9 more (see audit #435 report).

HIGH Largest Contentful Paint

Poor: 8.48s.

→ 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.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 73/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 1.98s.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM OpenGraph description present

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

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

...and 14 more (see audit #442 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 PageSpeed performance score

Score 48/100 — poor.

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

HIGH H1 tag present

No <h1> found.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

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Moderate:

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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 robots.txt accessible

No robots.txt found at <https://www.revivaskinandsurgery.com/robots.txt>

→ Create a /robots.txt file. Tells crawlers which pages to skip and where your sitemap lives.

MEDIUM HSTS header present

Missing strict-transport-security header.

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

...and 9 more (see audit #437 report).

HIGH Largest Contentful Paint

Poor: 9.49s.

→ 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 First Contentful Paint

Poor: 4.25s.

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

HIGH Images have dimensions

Only 0/11 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

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MEDIUM Canonical URL present

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→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

MEDIUM PageSpeed performance score

Score 64/100 — improve.

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Moderate:

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MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM Meta description length

Description is 209 characters — likely truncated.

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

...and 16 more (see audit #397 report).

HIGH Largest Contentful Paint

Poor: 82.42s.

→ 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 First Contentful Paint

Poor: 4.66s.

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

HIGH Images have dimensions

Only 0/7 images have explicit dimensions.

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

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Title is 134 characters — likely truncated in SERPs.

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MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

...and 18 more (see audit #400 report).

HIGH Largest Contentful Paint

Poor: 11.77s.

→ 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 Cumulative Layout Shift

Poor: 0.445.

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

HIGH PageSpeed performance score

Score 43/100 — poor.

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

HIGH First Contentful Paint

Poor: 4.66s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/5 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 72 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM 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 22 more (see audit #411 report).

HIGH Largest Contentful Paint

Poor: 9.72s.

→ 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 First Contentful Paint

Poor: 4.71s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/5 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 70 characters — likely truncated in SERPs.

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

MEDIUM Cumulative Layout Shift

Needs improvement: 0.233.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 51/100 — improve.

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

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 22 more (see audit #418 report).

HIGH Largest Contentful Paint

Poor: 8.6s.

→ 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 First Contentful Paint

Poor: 5.56s.

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

HIGH Images have dimensions

Only 0/4 images have explicit dimensions.

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

HIGH H1 tag present

No <h1> found.

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

MEDIUM Title length

Title is 73 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

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 21 more (see audit #425 report).

HIGH Largest Contentful Paint

Poor: 5.4s.

→ 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 H1 tag present

No <h1> found.

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

MEDIUM PageSpeed performance score

Score 78/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 1.93s.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM E-E-A-T: Experience

Moderate:

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

MEDIUM E-E-A-T: Authoritativeness

Moderate:

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

MEDIUM robots.txt accessible

No robots.txt found at <https://www.revivaskinandsurgery.com/robots.txt>

→ Create a /robots.txt file. Tells crawlers which pages to skip and where your sitemap lives.

...and 10 more (see audit #439 report).

HIGH Largest Contentful Paint

Poor: 32.87s.

→ 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 First Contentful Paint

Poor: 4.77s.

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

HIGH Images have dimensions

Only 0/6 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 76 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Meta description length

Description is 167 characters — likely truncated.

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

...and 19 more (see audit #401 report).

HIGH Largest Contentful Paint

Poor: 13.7s.

→ 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 First Contentful Paint

Poor: 4.77s.

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

HIGH Images have dimensions

Only 0/6 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 75 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 63/100 — improve.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Meta description length

Description is 188 characters — likely truncated.

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

...and 19 more (see audit #404 report).

HIGH Largest Contentful Paint

Poor: 8.75s.

→ 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 Cumulative Layout Shift

Poor: 0.383.

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

HIGH PageSpeed performance score

Score 45/100 — poor.

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

HIGH First Contentful Paint

Poor: 4.66s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/5 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 78 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM 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 22 more (see audit #415 report).

HIGH Largest Contentful Paint

Poor: 27.18s.

→ 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 Cumulative Layout Shift

Poor: 0.346.

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

HIGH PageSpeed performance score

Score 46/100 — poor.

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

HIGH First Contentful Paint

Poor: 4.66s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/6 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 71 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM 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 22 more (see audit #422 report).

HIGH Largest Contentful Paint

Poor: 10.02s.

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

HIGH First Contentful Paint

Poor: 6.89s.

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

HIGH Images have dimensions

Only 0/1 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 134 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 58/100 — improve.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM OpenGraph title present

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

→ Add og:title for social-media link previews. Without it, shared links fall back to the page <title>, which may not be ideal for Facebook/LinkedIn cards.

...and 19 more (see audit #429 report).

<https://www.revivaskinandsurgery.com/Gallery.html> (27 issues)

HIGH Largest Contentful Paint

Poor: 75.09s.

→ 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 Cumulative Layout Shift

Poor: 0.686.

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

HIGH PageSpeed performance score

Score 39/100 — poor.

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

HIGH First Contentful Paint

Poor: 5.01s.

