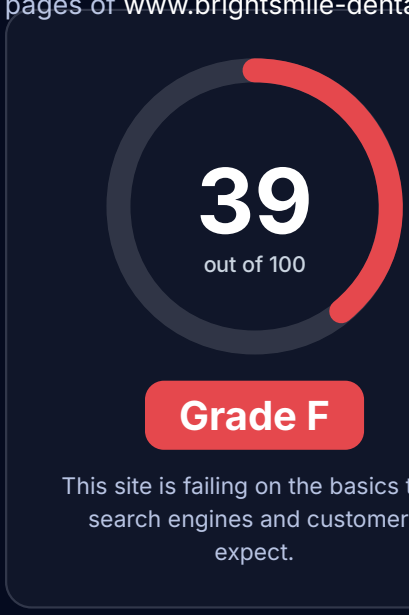
Mas Vee Digital

21 November 2026

VEELENS, WEBSITE AUDIT BY MAS VEE DIGITAL · ADVANCED REPORT

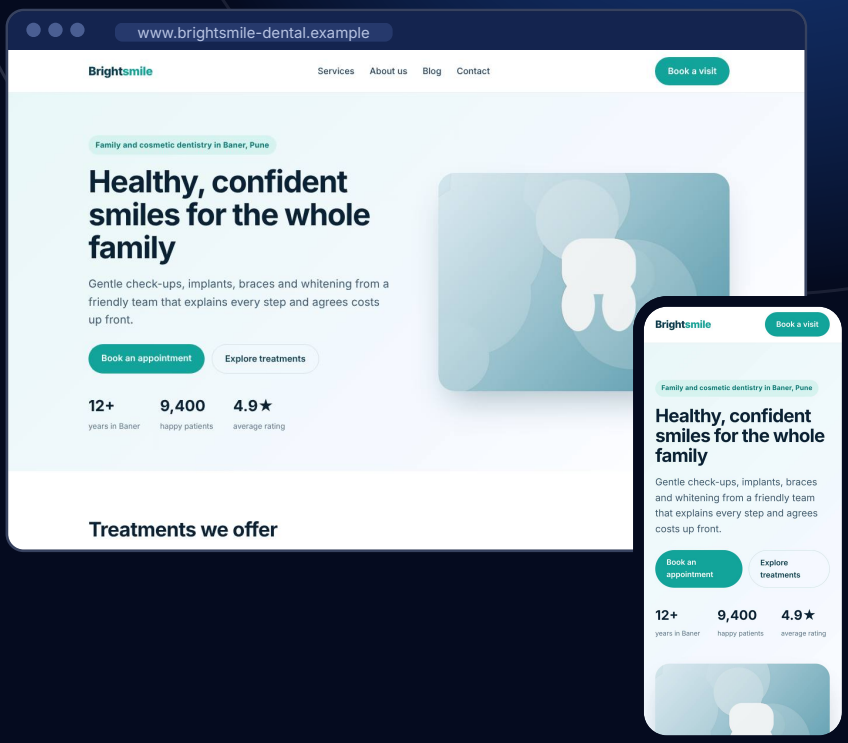
Website audit www.brightsmile-dental.example

Prepared for **Dr. Ananya Kulkarni, Brightsmile Dental Studio**. 189 of our 225 benchmarks applied to 15 pages of www.brightsmile-dental.example.



Grade F

This site is failing on the basics that search engines and customers expect.



1	7	21	41
Critical issue	High issues	Medium issues	Low issues

Every finding in this report shows the exact pages affected and the evidence we recorded, how we checked it, and how to fix it. **Mas Vee Digital** can fix every issue for you.

SUMMARY

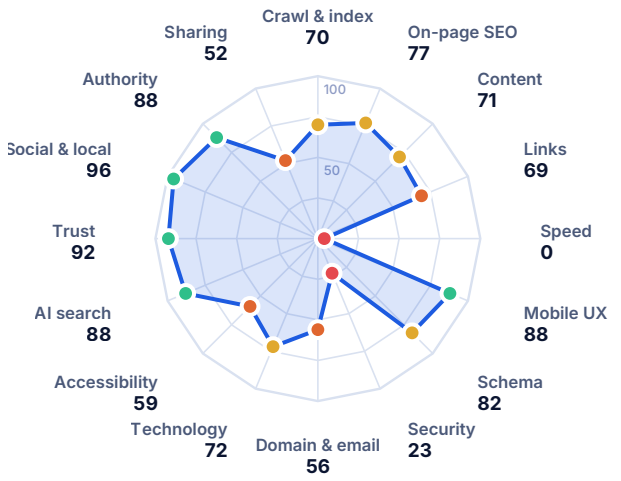
At a glance

We crawled every page of www.brightsmile-dental.example we could reach through its links and sitemap: **15** pages, and applied **189** of our 225 benchmarks, opened the home page in Chrome on a desktop and a phone screen, measured Core Web Vitals with Google PageSpeed Insights, looked up the domain's email and security records, read its registration from the domain registry. **119** benchmarks passed. **70** need attention: 1 critical, 7 high, 21 medium and 41 low priority.

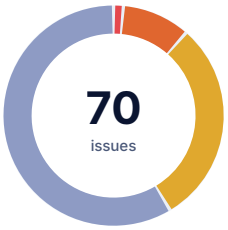
Why the score is not higher. The area scores alone would give 47, but the score stays at 39 or lower until these are fixed:

- 7 high-priority problems (caps the score at 39)
- A critical problem: site not served over HTTPS (caps the score at 44)

Score by area (out of 100)



Issues by priority



Critical	1
High	7
Medium	21
Low	41

190 occurrences in total

39
Overall score

17
URLs crawled

Fix these first

F01 **Site not served over HTTPS** Critical
Found once, for the whole site. Browsers mark HTTP sites as 'Not secure', which scares visitors away.

F02 **Broken internal links** High
Found on 15 of the 15 pages we checked. Broken links frustrate visitors and stop crawlers from reaching pages.

F03 **Pages returning errors (4xx)** High
Found on 1 of the 15 pages we checked. Visitors and crawlers hit dead ends, and the links pointing there waste ranking value.

F04 **Largest Contentful Paint is slow** High
Found once, for the whole site. LCP measures how fast the main content appears; over 2.5 s is rated poor by Google.

What is already working

Social media and local presence
Scores 96, with 3 of 4 benchmarks passed

Trust and E-E-A-T
Scores 92, with 7 of 9 benchmarks passed

Mobile and user experience
Scores 88, with 9 of 12 benchmarks passed

AI search readiness
Scores 88, with 4 of 7 benchmarks passed

Finding numbers link to the evidence. The action plan orders them and the last section shows who fixes each one.

SCORECARD

16 areas, scored

Each area starts at 100 and loses points for every issue found in it, more for serious issues and for issues that affect more of the site. Good is 85 and above, fair 70 to 84, weak 50 to 69 and poor under 50. Benchmarks we could not run are left out, never counted as passed; 16 of 16 areas could be tested for this site. How the overall score works.

70	**Crawlability and indexing** Search engines and AI assistants can only show pages they can reach and are allowed to index.	22 of 25 passed	Fair	3 issues
77	**On-page SEO** Titles, descriptions and headings decide what a page ranks for and whether people click it.	14 of 18 passed	Fair	4 issues
71	**Content quality** Useful, original, readable content is what earns rankings and citations in AI answers.	5 of 9 passed	Fair	4 issues
69	**Links and site structure** Links carry visitors and ranking value around the site; broken or buried pages lose both.	8 of 11 passed	Weak	3 issues
0	**Speed and Core Web Vitals** Slow pages lose visitors and rank lower; Google uses Core Web Vitals as a page experience signal.	11 of 24 passed	Poor	13 issues
88	**Mobile and user experience** Most searches happen on phones, and Google indexes the mobile version of every page.	9 of 12 passed	Good	3 issues
82	**Structured data** Structured data tells search engines and AI exactly what a business, product or article is.	4 of 8 passed	Fair	4 issues
23	**Security and HTTPS** Browsers warn visitors away from insecure sites, and weak settings make attacks easier.	4 of 11 passed	Poor	7 issues
56	**Domain, DNS and email** Your domain and email records decide whether your site stays online, your emails reach inboxes and nobody can send mail in your name.	6 of 15 passed	Weak	9 issues
72	**Technology and server** Outdated software and libraries carry known security holes and slow the site down.	12 of 14 passed	Fair	2 issues
59	**Accessibility** Accessible sites reach more customers and reduce legal risk in many countries.	9 of 15 passed	Weak	6 issues
88	**AI search readiness** AI Overviews, ChatGPT, Perplexity and voice assistants need content they can reach, read and attribute.	4 of 7 passed	Good	3 issues
92	**Trust and E-E-A-T** Clear contact details, policies, reviews and real people behind the business build trust with visitors and search engines.	7 of 9 passed	Good	2 issues
96	**Social media and local presence** Customers check a business's social profiles and map listing before they trust its website.	3 of 4 passed	Good	1 issue
88	**Backlinks and authority** Links from other websites are one of the strongest signals Google uses to decide who ranks first.	0 of 1 passed	Good	1 issue
52	**Share previews and analytics** Clean share previews and working analytics turn social traffic into measurable leads.	1 of 6 passed	Weak	5 issues

SEARCH AND SOCIAL APPEARANCE

How you look in Google and when shared

These previews are built from the real tags on your home page, www.brightsmile-dental.example/. The title and description are your advert in search results; Open Graph tags decide how links look on Facebook, LinkedIn, WhatsApp and X.

Search result on a computer

B brightsmile-dental.example
http://www.brightsmile-dental.example

Brightsmile Dental Studio | Dentist in Baner, Pune for Impl…

Family and cosmetic dentist in Baner, Pune. Gentle check-ups, implants, braces and whitening with clear prices. Book online today.

Search result on a phone

B brightsmile-dental.example

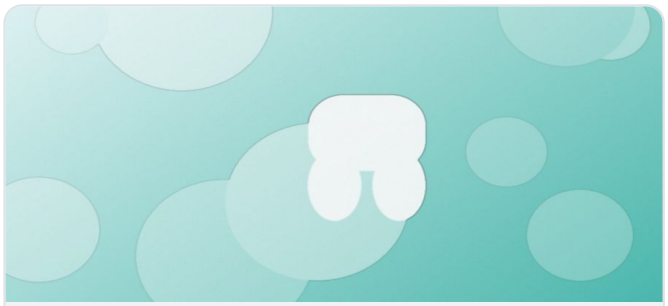
Brightsmile Dental Studio | Dentist in Baner, Pune for Impl…

Family and cosmetic dentist in Baner, Pune. Gentle check-ups, implants, braces and whitening with clear prices. Book on…

Home page tags

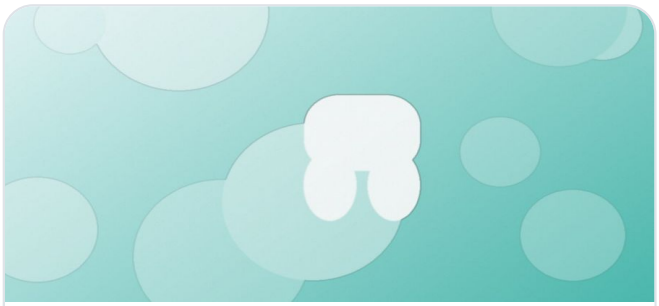
Title length	✗ **98 characters** (30 to 60 is ideal)
Description length	✓ **130 characters** (120 to 155 is ideal)
Main heading (H1)	✓ **Healthy, confident smiles for the whole family**
Canonical URL	✓ **www.brightsmile-dental.example/**
Language	✓ **en-IN**
Structured data	✓ **Dentist**

Shared on Facebook, LinkedIn or WhatsApp



BRIGHTSMILE-DENTAL.EXAMPLE
Brightsmile Dental Studio, Baner, Pune
Family and cosmetic dentistry with clear pricing and gentle care.