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

HIGH Images have dimensions

Only 0/33 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 134 characters — likely truncated in SERPs.

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

HIGH Sufficient word count

Only 15 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 Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

HIGH Images have alt text

1 of 33 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.

...and 17 more (see audit #398 report).

HIGH Largest Contentful Paint

Poor: 13.59s.

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

HIGH First Contentful Paint

Poor: 4.66s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/2 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 134 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 62/100 — improve.

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

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 20 more (see audit #405 report).

HIGH Largest Contentful Paint

Poor: 13.59s.

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

HIGH First Contentful Paint

Poor: 4.81s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/5 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 73 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

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 20 more (see audit #408 report).

HIGH Largest Contentful Paint

Poor: 16.11s.

→ 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 First Contentful Paint

Poor: 5.67s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/5 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 67 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

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 21 more (see audit #419 report).

HIGH Largest Contentful Paint

Poor: 12.68s.

→ 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 First Contentful Paint

Poor: 5.56s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/6 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 72 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

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 21 more (see audit #426 report).

HIGH Largest Contentful Paint

Poor: 8.4s.

→ 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 H1 tag present

No <h1> found.

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

MEDIUM PageSpeed performance score

Score 74/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 1.94s.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM E-E-A-T: Experience

Moderate:

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

MEDIUM E-E-A-T: Authoritativeness

Moderate:

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

MEDIUM robots.txt accessible

No robots.txt found at <https://www.revivaskinandsurgery.com/robots.txt>

→ Create a /robots.txt file. Tells crawlers which pages to skip and where your sitemap lives.

...and 10 more (see audit #440 report).

HIGH Largest Contentful Paint

Poor: 14.6s.

→ 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 First Contentful Paint

Poor: 4.99s.

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

HIGH Images have dimensions

Only 0/6 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 Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

MEDIUM OpenGraph description present

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

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

...and 17 more (see audit #402 report).

HIGH Largest Contentful Paint

Poor: 12.08s.

→ 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 First Contentful Paint

Poor: 4.66s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/5 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 67 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 63/100 — improve.

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

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 20 more (see audit #409 report).

HIGH Largest Contentful Paint

Poor: 7.58s.

→ 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 First Contentful Paint

Poor: 4.66s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/2 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 81 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

...and 19 more (see audit #412 report).

<https://www.revivaskinandsurgery.com/service/abcess.html> (31 issues)

HIGH Largest Contentful Paint

Poor: 16.97s.

→ 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 First Contentful Paint

Poor: 4.71s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/5 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 70 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 56/100 — improve.

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

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 21 more (see audit #423 report).

HIGH Largest Contentful Paint

Poor: 13.88s.

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

HIGH Meta description present

No meta description found.

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

HIGH PageSpeed performance score

Score 45/100 — poor.

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

HIGH First Contentful Paint

Poor: 12.52s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/1 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 8 characters — too short to communicate value.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM 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 21 more (see audit #430 report).

https://www.revivaskinandsurgery.com/WP_Blog/category/best-mnrf-treatment-in-raj-nagar-extension/ (22 issues)

HIGH Largest Contentful Paint

Poor: 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 OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 70/100 — improve.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM OpenGraph description present

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

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM E-E-A-T: Experience

Moderate:

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

MEDIUM E-E-A-T: Authoritativeness

Moderate:

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

...and 12 more (see audit #444 report).

HIGH Largest Contentful Paint

Poor: 8.97s.

→ 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 First Contentful Paint

Poor: 4.66s.

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

HIGH Images have dimensions

Only 0/7 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 Title length

Title is 134 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM OpenGraph title present

Missing `<meta property="og:title">`.

→ Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

...and 19 more (see audit #399 report).

HIGH Largest Contentful Paint

Poor: 18.49s.

→ 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 First Contentful Paint

Poor: 4.88s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/3 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 73 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 63/100 — improve.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

...and 19 more (see audit #406 report).

HIGH Largest Contentful Paint

Poor: 10.77s.

→ 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 First Contentful Paint

Poor: 4.71s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/5 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 73 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 62/100 — improve.

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

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 20 more (see audit #413 report).

HIGH Largest Contentful Paint

Poor: 12.77s.

→ 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 First Contentful Paint

Poor: 4.66s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/4 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 83 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 62/100 — improve.

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

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 21 more (see audit #416 report).

HIGH Largest Contentful Paint

Poor: 28.23s.

→ 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 First Contentful Paint

Poor: 4.66s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/6 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 63 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 62/100 — improve.

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

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 21 more (see audit #420 report).

HIGH Largest Contentful Paint

Poor: 9.06s.

→ 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 First Contentful Paint

Poor: 5.56s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/4 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 71 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 61/100 — improve.

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

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 20 more (see audit #427 report).

HIGH Largest Contentful Paint

Poor: 9.68s.

→ 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 Title length

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

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

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 67/100 — improve.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM OpenGraph description present

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

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM E-E-A-T: Experience

Moderate:

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

...and 14 more (see audit #441 report).

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 H1 tag present

No <h1> found.