Shared on X



Brightsmile Dental Studio, Baner, Pune
brightsmile-dental.example

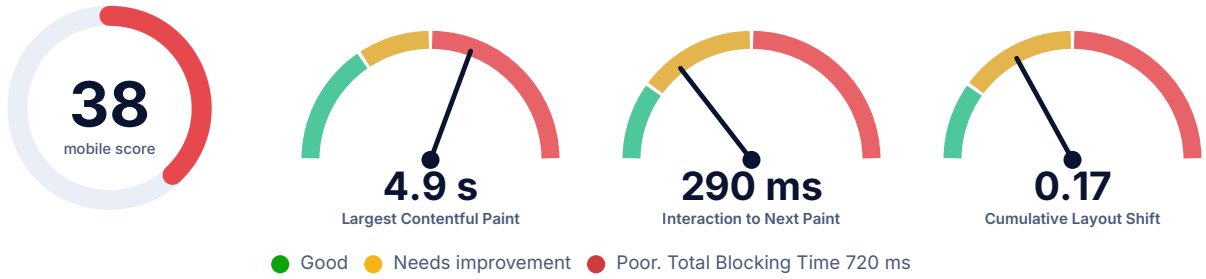
Open Graph tags	✓ **Present**
Share image	✓ **Set**
X card	✗ **Missing**

SPEED AND CORE WEB VITALS

How fast the site feels

Google measures loading (LCP), responsiveness (INP) and visual stability (CLS) and uses them in ranking. Slow pages also lose visitors before they see your offer.

Google PageSpeed Insights, mobile (real-visitor data from the Chrome UX Report)



Chrome test, desktop, from Mumbai, India

Server response	17 ms
Main content shown	224 ms
Fully loaded	210 ms
Layout shift	0.00

What the home page downloads: 3.1 MB in 18 requests



JavaScript	5 files	503 KB	16%
Images	11 files	2.6 MB	84%
CSS	1 files	3 KB	0%
HTML	1 files	7 KB	0%

Across all 15 pages

Median server time	6 ms (slowest 15 ms)
Median HTML size	2 KB
Protocol	HTTP/1.0
Text compression	none

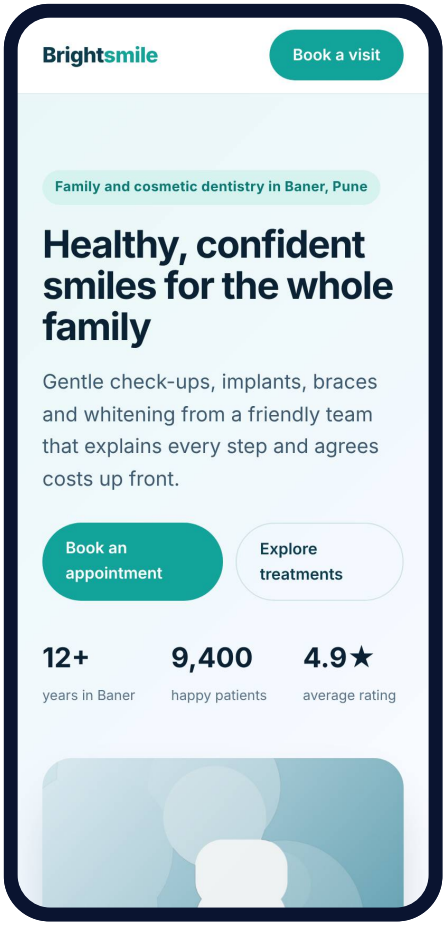
Biggest savings Google found

Properly size images	saves about 2.1 s
Serve images in next-gen formats	saves about 1.6 s
Eliminate render-blocking resources	saves about 930 ms
Reduce unused JavaScript	saves about 610 ms
Enable text compression	saves about 450 ms

MOBILE EXPERIENCE

On a phone

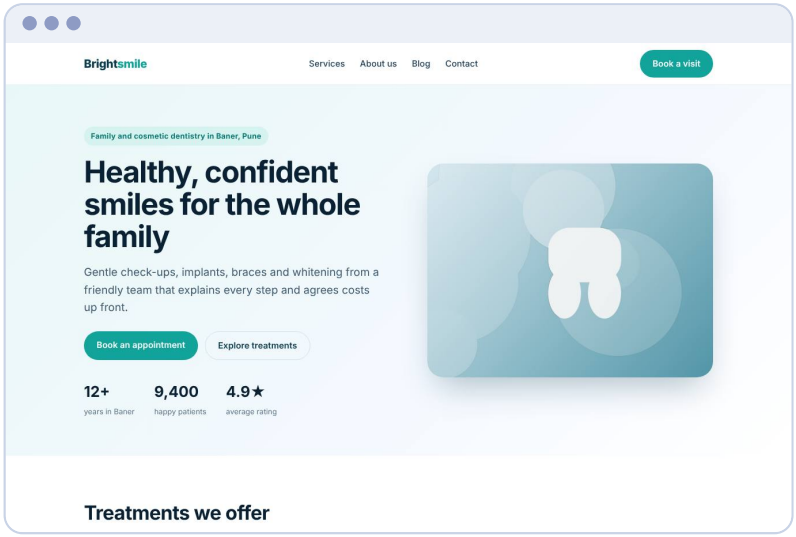
Google ranks every site on its mobile version, and most visitors arrive on a phone. We loaded the home page in Chrome on a 390 px wide phone screen and recorded what a visitor experiences.



The home page on a phone, as Chrome showed it

- **Mobile viewport set** — Passed
  Pages scale to the phone screen.
- **No sideways scrolling** — Passed
  Page width 390 px on a 390 px screen.
- **Readable text size** — Passed
  0 of 55 text blocks under 12 px.
- **Comfortable tap targets** — Passed
  4 of 7 buttons and links under 40 px.
- **Nothing covers the content** — Passed
  No pop-up covered the page on load.
- **Zoom allowed** — Passed
  Visitors can pinch to zoom.
- **Tap-to-call phone link** — Needs work
  Phone numbers open the dialler.
- **No JavaScript errors** — Passed
  0 error(s) in the browser console.

On a computer

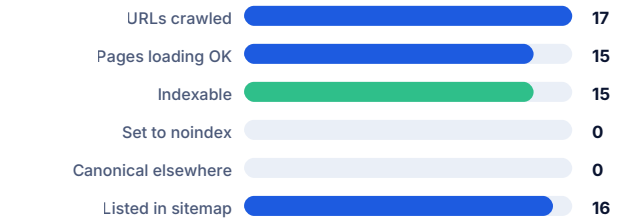


CRAWLING AND INDEXING

Can search engines and AI find your pages?

A page has to be reachable, allowed and indexable before it can rank or be quoted by an AI assistant. This is how www.brightsmile-dental.example looks to a crawler.

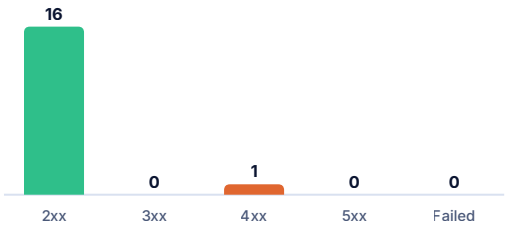
Indexability



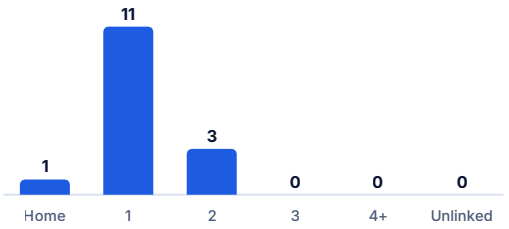
Crawl facts

robots.txt	Found
XML sitemap	16 URLs
Sitemap dates	lastmod present
HTTP to HTTPS	Not applicable
Missing pages	return HTTP 404
llms.txt	Missing
Redirected URLs	1

Status codes



Clicks from the home page



Who may read your site (robots.txt)

Search and AI answer engines

OAI-SearchBot	ChatGPT search	Allowed
ChatGPT-User	ChatGPT browsing	Allowed
Claude-SearchBot	Claude search	Allowed
PerplexityBot	Perplexity	Allowed
Bingbot	Bing, Copilot and ChatGPT search	Allowed
Googlebot	Google Search and AI Overviews	Allowed

AI model training

GPTBot	OpenAI model training	Blocked
Google-Extended	Gemini model training	Allowed
ClaudeBot	Anthropic model training	Allowed
CCBot	Common Crawl dataset	Blocked
Applebot-Extended	Apple AI training	Allowed

Blocking AI training crawlers is a business choice. Blocking search and answer crawlers keeps you out of ChatGPT search, Perplexity, Copilot and Google's AI Overviews.

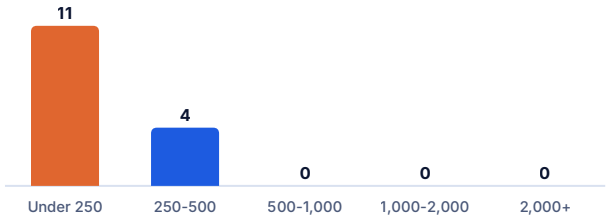
CONTENT QUALITY

What your pages say

Search engines and AI assistants reward pages that answer real questions in depth, in plain language, under clear headings.

116	55	3	2	9
Median words per page	Reading ease (fairly hard)	Articles and guides	Near-duplicate pages	Question headings

Words per page



Pages under 250 words rarely rank for competitive searches.

Most used words across the site

patients 30 · brightsmile 30 · treatment 27 · digital 22 · dentist 19 · dental 18 · appointments 18 · teeth 14 · baner 12 · clear 12 · visit 10 · implants 9 · whitening 8 · studio 7

Do these match the services and places you want to be found for?

Home page heading outline

- H1 Healthy, confident smiles for the whole family
  - H2 Treatments we offer
    - H3 Teeth cleaning and polishing
    - H3 Dental implants
    - H3 Braces and clear aligners
    - H3 Painless root canal treatment
    - H3 Children's dentistry
    - H3 Teeth whitening
  - H2 What our patients say
  - H2 Why families choose Brightsmile
  - H2 Common questions

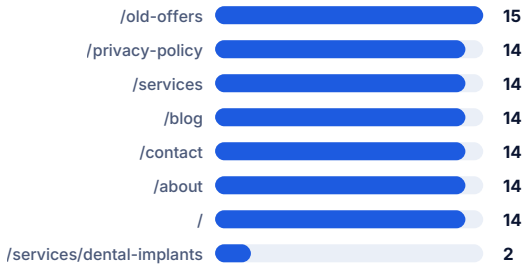
LINKS AND IMAGES

Links and images

Internal links spread ranking value and guide visitors; broken links and heavy images waste both. We requested every link and image we found and recorded the response.

17	2	1	0	1
Internal links	Outbound links	Broken internal	Broken outbound	Through redirects

Most linked pages (internal links pointing in)



Images

Images found	11
Missing alt text	3
No width/height	11
Lazy-loaded	0
Over 200 KB	8



Formats as delivered to Chrome, which accepts AVIF and WebP.

SECURITY, PRIVACY AND EMAIL

Security, privacy and email

Browsers flag insecure sites, Google prefers HTTPS, and missing email records let scammers send mail that looks like it came from you.

Security headers on the home page

Strict-Transport-Security Forces HTTPS on return visits	Needs work
Content-Security-Policy Limits which scripts can run	Needs work
X-Content-Type-Options Stops file-type sniffing attacks	Passed
X-Frame-Options Prevents click-jacking in frames	Needs work
Referrer-Policy Controls what URLs leak to other sites	Needs work
Permissions-Policy Restricts camera, microphone and location	Needs work

Connection

HTTPS	No
Server banner	Apache/2.4.41 (Ubuntu) PHP/7.4.3
Pages with mixed content	0

Domain and email protection

SPF (who may send your email)	`v=spf1 include:_spf.google.com ~all (4 DNS lookups)`
DMARC (spoofing protection)	`v=DMARC1; p=none`
DKIM (email signing)	`No key at google`
MX (receives email)	`aspmx.l.google.com, alt1.aspmx.l.google.com`
DNSSEC	`Off`
Name servers	`ns1.example-dns.com, ns2.example-dns.com`
CAA (who may issue certificates)	`Missing`
MTA-STS and TLS reporting	`MTA-STS off, TLS-RPT off`
IPv6 (AAAA record)	`No`

Cookies set by the server

Cookie	Secure	HttpOnly	SameSite
`PHPSESSID`		–	–

TECHNOLOGY AND ACCESSIBILITY

Technology and accessibility

The platform, tools and tracking we detected, and how usable the site is for people with disabilities, who are around one in six of your visitors.

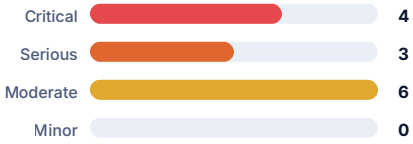
Technology detected

CMS	WordPress
Web server	Apache
Language	PHP
Library	jQuery

Accessibility basics

Images have alt text	Needs work
Links have readable names	Passed
Buttons have names	Needs work
Form fields have labels	Needs work
Page language declared	Passed
Embeds have titles	Needs work
Sensible keyboard order	Passed
Text contrast	Needs work

WCAG test in Chrome (axe-core)



Elements affected, by impact. 4 rules failed.

critical	Images must have alternative text	4
serious	Elements must meet minimum color contrast ratio thresholds	3
moderate	All page content should be contained by landmarks	5
moderate	Document should have one main landmark	1

DIGITAL PRESENCE

Beyond the website

Customers check a business's social profiles before they trust its website, and search engines weigh how other websites link to it. These checks look at the social profiles your site links to, your domain registration, the technology behind the site and how much authority other websites give you.

Social profiles linked from the site

✓ **Facebook**	www.facebook.com/brightsmile.example
✓ **Instagram**	www.instagram.com/brightsmile.example
– **LinkedIn**	Not linked
– **X (Twitter)**	Not linked
– **YouTube**	Not linked
– **Pinterest**	Not linked
– **TikTok**	Not linked
– **Threads**	Not linked

Map link or embedded map on the site: no. WhatsApp chat link: no.

Domain registration

Domain	**brightsmile-dental.example**
Registrar	**Example Registrar Pty Ltd**
Registered	**2016-03-14 (10.7 years)**
Expires	✓ **2027-03-14 (115 days)**
Transfer lock	✗ **Off**

Authority and backlinks

Open PageRank	✗ **2.4 out of 10**
Tranco top million	**Not listed (normal for most small businesses)**

Open PageRank is built from the Common Crawl link graph. Tranco is a research ranking of the most visited million domains.

Technology

CMS	**WordPress**
Web server	**Apache**
PHP	**7.4.3**
HTTP/3	**No**

FINDINGS

Every issue, with the evidence and the fix

Each finding lists every page where we found it and exactly what we recorded there, how we checked it so anyone can confirm it, the fix, and the Mas Vee Digital service that delivers it.

Crawlability and indexing

Search engines and AI assistants can only show pages they can reach and are allowed to index.

70/100
3 issues, 22 checks passed

F03 High Technical SEO

Pages returning errors (4xx)

Found on 1 of the 15 pages we checked. Visitors and crawlers hit dead ends, and the links pointing there waste ranking value.

Page	What we found
www.brightsmile-dental.example/old-offers/	HTTP 404

How we checked: Requested each address listed and recorded the HTTP status code it returned.

The fix: Restore the page or add a 301 redirect to the closest live page, then update internal links.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through Technical SEO. Crawling, indexing, sitemaps, redirects, canonicals, structured data and AI search access (GEO and AEO), fixed at the source and re-checked.

F15 Medium Technical SEO

Sitemap lists broken or redirected URLs

Found once, for the whole site. Sitemaps should only list live, final URLs; errors waste crawl budget and erode trust in the sitemap.

Where	What we found
www.brightsmile-dental.example/old-offers/	HTTP 404

How we checked: Requested each address listed and recorded the HTTP status code it returned.

The fix: Remove dead and redirected URLs from the sitemap, or let your SEO plugin regenerate it.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through Technical SEO. Crawling, indexing, sitemaps, redirects, canonicals, structured data and AI search access (GEO and AEO), fixed at the source and re-checked.

F38 Low Technical SEO

Temporary redirects (302/307) on internal URLs

Found on 1 of the 15 pages we checked. Temporary redirects tell search engines to keep the old URL indexed.

Page	What we found
www.brightsmile-dental.example/book-appointment/	HTTP 302 to www.brightsmile-dental.example/contact/

How we checked: Requested each address listed and recorded the HTTP status code it returned.

The fix: Use 301 redirects for permanent moves.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through Technical SEO. Crawling, indexing, sitemaps, redirects, canonicals, structured data and AI search access (GEO and AEO), fixed at the source and re-checked.

On-page SEO

Titles, descriptions and headings decide what a page ranks for and whether people click it.

77/100
4 issues, 14 checks passed

F12 Medium On-Page SEO

Missing meta descriptions

Found on 3 of the 15 pages we checked. The description is the sales pitch under the title in search results.

Page	What we found
www.brightsmile-dental.example/about/	Missing meta descriptions
www.brightsmile-dental.example/services/braces-and-aligners/	Missing meta descriptions
www.brightsmile-dental.example/services/root-canal/	Missing meta descriptions

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Write a 120 to 155 character description that answers the searcher's question and invites a click.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through On-Page SEO. Titles, descriptions, headings and internal links rewritten page by page around the searches your customers make.

F13 Medium On-Page SEO

Duplicate titles

Found on 3 of the 15 pages we checked. Pages with the same title compete with each other for the same searches.

Page	What we found
www.brightsmile-dental.example/services/	Same title on 3 pages: “Services | Brightsmile Dental Studio” • Also on: www.brightsmile-dental.example/services/kids-dentistry/ • Also on: www.brightsmile-dental.example/services/teeth-whitening/
www.brightsmile-dental.example/services/kids-dentistry/	Same title on 3 pages: “Services | Brightsmile Dental Studio” • Also on: www.brightsmile-dental.example/services/ • Also on: www.brightsmile-dental.example/services/teeth-whitening/
www.brightsmile-dental.example/services/teeth-whitening/	Same title on 3 pages: “Services | Brightsmile Dental Studio” • Also on: www.brightsmile-dental.example/services/ • Also on: www.brightsmile-dental.example/services/kids-dentistry/

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Give every page a unique title that matches its own content.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through On-Page SEO. Titles, descriptions, headings and internal links rewritten page by page around the searches your customers make.

F35 Low On-Page SEO

Heading levels skipped

Found on 5 of the 15 pages we checked. Jumping from H1 to H3 breaks the outline that readers, screen readers and AI parsers rely on.

Page	What we found
www.brightsmile-dental.example/services/	H1 followed by H3 ('Teeth cleaning and polishing')
www.brightsmile-dental.example/blog/	H1 followed by H3 ('How often should you really visit the dentist?')
www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/	H2 followed by H4 ('Related reading')
www.brightsmile-dental.example/blog/implants-vs-bridges/	H2 followed by H4 ('Related reading')
www.brightsmile-dental.example/blog/foods-that-stain-teeth/	H2 followed by H4 ('Related reading')

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Use headings in order: H1, then H2, then H3.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through On-Page SEO. Titles, descriptions, headings and internal links rewritten page by page around the searches your customers make.

F39 Low On-Page SEO

Titles too long

Found on 1 of the 15 pages we checked. Long titles are cut off in search results, hiding the key message.

Page	What we found
www.brightsmile-dental.example/	98 characters: Brightsmile Dental Studio | Dentist in Baner, Pune for Implants, Braces, Whitening and Family Care

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Shorten titles to about 60 characters.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through On-Page SEO. Titles, descriptions, headings and internal links rewritten page by page around the searches your customers make.

Content quality

Useful, original, readable content is what earns rankings and citations in AI answers.

71/100
4 issues, 5 checks passed

F10 Medium Content Writing

Thin content

Found on 11 of the 15 pages we checked. Pages with very little text rarely rank and give AI answers nothing to cite.

Page	What we found
www.brightsmile-dental.example/services/	About 97 words
www.brightsmile-dental.example/about/	About 224 words
www.brightsmile-dental.example/contact/	About 26 words
www.brightsmile-dental.example/blog/	About 42 words
www.brightsmile-dental.example/privacy-policy/	About 25 words
www.brightsmile-dental.example/services/teeth-cleaning/	About 162 words
www.brightsmile-dental.example/services/dental-implants/	About 207 words
www.brightsmile-dental.example/services/braces-and-aligners/	About 78 words
www.brightsmile-dental.example/services/root-canal/	About 78 words
www.brightsmile-dental.example/services/kids-dentistry/	About 116 words
www.brightsmile-dental.example/services/teeth-whitening/	About 115 words

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Expand with useful detail: what, who, how, price, proof, FAQs; or merge into a stronger page.

How Mas Vee Digital fixes it: Our Content & Communication team handles this through Content Writing. Service pages, guides and FAQs written for people first, structured so Google and AI assistants can quote them.