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

MEDIUM PageSpeed performance score

Score 73/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 1.97s.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM E-E-A-T: Experience

Moderate:

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

MEDIUM E-E-A-T: Authoritativeness

Moderate:

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

MEDIUM robots.txt accessible

No robots.txt found at <https://www.revivaskinandsurgery.com/robots.txt>

→ Create a /robots.txt file. Tells crawlers which pages to skip and where your sitemap lives.

...and 10 more (see audit #438 report).

HIGH Largest Contentful Paint

Poor: 7.88s.

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

HIGH First Contentful Paint

Poor: 4.73s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/5 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 134 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 64/100 — improve.

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

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 21 more (see audit #403 report).

HIGH Largest Contentful Paint

Poor: 24.73s.

→ 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 First Contentful Paint

Poor: 4.77s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/4 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 79 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 62/100 — improve.

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

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 20 more (see audit #410 report).

<https://www.revivaskinandsurgery.com/service/fissure.html> (30 issues)

HIGH Largest Contentful Paint

Poor: 14.34s.

→ 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 First Contentful Paint

Poor: 4.66s.

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

HIGH H1 tag present

No <h1> found.

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

HIGH Images have dimensions

Only 0/5 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 134 characters — likely truncated in SERPs.

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

MEDIUM Canonical URL present

No canonical link tag found.

→ Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 63/100 — improve.

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

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 20 more (see audit #417 report).

https://www.revivaskinandsurgery.com/WP_Blog/best-laser-hair-reduction-treatment-in-sector-76-noida/ (20 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 H1 tag present

No <h1> found.

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

MEDIUM PageSpeed performance score

Score 73/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 2s.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM E-E-A-T: Experience

Moderate:

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

MEDIUM E-E-A-T: Authoritativeness

Moderate:

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

MEDIUM robots.txt accessible

No robots.txt found at <https://www.revivaskinandsurgery.com/robots.txt>

→ Create a /robots.txt file. Tells crawlers which pages to skip and where your sitemap lives.

...and 10 more (see audit #431 report).

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.

MEDIUM PageSpeed performance score

Score 73/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 1.96s.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM E-E-A-T: Experience

Moderate:

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

MEDIUM E-E-A-T: Authoritativeness

Moderate:

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

MEDIUM robots.txt accessible

No robots.txt found at <https://www.revivaskinandsurgery.com/robots.txt>

→ Create a /robots.txt file. Tells crawlers which pages to skip and where your sitemap lives.

MEDIUM HSTS header present

Missing strict-transport-security header.

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

...and 9 more (see audit #434 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.

MEDIUM Title length

Title is only 20 characters — too short to communicate value.

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

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 73/100 — improve.

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

MEDIUM First Contentful Paint

Needs improvement: 1.95s.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM OpenGraph description present

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

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

...and 15 more (see audit #445 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 H1 tag present

No <h1> found.

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

MEDIUM Largest Contentful Paint

Needs improvement: 2.95s.

→ 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.

MEDIUM Title length

Title is only 10 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 E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Title is descriptive

Title has fewer than 3 words.

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

MEDIUM OpenGraph description present

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

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM E-E-A-T: Experience

Moderate:

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

HIGH Meta description present

No meta description found.

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

MEDIUM Largest Contentful Paint

Needs improvement: 3.68s.

→ 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.

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.

HIGH OpenGraph image present

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

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

MEDIUM First Contentful Paint

Needs improvement: 1.99s.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM OpenGraph description present

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

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM E-E-A-T: Experience

Moderate:

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

...and 13 more (see audit #446 report).

HIGH Meta description present

No meta description found.

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

MEDIUM Largest Contentful Paint

Needs improvement: 3.83s.

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

MEDIUM Title length

Title is only 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 OpenGraph image present

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

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

MEDIUM First Contentful Paint

Needs improvement: 2.02s.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM OpenGraph description present

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

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM E-E-A-T: Experience

Moderate:

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

...and 13 more (see audit #443 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 H1 tag present

No <h1> found.

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

MEDIUM Largest Contentful Paint

Needs improvement: 3s.

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

MEDIUM Title length

Title is only 6 characters — too short to communicate value.

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

HIGH OpenGraph image present

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

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

MEDIUM PageSpeed performance score

Score 74/100 — improve.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Title is descriptive

Title has fewer than 3 words.

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

MEDIUM OpenGraph description present

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

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

HIGH H1 tag present

No <h1> found.

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

MEDIUM Largest Contentful Paint

Needs improvement: 2.94s.

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

MEDIUM First Contentful Paint

Needs improvement: 1.94s.

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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

MEDIUM E-E-A-T: Experience

Moderate:

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

MEDIUM E-E-A-T: Authoritativeness

Moderate:

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

MEDIUM robots.txt accessible

No robots.txt found at <https://www.revivaskinandsurgery.com/robots.txt>

→ Create a /robots.txt file. Tells crawlers which pages to skip and where your sitemap lives.

MEDIUM HSTS header present

Missing strict-transport-security header.

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

...and 9 more (see audit #436 report).