F14 Medium Content Writing

Near-duplicate pages

Found on 2 of the 15 pages we checked. Pages that mostly repeat each other compete for the same searches and dilute quality.

Page	What we found
www.brightsmile-dental.example/blog/implants-vs-bridges/	90% the same as www.brightsmile-dental.example/blog/foods-that-stain-teeth/
www.brightsmile-dental.example/blog/foods-that-stain-teeth/	90% the same as www.brightsmile-dental.example/blog/implants-vs-bridges/

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Merge them, make each clearly different, or canonicalise to one.

How Mas Vee Digital fixes it: Our Content & Communication team handles this through Content Writing. Service pages, guides and FAQs written for people first, structured so Google and AI assistants can quote them.

F16 Medium Content Writing

Articles without an author

Found on 1 of the 15 pages we checked. Named authors with credentials are a core trust signal for Google and AI answers.

Page	What we found
www.brightsmile-dental.example/blog/implants-vs-bridges/	Articles without an author

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add an author byline linking to a bio page.

How Mas Vee Digital fixes it: Our Content & Communication team handles this through Content Writing. Service pages, guides and FAQs written for people first, structured so Google and AI assistants can quote them.

F40 Low Content Writing

Articles without a date

Found on 1 of the 15 pages we checked. Readers and search engines use dates to judge freshness.

Page	What we found
www.brightsmile-dental.example/blog/foods-that-stain-teeth/	Articles without a date

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Show published and updated dates, and add them to Article schema.

How Mas Vee Digital fixes it: Our Content & Communication team handles this through Content Writing. Service pages, guides and FAQs written for people first, structured so Google and AI assistants can quote them.

Links and site structure

Links carry visitors and ranking value around the site; broken or buried pages lose both.

69/100
3 issues, 8 checks passed

F02 High Website Support & Maintenance

Broken internal links

Found on 15 of the 15 pages we checked. Broken links frustrate visitors and stop crawlers from reaching pages.

Page	What we found
www.brightsmile-dental.example/	www.brightsmile-dental.example/old-offers/ (HTTP 404)
www.brightsmile-dental.example/services/	www.brightsmile-dental.example/old-offers/ (HTTP 404)
www.brightsmile-dental.example/about/	www.brightsmile-dental.example/old-offers/ (HTTP 404)
www.brightsmile-dental.example/contact/	www.brightsmile-dental.example/old-offers/ (HTTP 404)
www.brightsmile-dental.example/blog/	www.brightsmile-dental.example/old-offers/ (HTTP 404)
www.brightsmile-dental.example/privacy-policy/	www.brightsmile-dental.example/old-offers/ (HTTP 404)
www.brightsmile-dental.example/services/teeth-cleaning/	www.brightsmile-dental.example/old-offers/ (HTTP 404)
www.brightsmile-dental.example/services/dental-implants/	www.brightsmile-dental.example/old-offers/ (HTTP 404)
www.brightsmile-dental.example/services/braces-and-aligners/	www.brightsmile-dental.example/old-offers/ (HTTP 404)
www.brightsmile-dental.example/services/root-canal/	www.brightsmile-dental.example/old-offers/ (HTTP 404)
www.brightsmile-dental.example/services/kids-dentistry/	www.brightsmile-dental.example/old-offers/ (HTTP 404)
www.brightsmile-dental.example/services/teeth-whitening/	www.brightsmile-dental.example/old-offers/ (HTTP 404)
www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/	www.brightsmile-dental.example/old-offers/ (HTTP 404)

Page	What we found
www.brightsmile-dental.example/blog/implants-vs-bridges/	www.brightsmile-dental.example/old-offers/ (HTTP 404)
www.brightsmile-dental.example/blog/foods-that-stain-teeth/	www.brightsmile-dental.example/old-offers/ (HTTP 404)

How we checked: Requested each address listed and recorded the HTTP status code it returned.

The fix: Point each broken link at a working page, or redirect the missing URL.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F30 Low On-Page SEO

Internal links pointing at redirects

Found on 15 of the 15 pages we checked. Each redirect adds delay and leaks a little ranking value.

Page	What we found
www.brightsmile-dental.example/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/
www.brightsmile-dental.example/services/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/
www.brightsmile-dental.example/about/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/
www.brightsmile-dental.example/contact/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/
www.brightsmile-dental.example/blog/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/
www.brightsmile-dental.example/privacy-policy/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/
www.brightsmile-dental.example/services/teeth-cleaning/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/
www.brightsmile-dental.example/services/dental-implants/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/
www.brightsmile-dental.example/services/braces-and-aligners/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/
www.brightsmile-dental.example/services/root-canal/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/
www.brightsmile-dental.example/services/kids-dentistry/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/
www.brightsmile-dental.example/services/teeth-whitening/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/
www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/
www.brightsmile-dental.example/blog/implants-vs-bridges/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/

Page	What we found
www.brightsmile-dental.example/blog/foods-that-stain-teeth/	www.brightsmile-dental.example/book-appointment/ → www.brightsmile-dental.example/contact/

How we checked: Requested each address listed and recorded the HTTP status code it returned.

The fix: Update internal links to point straight at the final URL.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through On-Page SEO. Titles, descriptions, headings and internal links rewritten page by page around the searches your customers make.

F36 Low On-Page SEO

Vague link text

Found on 4 of the 15 pages we checked. 'Click here' and 'read more' tell neither people nor search engines where a link goes.

Page	What we found
www.brightsmile-dental.example/blog/	3 link(s) with text that does not say where they go • “Read more” links to www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/ • “Read more” links to www.brightsmile-dental.example/blog/implants-vs-bridges/ • “Read more” links to www.brightsmile-dental.example/blog/foods-that-stain-teeth/
www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/	1 link(s) with text that does not say where they go • “Read more” links to www.brightsmile-dental.example/blog/
www.brightsmile-dental.example/blog/implants-vs-bridges/	1 link(s) with text that does not say where they go • “Read more” links to www.brightsmile-dental.example/blog/
www.brightsmile-dental.example/blog/foods-that-stain-teeth/	1 link(s) with text that does not say where they go • “Read more” links to www.brightsmile-dental.example/blog/

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Use descriptive link text such as 'see our implant prices'.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through On-Page SEO. Titles, descriptions, headings and internal links rewritten page by page around the searches your customers make.

Speed and Core Web Vitals

Slow pages lose visitors and rank lower; Google uses Core Web Vitals as a page experience signal.

0/100
13 issues, 11 checks passed

F04 High Website Support & Maintenance

Largest Contentful Paint is slow

Found once, for the whole site. LCP measures how fast the main content appears; over 2.5 s is rated poor by Google.

Where	What we found
www.brightsmile-dental.example/	4.9 s (field data; good is under 2.5 s)

How we checked: Google PageSpeed Insights (Lighthouse mobile test, plus real-visitor Chrome UX Report data when Google has it).

The fix: Optimise the hero image, preload key assets, cache pages, and cut server time.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F05 High Website Support & Maintenance

Slow response to taps and clicks (INP)

Found once, for the whole site. INP over 200 ms makes the site feel laggy when people interact.

Where	What we found
www.brightsmile-dental.example/	290 ms (field data; good is under 200 ms)

How we checked: Google PageSpeed Insights (Lighthouse mobile test, plus real-visitor Chrome UX Report data when Google has it).

The fix: Reduce heavy JavaScript, split long tasks, and remove unused plugins.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F06 High Website Support & Maintenance

Low mobile performance score

Found once, for the whole site. A low Lighthouse score usually means visitors on phones wait several seconds.

Where	What we found
www.brightsmile-dental.example/	Mobile performance score 38/100

How we checked: Google PageSpeed Insights (Lighthouse mobile test, plus real-visitor Chrome UX Report data when Google has it).

The fix: Work through the speed fixes in this report, starting with images and caching.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F11 Medium Graphic Design

Oversized images

Found on 7 of the 15 pages we checked. Images over 200 KB are a leading cause of slow mobile pages.

Page	What we found
www.brightsmile-dental.example/	8 image(s) over 200 KB, largest 463 KB • www.brightsmile-dental.example/img/xray.png (463 KB) • www.brightsmile-dental.example/img/hero.jpg (297 KB) • www.brightsmile-dental.example/img/braces-and-aligners.png (268 KB) • www.brightsmile-dental.example/img/root-canal.png (265 KB) • www.brightsmile-dental.example/img/teeth-cleaning.png (263 KB) • www.brightsmile-dental.example/img/teeth-whitening.png (261 KB) • www.brightsmile-dental.example/img/dental-implants.png (257 KB) • www.brightsmile-dental.example/img/kids-dentistry.png (242 KB)
www.brightsmile-dental.example/services/teeth-cleaning/	1 image(s) over 200 KB, largest 263 KB • www.brightsmile-dental.example/img/teeth-cleaning.png (263 KB)
www.brightsmile-dental.example/services/dental-implants/	1 image(s) over 200 KB, largest 257 KB • www.brightsmile-dental.example/img/dental-implants.png (257 KB)
www.brightsmile-dental.example/services/braces-and-aligners/	1 image(s) over 200 KB, largest 268 KB • www.brightsmile-dental.example/img/braces-and-aligners.png (268 KB)
www.brightsmile-dental.example/services/root-canal/	1 image(s) over 200 KB, largest 265 KB • www.brightsmile-dental.example/img/root-canal.png (265 KB)
www.brightsmile-dental.example/services/kids-dentistry/	1 image(s) over 200 KB, largest 242 KB • www.brightsmile-dental.example/img/kids-dentistry.png (242 KB)

Page	What we found
www.brightsmile-dental.example/services/teeth-whitening/	1 image(s) over 200 KB, largest 261 KB • www.brightsmile-dental.example/img/teeth-whitening.png (261 KB)

How we checked: Requested each image as a browser does and read its size.

The fix: Compress and resize images, and serve WebP or AVIF.

How Mas Vee Digital fixes it: Our Creative Design & Branding team handles this through Graphic Design. Share images, icons and visuals sized and compressed for the web.

F17 Medium Website Support & Maintenance

Text compression is off

Found once, for the whole site. Uncompressed HTML, CSS and JavaScript can be several times larger than needed.

Where	What we found
www.brightsmile-dental.example/	14 of 15 HTML pages sent without gzip or Brotli • www.brightsmile-dental.example/ • www.brightsmile-dental.example/services/ • www.brightsmile-dental.example/about/ • www.brightsmile-dental.example/contact/ • www.brightsmile-dental.example/blog/ • www.brightsmile-dental.example/services/teeth-cleaning/ • www.brightsmile-dental.example/services/dental-implants/ • www.brightsmile-dental.example/services/braces-and-aligners/ • www.brightsmile-dental.example/services/root-canal/ • www.brightsmile-dental.example/services/kids-dentistry/ • www.brightsmile-dental.example/services/teeth-whitening/ • www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/ • www.brightsmile-dental.example/blog/implants-vs-bridges/ • www.brightsmile-dental.example/blog/foods-that-stain-teeth/

How we checked: Read from the HTTP response headers the server sent.

The fix: Enable gzip or Brotli compression on the server or CDN.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F18 Medium Website Support & Maintenance

Static files are not cached by browsers

Found once, for the whole site. Without cache headers, returning visitors download the same CSS and JavaScript again.

Where	What we found
www.brightsmile-dental.example/assets/jquery.min.js	6 of 6 CSS and JavaScript files are cached for less than 7 days • www.brightsmile-dental.example/assets/jquery.min.js (Cache-Control: max-age=3600) • www.brightsmile-dental.example/assets/slider.js (Cache-Control: max-age=3600) • www.brightsmile-dental.example/assets/booking-widget.js (Cache-Control: max-age=3600) • www.brightsmile-dental.example/assets/chat.js (Cache-Control: max-age=3600) • www.brightsmile-dental.example/assets/forms.js (Cache-Control: max-age=3600) • www.brightsmile-dental.example/assets/site.css?ver=3.2 (Cache-Control: max-age=3600)

How we checked: Read from the HTTP response headers the server sent.

The fix: Set long Cache-Control max-age on CSS, JavaScript, fonts and images.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F19 Medium Website Support & Maintenance

Layout shifts while loading (CLS)

Found once, for the whole site. Content that jumps around causes mis-taps and frustration.

Where	What we found
www.brightsmile-dental.example/	0.17 (field data; good is under 0.1)

How we checked: Google PageSpeed Insights (Lighthouse mobile test, plus real-visitor Chrome UX Report data when Google has it).

The fix: Set width and height on images and embeds; reserve space for banners.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F20 Medium Website Support & Maintenance

JavaScript blocks the page (Total Blocking Time)

Found once, for the whole site. Long JavaScript tasks freeze the page while it loads.

Where	What we found
www.brightsmile-dental.example/	720 ms of blocking time (good is under 200 ms)

How we checked: Google PageSpeed Insights (Lighthouse mobile test, plus real-visitor Chrome UX Report data when Google has it).

The fix: Remove unused scripts, defer the rest, and split large bundles.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F21 Medium Website Support & Maintenance

Heavy page

Found once, for the whole site. Pages over 3 MB take several seconds on mobile data and cost visitors money.

Where	What we found
www.brightsmile-dental.example/	Home page downloads 3.1 MB (aim for under 2 MB)

How we checked: Measured in Chrome (desktop 1366 px wide and phone 390 px wide) after the page finished loading.

The fix: Compress images, drop unused scripts and fonts, and lazy-load below-the-fold content.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F31 Low Website Support & Maintenance

Many render-blocking scripts

Found on 15 of the 15 pages we checked. Scripts in the head without async or defer delay the first paint.

Page	What we found
www.brightsmile-dental.example/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js
www.brightsmile-dental.example/services/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js

Page	What we found
www.brightsmile-dental.example/about/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js
www.brightsmile-dental.example/contact/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js
www.brightsmile-dental.example/blog/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js
www.brightsmile-dental.example/privacy-policy/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js
www.brightsmile-dental.example/services/teeth-cleaning/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js
www.brightsmile-dental.example/services/dental-implants/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js
www.brightsmile-dental.example/services/braces-and-aligners/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js
www.brightsmile-dental.example/services/root-canal/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js
www.brightsmile-dental.example/services/kids-dentistry/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js

Page	What we found
www.brightsmile-dental.example/services/teeth-whitening/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js
www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js
www.brightsmile-dental.example/blog/implants-vs-bridges/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js
www.brightsmile-dental.example/blog/foods-that-stain-teeth/	5 scripts in <head> load without async or defer • www.brightsmile-dental.example/assets/jquery.min.js • www.brightsmile-dental.example/assets/slider.js • www.brightsmile-dental.example/assets/booking-widget.js • www.brightsmile-dental.example/assets/chat.js • www.brightsmile-dental.example/assets/forms.js

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Defer non-critical scripts or load them asynchronously.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F34 Low Website Support & Maintenance

Images without width and height

Found on 8 of the 15 pages we checked. Images without size attributes make the layout jump while loading (CLS).

Page	What we found
www.brightsmile-dental.example/	11 <img> tag(s) without width and height attributes • www.brightsmile-dental.example/img/hero.jpg • www.brightsmile-dental.example/img/teeth-cleaning.png • www.brightsmile-dental.example/img/dental-implants.png • www.brightsmile-dental.example/img/braces-and-aligners.png • www.brightsmile-dental.example/img/root-canal.png • www.brightsmile-dental.example/img/kids-dentistry.png • www.brightsmile-dental.example/img/teeth-whitening.png • www.brightsmile-dental.example/img/clinic.jpg • www.brightsmile-dental.example/img/team.jpg • www.brightsmile-dental.example/img/smile.jpg • www.brightsmile-dental.example/img/xray.png
www.brightsmile-dental.example/about/	1 <img> tag(s) without width and height attributes • www.brightsmile-dental.example/img/team.jpg

Page	What we found
www.brightsmile-dental.example/services/teeth-cleaning/	1 <img> tag(s) without width and height attributes • www.brightsmile-dental.example/img/teeth-cleaning.png
www.brightsmile-dental.example/services/dental-implants/	1 <img> tag(s) without width and height attributes • www.brightsmile-dental.example/img/dental-implants.png
www.brightsmile-dental.example/services/braces-and-aligners/	1 <img> tag(s) without width and height attributes • www.brightsmile-dental.example/img/braces-and-aligners.png
www.brightsmile-dental.example/services/root-canal/	1 <img> tag(s) without width and height attributes • www.brightsmile-dental.example/img/root-canal.png
www.brightsmile-dental.example/services/kids-dentistry/	1 <img> tag(s) without width and height attributes • www.brightsmile-dental.example/img/kids-dentistry.png
www.brightsmile-dental.example/services/teeth-whitening/	1 <img> tag(s) without width and height attributes • www.brightsmile-dental.example/img/teeth-whitening.png

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Set width and height on every image.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F41 Low Graphic Design

Images not in modern formats

Found once, for the whole site. WebP and AVIF are usually 25 to 50% smaller than JPEG or PNG.

Where	What we found
www.brightsmile-dental.example/img/hero.jpg	11 of 11 images checked are delivered as JPEG, PNG or GIF over 50 KB, even when the browser asks for WebP or AVIF • www.brightsmile-dental.example/img/hero.jpg (JPEG, 297 KB) • www.brightsmile-dental.example/img/teeth-cleaning.png (PNG, 263 KB) • www.brightsmile-dental.example/img/dental-implants.png (PNG, 257 KB) • www.brightsmile-dental.example/img/braces-and-aligners.png (PNG, 268 KB) • www.brightsmile-dental.example/img/root-canal.png (PNG, 265 KB) • www.brightsmile-dental.example/img/kids-dentistry.png (PNG, 242 KB) • www.brightsmile-dental.example/img/teeth-whitening.png (PNG, 261 KB) • www.brightsmile-dental.example/img/clinic.jpg (JPEG, 135 KB) • www.brightsmile-dental.example/img/team.jpg (JPEG, 133 KB) • www.brightsmile-dental.example/img/smile.jpg (JPEG, 89 KB) • www.brightsmile-dental.example/img/xray.png (PNG, 463 KB)

How we checked: Requested each image as Chrome does (accepting AVIF and WebP) and read the format and size returned.

The fix: Convert images to WebP or AVIF, or serve them through an image CDN that sends each browser the best format it supports.

How Mas Vee Digital fixes it: Our Creative Design & Branding team handles this through Graphic Design. Share images, icons and visuals sized and compressed for the web.

F42 Low Website Support & Maintenance

Images not lazy-loaded

Found on 1 of the 15 pages we checked. Loading every image up front slows the first view on long pages.

Page	What we found
www.brightsmile-dental.example/	8 of 11 images after the first three have no lazy loading (no loading="lazy" or data-src) • www.brightsmile-dental.example/img/braces-and-aligners.png • www.brightsmile-dental.example/img/root-canal.png • www.brightsmile-dental.example/img/kids-dentistry.png • www.brightsmile-dental.example/img/teeth-whitening.png • www.brightsmile-dental.example/img/clinic.jpg • www.brightsmile-dental.example/img/team.jpg • www.brightsmile-dental.example/img/smile.jpg • www.brightsmile-dental.example/img/xray.png

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add loading="lazy" to images below the first screen.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

Mobile and user experience

Most searches happen on phones, and Google indexes the mobile version of every page.

88/100
3 issues, 9 checks passed

F43 Low Website Support & Maintenance

No tap-to-call link on the home page

Found once, for the whole site. Mobile visitors expect to call with one tap; many local leads come this way.

Where	What we found
www.brightsmile-dental.example/	Phone number shown as plain text

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Link the phone number with tel: so it is tappable.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F67 Low UI & UX Design

No web app manifest

Found once, for the whole site. The manifest controls the name, icon and colours when visitors add the site to their home screen.

Where	What we found
www.brightsmile-dental.example/	No <link rel="manifest"> on the home page

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add a manifest.json with name, icons and theme colour.

How Mas Vee Digital fixes it: Our Creative Design & Branding team handles this through UI & UX Design. Mobile layouts, readable type, tap-friendly buttons and pop-ups that do not get in the way.

F68 Low UI & UX Design

No theme colour for mobile browsers

Found once, for the whole site. Android browsers tint the address bar with your brand colour when theme-color is set.

Where	What we found
www.brightsmile-dental.example/	No <meta name="theme-color"> on the home page

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add <meta name="theme-color"> with your brand colour.

How Mas Vee Digital fixes it: Our Creative Design & Branding team handles this through UI & UX Design. Mobile layouts, readable type, tap-friendly buttons and pop-ups that do not get in the way.

Structured data

Structured data tells search engines and AI exactly what a business, product or article is.

82/100

4 issues, 4 checks passed

F22 Medium Technical SEO

Structured data missing required fields

Found on 1 of the 15 pages we checked. Markup without its required fields is not eligible for rich results.

Page	What we found
www.brightsmile-dental.example/	Dentist missing address

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add the missing properties listed below for each type.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through Technical SEO. Crawling, indexing, sitemaps, redirects, canonicals, structured data and AI search access (GEO and AEO), fixed at the source and re-checked.

F37 Low Technical SEO

Articles without Article markup

Found on 3 of the 15 pages we checked. Article markup helps search engines show the headline, date and author correctly.

Page	What we found
www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/	Articles without Article markup
www.brightsmile-dental.example/blog/implants-vs-bridges/	Articles without Article markup
www.brightsmile-dental.example/blog/foods-that-stain-teeth/	Articles without Article markup

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add Article or BlogPosting JSON-LD with headline, datePublished and author.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through Technical SEO. Crawling, indexing, sitemaps, redirects, canonicals, structured data and AI search access (GEO and AEO), fixed at the source and re-checked.

F44 Low Technical SEO

No WebSite markup

Found once, for the whole site. WebSite markup confirms the site name Google shows in results.

Where	What we found
www.brightsmile-dental.example/	Types found: Dentist

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add WebSite JSON-LD with name and url on the home page.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through Technical SEO. Crawling, indexing, sitemaps, redirects, canonicals, structured data and AI search access (GEO and AEO), fixed at the source and re-checked.

F45 Low Technical SEO

No breadcrumb markup

Found once, for the whole site. Breadcrumbs show where a page sits on the site and can appear in search results.

Where	What we found
www.brightsmile-dental.example/services/	No BreadcrumbList on 14 inner pages

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add BreadcrumbList JSON-LD to inner pages.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through Technical SEO. Crawling, indexing, sitemaps, redirects, canonicals, structured data and AI search access (GEO and AEO), fixed at the source and re-checked.

Security and HTTPS

Browsers warn visitors away from insecure sites, and weak settings make attacks easier.

23/100

7 issues, 4 checks passed

F01 Critical Website Support & Maintenance

Site not served over HTTPS

Found once, for the whole site. Browsers mark HTTP sites as 'Not secure', which scares visitors away.

Where	What we found
www.brightsmile-dental.example/	Site loads over plain HTTP

How we checked: Requested the file or address shown and recorded the response.

The fix: Install a free TLS certificate (for example Let's Encrypt) and redirect all traffic to HTTPS.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F23 Medium Website Support & Maintenance

Cookies without security flags

Found once, for the whole site. Cookies missing Secure, HttpOnly or SameSite can be stolen or misused.

Where	What we found
www.brightsmile-dental.example/	1 cookie(s) set by the server without all security flags • PHPSESSID (no HttpOnly, no SameSite)

How we checked: Read from the Set-Cookie headers the server sent.

The fix: Set Secure, HttpOnly and SameSite on cookies, especially session cookies.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F46 Low Website Support & Maintenance

Security headers missing

Found once, for the whole site. Headers like X-Content-Type-Options and Referrer-Policy close common browser attack routes.

Where	What we found
www.brightsmile-dental.example/	Missing: referrer-policy, permissions-policy, x-frame-options

How we checked: Read from the HTTP response headers the server sent.

The fix: Add X-Content-Type-Options, Referrer-Policy, X-Frame-Options and Permissions-Policy headers.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F47 Low Website Support & Maintenance

No Content Security Policy

Found once, for the whole site. A CSP limits what scripts can run, reducing the damage of any injected code.

Where	What we found
www.brightsmile-dental.example/	No Content-Security-Policy header

How we checked: Read from the HTTP response headers the server sent.

The fix: Start with a report-only Content-Security-Policy and tighten it over time.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F48 Low Website Support & Maintenance

Server software version exposed

Found once, for the whole site. Advertising exact software versions helps attackers find known holes.

Where	What we found
www.brightsmile-dental.example/	Apache/2.4.41 (Ubuntu) PHP/7.4.3

How we checked: Read from the HTTP response headers the server sent.

The fix: Hide version numbers in the Server and X-Powered-By headers.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F49 Low Website Support & Maintenance

CMS version shown in the page

Found once, for the whole site. A visible CMS version tells attackers which known flaws to try.

Where	What we found
www.brightsmile-dental.example/	Generator tag: WordPress 6.5.3

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Remove the generator meta tag and keep the CMS updated.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F50 Low Website Support & Maintenance

No security.txt

Found once, for the whole site. security.txt tells researchers how to report a vulnerability to you.

Where	What we found
www.brightsmile-dental.example/.well-known/security.txt	Not found

How we checked: Requested the file or address shown and recorded the response.

The fix: Publish /.well-known/security.txt with a contact address.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

Domain, DNS and email

Your domain and email records decide whether your site stays online, your emails reach inboxes and nobody can send mail in your name.

56/100

9 issues, 6 checks passed

F28 Medium Email Marketing

No DKIM signing key for your email provider

Found once, for the whole site. DKIM signs your emails so inboxes can trust them; Gmail and Yahoo require it for bulk senders.

Where	What we found
brightsmile-dental.example	Email is handled by Google Workspace (aspmx.l.google.com, alt1.aspmx.l.google.com), but no DKIM key was found at google._domainkey.brightsmile-dental.example

How we checked: Public DNS lookup for the domain.

The fix: Turn on DKIM in your email provider's admin console and publish the key it gives you.

How Mas Vee Digital fixes it: Our Content & Communication team handles this through Email Marketing. SPF, DMARC and sender setup so your emails reach inboxes and nobody can send mail in your name.

F51 Low Email Marketing

DMARC policy is only monitoring

Found once, for the whole site. With p=none, spoofed email is reported but still delivered.

Where	What we found
_dmarc.brightsmile-dental.example	Policy p=none

How we checked: Public DNS lookup for the domain.

The fix: Move DMARC to p=quarantine or p=reject once reports look clean.

How Mas Vee Digital fixes it: Our Content & Communication team handles this through Email Marketing. SPF, DMARC and sender setup so your emails reach inboxes and nobody can send mail in your name.

F52 Low Website Support & Maintenance

No CAA record

Found once, for the whole site. A CAA record limits which certificate authorities may issue certificates for your domain.

Where	What we found
brightsmile-dental.example	No CAA record

How we checked: Public DNS lookup for the domain.

The fix: Add a CAA record naming your certificate provider.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F60 Low Website Support & Maintenance

Domain transfer lock is off

Found once, for the whole site. Without a registrar lock, the domain is easier to transfer away by mistake or by an attacker.

Where	What we found
brightsmile-dental.example	Registry status: active

How we checked: The domain registry's public RDAP record (the official replacement for WHOIS).

The fix: Turn on the transfer lock (clientTransferProhibited) at your registrar.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F61 Low Email Marketing

DMARC sends no reports

Found once, for the whole site. Without a rua address you never see who is sending email in your name or whether your own mail passes.

Where	What we found
_dmarc.brightsmile-dental.example	Record has no rua tag: v=DMARC1; p=none

How we checked: Public DNS lookup for the domain.

The fix: Add rua=mailto:dmarc@yourdomain to the DMARC record (or use a free DMARC report service).

How Mas Vee Digital fixes it: Our Content & Communication team handles this through Email Marketing. SPF, DMARC and sender setup so your emails reach inboxes and nobody can send mail in your name.

F62 Low Website Support & Maintenance

DNSSEC not enabled

Found once, for the whole site. DNSSEC stops attackers from forging DNS answers that send visitors to a fake copy of your site.

Where	What we found
brightsmile-dental.example	No DS record at the registry

How we checked: Public DNS lookup for the domain.

The fix: Turn on DNSSEC at your DNS host and registrar (many offer it with one click).

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F63 Low Website Support & Maintenance

No IPv6 address

Found once, for the whole site. A growing share of mobile networks, especially in India, use IPv6 first; without it visitors go through slower translation.

Where	What we found
127.0.0.1	No AAAA record for 127.0.0.1

How we checked: Public DNS lookup for the domain.

The fix: Ask your host or CDN to add an AAAA (IPv6) record.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F64 Low Email Marketing

No MTA-STS policy for incoming email

Found once, for the whole site. MTA-STS makes other mail servers use encryption when they send you email.

Where	What we found
_mta-sts.brightsmile-dental.example	No v=STSv1 TXT record

How we checked: Public DNS lookup for the domain.

The fix: Publish an MTA-STS policy and the _mta-sts TXT record.

How Mas Vee Digital fixes it: Our Content & Communication team handles this through Email Marketing. SPF, DMARC and sender setup so your emails reach inboxes and nobody can send mail in your name.

F65 Low Email Marketing

No TLS reporting for email

Found once, for the whole site. TLS-RPT reports tell you when mail sent to you failed to arrive securely.

Where	What we found
_smtp._tls.brightsmile-dental.example	No v=TLSRPTv1 TXT record

How we checked: Public DNS lookup for the domain.

The fix: Add a _smtp._tls TXT record with a reporting address.

How Mas Vee Digital fixes it: Our Content & Communication team handles this through Email Marketing. SPF, DMARC and sender setup so your emails reach inboxes and nobody can send mail in your name.

Technology and server

Outdated software and libraries carry known security holes and slow the site down.

72/100
2 issues, 12 checks passed

F08 High Website Support & Maintenance

Server runs an unsupported PHP version

Found once, for the whole site. This PHP version no longer receives security fixes, so newly found flaws stay open.

Where	What we found
www.brightsmile-dental.example/	X-Powered-By shows PHP 7.4.3; security support ended 2022-11-28

How we checked: Read from the HTTP response headers the server sent. PHP end-of-life dates from php.net.

The fix: Upgrade PHP to a supported version (check your theme and plugins first).

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

F66 Low Website Support & Maintenance

No content delivery network detected

Found once, for the whole site. A CDN serves files from a location near each visitor, which matters for visitors far from your server.

Where	What we found
www.brightsmile-dental.example/	No CDN response headers on the home page or its CSS and JavaScript files

How we checked: Read from the HTTP response headers the server sent.

The fix: Put the site behind a CDN such as Cloudflare, or use your host's CDN.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

Accessibility

Accessible sites reach more customers and reduce legal risk in many countries.

59/100
6 issues, 9 checks passed

F24 Medium Accessibility Testing

Images without alt text

Found on 1 of the 15 pages we checked. Screen readers cannot describe these images, and search engines lose context.

Page	What we found
www.brightsmile-dental.example/	4 image(s) with no alt attribute • www.brightsmile-dental.example/img/clinic.jpg • www.brightsmile-dental.example/img/team.jpg • www.brightsmile-dental.example/img/smile.jpg • www.brightsmile-dental.example/img/xray.png

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add short, descriptive alt text; use empty alt only for decorative images.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Accessibility Testing. WCAG 2.2 checks and fixes for images, links, forms, contrast and keyboard use.

F25 Medium Accessibility Testing

Buttons without a name

Found on 1 of the 15 pages we checked. Icon-only buttons with no label are unusable with a screen reader.

Page	What we found
www.brightsmile-dental.example/contact/	1 button(s)

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add visible text or an aria-label to every button.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Accessibility Testing. WCAG 2.2 checks and fixes for images, links, forms, contrast and keyboard use.

F26 Medium Accessibility Testing

Form fields without labels

Found on 1 of the 15 pages we checked. Unlabelled fields are hard to fill in with assistive technology, which loses leads.

Page	What we found
www.brightsmile-dental.example/contact/	3 field(s)

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add a <label> or aria-label to each field.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Accessibility Testing. WCAG 2.2 checks and fixes for images, links, forms, contrast and keyboard use.

F27 Medium UI & UX Design

Low colour contrast

Found once, for the whole site. Pale text on a light background is hard to read for many people, especially outdoors on phones.

Where	What we found
www.brightsmile-dental.example/	3 text element(s) on the home page below the WCAG 2 AA contrast ratio (4.5:1 for normal text) • Book a visit • Family and cosmetic dentistry in Baner, Pune • Book an appointment

How we checked: axe-core 4.14 accessibility test run in Chrome on the home page.

The fix: Darken text or lighten backgrounds to reach a 4.5:1 contrast ratio.

How Mas Vee Digital fixes it: Our Creative Design & Branding team handles this through UI & UX Design. Mobile layouts, readable type, tap-friendly buttons and pop-ups that do not get in the way.

F33 Low Accessibility Testing

No main content landmark

Found on 15 of the 15 pages we checked. A <main> element lets screen-reader users jump straight to the content.

Page	What we found
www.brightsmile-dental.example/	No main content landmark
www.brightsmile-dental.example/services/	No main content landmark
www.brightsmile-dental.example/about/	No main content landmark
www.brightsmile-dental.example/contact/	No main content landmark
www.brightsmile-dental.example/blog/	No main content landmark
www.brightsmile-dental.example/privacy-policy/	No main content landmark
www.brightsmile-dental.example/services/teeth-cleaning/	No main content landmark
www.brightsmile-dental.example/services/dental-implants/	No main content landmark
www.brightsmile-dental.example/services/braces-and-aligners/	No main content landmark
www.brightsmile-dental.example/services/root-canal/	No main content landmark
www.brightsmile-dental.example/services/kids-dentistry/	No main content landmark
www.brightsmile-dental.example/services/teeth-whitening/	No main content landmark
www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/	No main content landmark
www.brightsmile-dental.example/blog/implants-vs-bridges/	No main content landmark
www.brightsmile-dental.example/blog/foods-that-stain-teeth/	No main content landmark

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Wrap the page's main content in a <main> element.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Accessibility Testing. WCAG 2.2 checks and fixes for images, links, forms, contrast and keyboard use.

F53 Low Accessibility Testing

Embeds without titles

Found on 1 of the 15 pages we checked. Untitled iframes (maps, videos) are announced as unknown frames.

Page	What we found
www.brightsmile-dental.example/contact/	1 embed(s) without a title

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add a title attribute describing each embed.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Accessibility Testing. WCAG 2.2 checks and fixes for images, links, forms, contrast and keyboard use.

AI search readiness

AI Overviews, ChatGPT, Perplexity and voice assistants need content they can reach, read and attribute.

88/100
3 issues, 4 checks passed

F54 Low Technical SEO

No llms.txt file

Found once, for the whole site. llms.txt is an optional summary some AI tools read. Google does not use it, but it costs nothing to publish.

Where	What we found
www.brightsmile-dental.example/llms.txt	HTTP 404

How we checked: Requested the file or address shown and recorded the response.

The fix: Publish /llms.txt with a short description of the business and links to key pages.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through Technical SEO. Crawling, indexing, sitemaps, redirects, canonicals, structured data and AI search access (GEO and AEO), fixed at the source and re-checked.

F55 Low Technical SEO

AI crawlers blocked in robots.txt

Found once, for the whole site. Blocking AI crawlers can keep the business out of AI answers. That may be a deliberate choice.

Where	What we found
www.brightsmile-dental.example/robots.txt	Blocked: GPTBot, CCBot

How we checked: Read the robots.txt rules for each named crawler.

The fix: Confirm the block is intended; allow the AI search crawlers you want to be cited by.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through Technical SEO. Crawling, indexing, sitemaps, redirects, canonicals, structured data and AI search access (GEO and AEO), fixed at the source and re-checked.

F56 Low Technical SEO

Business identity not linked to profiles

Found once, for the whole site. sameAs links in Organization markup connect the site to Google Business Profile, LinkedIn and social profiles, helping AI identify the business.

Where	What we found
www.brightsmile-dental.example/	Organization markup has no sameAs links

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add sameAs links to official profiles in Organization markup.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through Technical SEO. Crawling, indexing, sitemaps, redirects, canonicals, structured data and AI search access (GEO and AEO), fixed at the source and re-checked.

Trust and E-E-A-T

Clear contact details, policies, reviews and real people behind the business build trust with visitors and search engines.

92/100
2 issues, 7 checks passed

F57 Low Content Writing

No terms page found

Found once, for the whole site. Terms set expectations for customers and protect the business.

Where	What we found
www.brightsmile-dental.example/	No terms page found

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Publish terms of service and link them in the footer.

How Mas Vee Digital fixes it: Our Content & Communication team handles this through Content Writing. Service pages, guides and FAQs written for people first, structured so Google and AI assistants can quote them.

F69 Low Website Support & Maintenance

No email address shown

Found once, for the whole site. Many customers prefer email; a visible address is also a basic trust signal.

Where	What we found
www.brightsmile-dental.example/	No email address or mailto: link on 15 pages

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Show a contact email in the footer and on the contact page.

How Mas Vee Digital fixes it: Our Web Design & Development team handles this through Website Support & Maintenance. Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

Social media and local presence

Customers check a business's social profiles and map listing before they trust its website.

96/100
1 issue, 3 checks passed

F70 Low Local SEO

No link to your Google Maps listing

Found once, for the whole site. A map link or embedded map helps visitors find you and connects the site to your Google Business Profile.

Where	What we found
www.brightsmile-dental.example/	No Google Maps link or embedded map on 15 pages

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Link to your Google Business Profile from the contact page, or embed its map.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through Local SEO. Consistent business details, trust pages, reviews and profiles that help you show up in local and map results.

Backlinks and authority

Links from other websites are one of the strongest signals Google uses to decide who ranks first.

88/100
1 issue, 0 checks passed

F29 Medium Off-Page SEO and Link Building

Low domain authority

Found once, for the whole site. Open PageRank, built from the public web's link graph, rates few strong websites linking to this domain.

Where	What we found
brightsmile-dental.example	Open PageRank 2.4 out of 10

How we checked: Open PageRank, a domain authority score built from the Common Crawl link graph.

The fix: Earn links from relevant sites: industry directories, suppliers, partners, local press and useful guides others cite.

How Mas Vee Digital fixes it: Our Search & Discovery team handles this through Off-Page SEO and Link Building. Directory listings, partner and supplier links, digital PR and guides other sites cite, built steadily and never bought.

Share previews and analytics

Clean share previews and working analytics turn social traffic into measurable leads.

52/100

5 issues, 1 checks passed

F07 High Traffic Monitoring

No analytics detected

Found once, for the whole site. Without analytics you cannot see which channels bring leads or prove marketing results.

Where	What we found
www.brightsmile-dental.example/	No Google Analytics, Google Tag Manager or other analytics tag found in the page code or in the requests the browser made

How we checked: Searched the page code for analytics tags and watched the requests Chrome made while loading the page.

The fix: Install Google Analytics 4 or a privacy-friendly alternative, behind a consent banner.

How Mas Vee Digital fixes it: Our Performance & Paid Media team handles this through Traffic Monitoring. Google Analytics 4, Tag Manager, consent and conversion tracking set up so you can see which channels bring enquiries.

F09 Medium Social Media

Missing social sharing tags (Open Graph)

Found on 14 of the 15 pages we checked. Without Open Graph tags, shared links show no image or a random snippet on Facebook, LinkedIn and WhatsApp.

Page	What we found
www.brightsmile-dental.example/services/	Missing: og:title, og:description, og:image
www.brightsmile-dental.example/about/	Missing: og:title, og:description, og:image
www.brightsmile-dental.example/contact/	Missing: og:title, og:description, og:image
www.brightsmile-dental.example/blog/	Missing: og:title, og:description, og:image
www.brightsmile-dental.example/privacy-policy/	Missing: og:title, og:description, og:image
www.brightsmile-dental.example/services/teeth-cleaning/	Missing: og:title, og:description, og:image
www.brightsmile-dental.example/services/dental-implants/	Missing: og:title, og:description, og:image
www.brightsmile-dental.example/services/braces-and-aligners/	Missing: og:title, og:description, og:image
www.brightsmile-dental.example/services/root-canal/	Missing: og:title, og:description, og:image
www.brightsmile-dental.example/services/kids-dentistry/	Missing: og:title, og:description, og:image
www.brightsmile-dental.example/services/teeth-whitening/	Missing: og:title, og:description, og:image
www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/	Missing: og:description, og:image
www.brightsmile-dental.example/blog/implants-vs-bridges/	Missing: og:description, og:image
www.brightsmile-dental.example/blog/foods-that-stain-teeth/	Missing: og:description, og:image

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add og:title, og:description and og:image to every page.

How Mas Vee Digital fixes it: Our Social Media Management team handles this through Social Media. Share previews, profiles and posting that make every link to your site look right on Facebook, LinkedIn, Instagram and X.

F32 Low Social Media

Missing X (Twitter) card tags

Found on 15 of the 15 pages we checked. Shared links on X show as plain text without a card.

Page	What we found
www.brightsmile-dental.example/	Missing X (Twitter) card tags
www.brightsmile-dental.example/services/	Missing X (Twitter) card tags
www.brightsmile-dental.example/about/	Missing X (Twitter) card tags

Page	What we found
www.brightsmile-dental.example/contact/	Missing X (Twitter) card tags
www.brightsmile-dental.example/blog/	Missing X (Twitter) card tags
www.brightsmile-dental.example/privacy-policy/	Missing X (Twitter) card tags
www.brightsmile-dental.example/services/teeth-cleaning/	Missing X (Twitter) card tags
www.brightsmile-dental.example/services/dental-implants/	Missing X (Twitter) card tags
www.brightsmile-dental.example/services/braces-and-aligners/	Missing X (Twitter) card tags
www.brightsmile-dental.example/services/root-canal/	Missing X (Twitter) card tags
www.brightsmile-dental.example/services/kids-dentistry/	Missing X (Twitter) card tags
www.brightsmile-dental.example/services/teeth-whitening/	Missing X (Twitter) card tags
www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/	Missing X (Twitter) card tags
www.brightsmile-dental.example/blog/implants-vs-bridges/	Missing X (Twitter) card tags
www.brightsmile-dental.example/blog/foods-that-stain-teeth/	Missing X (Twitter) card tags

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add twitter:card and related tags.

How Mas Vee Digital fixes it: Our Social Media Management team handles this through Social Media. Share previews, profiles and posting that make every link to your site look right on Facebook, LinkedIn, Instagram and X.

F58 Low Graphic Design

No favicon

Found once, for the whole site. The small site icon appears in browser tabs and Google results; without it the site looks unfinished.

Where	What we found
www.brightsmile-dental.example/	No favicon

How we checked: Requested the file or address shown and recorded the response.

The fix: Add a favicon (and site icon in WordPress settings).

How Mas Vee Digital fixes it: Our Creative Design & Branding team handles this through Graphic Design. Share images, icons and visuals sized and compressed for the web.

F59 Low Graphic Design

No home-screen icon

Found once, for the whole site. Visitors who save the site to their phone home screen get a blurry screenshot instead of your logo.

Where	What we found
www.brightsmile-dental.example/	No home-screen icon

How we checked: Read from the HTML source of each page listed, as a search engine receives it.

The fix: Add an apple-touch-icon (180 × 180 px).

How Mas Vee Digital fixes it: Our Creative Design & Branding team handles this through Graphic Design. Share images, icons and visuals sized and compressed for the web.

ACTION PLAN

A 12-week plan to fix everything

Blockers first, then the work that lifts rankings and enquiries, then the polish. Each item names the Mas Vee Digital team that does it; the finding number links to its evidence.

Weeks 1 to 2 Remove blockers and the biggest risks, 8 items

F01	**Site not served over HTTPS**	Security and HTTPS	Web Design & Development team
F02	**Broken internal links**	Links and site structure, 15 found	Web Design & Development team
F03	**Pages returning errors (4xx)**	Crawlability and indexing	Search & Discovery team
F04	**Largest Contentful Paint is slow**	Speed and Core Web Vitals	Web Design & Development team
F05	**Slow response to taps and clicks (INP)**	Speed and Core Web Vitals	Web Design & Development team
F06	**Low mobile performance score**	Speed and Core Web Vitals	Web Design & Development team
F07	**No analytics detected**	Share previews and analytics	Performance & Paid Media team
F08	**Server runs an unsupported PHP version**	Technology and server	Web Design & Development team

Weeks 3 to 6 Lift rankings, speed and trust, 21 items

F09	**Missing social sharing tags (Open Graph)**	Share previews and analytics, 14 found	Social Media Management team
F10	**Thin content**	Content quality, 11 found	Content & Communication team
F11	**Oversized images**	Speed and Core Web Vitals, 7 found	Creative Design & Branding team
F12	**Missing meta descriptions**	On-page SEO, 3 found	Search & Discovery team
F13	**Duplicate titles**	On-page SEO, 3 found	Search & Discovery team
F14	**Near-duplicate pages**	Content quality, 2 found	Content & Communication team
F15	**Sitemap lists broken or redirected URLs**	Crawlability and indexing	Search & Discovery team
F16	**Articles without an author**	Content quality	Content & Communication team
F17	**Text compression is off**	Speed and Core Web Vitals	Web Design & Development team
F18	**Static files are not cached by browsers**	Speed and Core Web Vitals	Web Design & Development team
F19	**Layout shifts while loading (CLS)**	Speed and Core Web Vitals	Web Design & Development team
F20	**JavaScript blocks the page (Total Blocking Time)**	Speed and Core Web Vitals	Web Design & Development team
F21	**Heavy page**	Speed and Core Web Vitals	Web Design & Development team
F22	**Structured data missing required fields**	Structured data	Search & Discovery team
F23	**Cookies without security flags**	Security and HTTPS	Web Design & Development team
F24	**Images without alt text**	Accessibility	Web Design & Development team

F25	**Buttons without a name** Accessibility	Web Design & Development team
F26	**Form fields without labels** Accessibility	Web Design & Development team
F27	**Low colour contrast** Accessibility	Creative Design & Branding team
F28	**No DKIM signing key for your email provider** Domain, DNS and email	Content & Communication team
F29	**Low domain authority** Backlinks and authority	Search & Discovery team

Weeks 7 to 12 Polish and build a lasting lead, 41 items

F30	**Internal links pointing at redirects** Links and site structure, 15 found	Search & Discovery team
F31	**Many render-blocking scripts** Speed and Core Web Vitals, 15 found	Web Design & Development team
F32	**Missing X (Twitter) card tags** Share previews and analytics, 15 found	Social Media Management team
F33	**No main content landmark** Accessibility, 15 found	Web Design & Development team
F34	**Images without width and height** Speed and Core Web Vitals, 8 found	Web Design & Development team
F35	**Heading levels skipped** On-page SEO, 5 found	Search & Discovery team
F36	**Vague link text** Links and site structure, 4 found	Search & Discovery team
F37	**Articles without Article markup** Structured data, 3 found	Search & Discovery team
F38	**Temporary redirects (302/307) on internal URLs** Crawlability and indexing	Search & Discovery team
F39	**Titles too long** On-page SEO	Search & Discovery team
F40	**Articles without a date** Content quality	Content & Communication team
F41	**Images not in modern formats** Speed and Core Web Vitals	Creative Design & Branding team
F42	**Images not lazy-loaded** Speed and Core Web Vitals	Web Design & Development team
F43	**No tap-to-call link on the home page** Mobile and user experience	Web Design & Development team
F44	**No WebSite markup** Structured data	Search & Discovery team
F45	**No breadcrumb markup** Structured data	Search & Discovery team
F46	**Security headers missing** Security and HTTPS	Web Design & Development team
F47	**No Content Security Policy** Security and HTTPS	Web Design & Development team
F48	**Server software version exposed** Security and HTTPS	Web Design & Development team
F49	**CMS version shown in the page** Security and HTTPS	Web Design & Development team
F50	**No security.txt** Security and HTTPS	Web Design & Development team
F51	**DMARC policy is only monitoring** Domain, DNS and email	Content & Communication team
F52	**No CAA record** Domain, DNS and email	Web Design & Development team
F53	**Embeds without titles** Accessibility	Web Design & Development team
F54	**No llms.txt file** AI search readiness	Search & Discovery team

F55	**AI crawlers blocked in robots.txt**	AI search readiness	Search & Discovery team
F56	**Business identity not linked to profiles**	AI search readiness	Search & Discovery team
F57	**No terms page found**	Trust and E-E-A-T	Content & Communication team
F58	**No favicon**	Share previews and analytics	Creative Design & Branding team
F59	**No home-screen icon**	Share previews and analytics	Creative Design & Branding team
F60	**Domain transfer lock is off**	Domain, DNS and email	Web Design & Development team
F61	**DMARC sends no reports**	Domain, DNS and email	Content & Communication team
F62	**DNSSEC not enabled**	Domain, DNS and email	Web Design & Development team
F63	**No IPv6 address**	Domain, DNS and email	Web Design & Development team
F64	**No MTA-STS policy for incoming email**	Domain, DNS and email	Content & Communication team
F65	**No TLS reporting for email**	Domain, DNS and email	Content & Communication team
F66	**No content delivery network detected**	Technology and server	Web Design & Development team
F67	**No web app manifest**	Mobile and user experience	Creative Design & Branding team
F68	**No theme colour for mobile browsers**	Mobile and user experience	Creative Design & Branding team
F69	**No email address shown**	Trust and E-E-A-T	Web Design & Development team
F70	**No link to your Google Maps listing**	Social media and local presence	Search & Discovery team

WORKING WITH MAS VEE DIGITAL

Who fixes what

Mas Vee Digital is a strategy-led digital marketing and creative design firm, headquartered in Sydney with offices in Chennai and Singapore. Its six practice areas, from Search & Discovery to Web Design & Development, resolve the 70 issues in this report.

Website Support & Maintenance

Web Design & Development team

www.masveedigital.com/website-services

Speed, hosting, security headers, broken links and code fixes, tested on desktop and mobile before release.

- **F01** Site not served over HTTPS
- **F02** Broken internal links
- **F04** Largest Contentful Paint is slow
- **F05** Slow response to taps and clicks (INP)
- **F06** Low mobile performance score
- **F08** Server runs an unsupported PHP version
- **F17** Text compression is off
- **F18** Static files are not cached by browsers
- **F19** Layout shifts while loading (CLS)
- **F20** JavaScript blocks the page (Total Blocking Time)
- **F21** Heavy page
- **F23** Cookies without security flags
- **F31** Many render-blocking scripts
- **F34** Images without width and height
- **F42** Images not lazy-loaded
- **F43** No tap-to-call link on the home page
- **F46** Security headers missing
- **F47** No Content Security Policy
- **F48** Server software version exposed
- **F49** CMS version shown in the page
- **F50** No security.txt
- **F52** No CAA record
- **F60** Domain transfer lock is off
- **F62** DNSSEC not enabled
- **F63** No IPv6 address
- **F66** No content delivery network detected
- **F69** No email address shown

Technical SEO

Search & Discovery team

www.masveedigital.com/website-services

Crawling, indexing, sitemaps, redirects, canonicals, structured data and AI search access (GEO and AEO), fixed at the source and re-checked.

- **F03** Pages returning errors (4xx)
- **F15** Sitemap lists broken or redirected URLs
- **F22** Structured data missing required fields
- **F37** Articles without Article markup
- **F38** Temporary redirects (302/307) on internal URLs
- **F44** No WebSite markup
- **F45** No breadcrumb markup
- **F54** No llms.txt file
- **F55** AI crawlers blocked in robots.txt
- **F56** Business identity not linked to profiles

Traffic Monitoring

Performance & Paid Media team

www.masveedigital.com/website-services

Google Analytics 4, Tag Manager, consent and conversion tracking set up so you can see which channels bring enquiries.

- **F07** No analytics detected

On-Page SEO

Search & Discovery team

www.masveedigital.com/website-services

Titles, descriptions, headings and internal links rewritten page by page around the searches your customers make.

- **F12** Missing meta descriptions
- **F13** Duplicate titles
- **F30** Internal links pointing at redirects
- **F35** Heading levels skipped
- **F36** Vague link text
- **F39** Titles too long

Content Writing

Content & Communication team

www.masveedigital.com/content-writing

Service pages, guides and FAQs written for people first, structured so Google and AI assistants can quote them.

- **F10** Thin content
- **F14** Near-duplicate pages
- **F16** Articles without an author
- **F40** Articles without a date
- **F57** No terms page found

Accessibility Testing

Web Design & Development team

www.masveedigital.com/website-services

WCAG 2.2 checks and fixes for images, links, forms, contrast and keyboard use.

- **F24** Images without alt text
- **F25** Buttons without a name
- **F26** Form fields without labels
- **F33** No main content landmark
- **F53** Embeds without titles

Email Marketing

Content & Communication team

www.masveedigital.com/email-marketing

SPF, DMARC and sender setup so your emails reach inboxes and nobody can send mail in your name.

- **F28** No DKIM signing key for your email provider
- **F51** DMARC policy is only monitoring
- **F61** DMARC sends no reports
- **F64** No MTA-STS policy for incoming email
- **F65** No TLS reporting for email

Graphic Design

Creative Design & Branding team

www.masveedigital.com/graphic-design

Share images, icons and visuals sized and compressed for the web.

- **F11** Oversized images
- **F41** Images not in modern formats
- **F58** No favicon
- **F59** No home-screen icon

UI & UX Design

Creative Design & Branding team

www.masveedigital.com/website-services

Mobile layouts, readable type, tap-friendly buttons and pop-ups that do not get in the way.

- **F27** Low colour contrast
- **F67** No web app manifest
- **F68** No theme colour for mobile browsers

Social Media

Social Media Management team

www.masveedigital.com/social-media

Share previews, profiles and posting that make every link to your site look right on Facebook, LinkedIn, Instagram and X.

- **F09** Missing social sharing tags (Open Graph)
- **F32** Missing X (Twitter) card tags

Off-Page SEO and Link Building

Search & Discovery team

www.masveedigital.com/website-services

Directory listings, partner and supplier links, digital PR and guides other sites cite, built steadily and never bought.

F29 Low domain authority

Local SEO

Search & Discovery team

www.masveedigital.com/paid-adverts

Consistent business details, trust pages, reviews and profiles that help you show up in local and map results.

F70 No link to your Google Maps listing

Ways to work with us

Project
A defined start and finish for fixing this report: deposit plus milestones.

Retainer
Ongoing search, content, social and website care for a fixed monthly fee, reviewed each quarter.

Hourly
Advice on demand, second opinions and short diagnostics from a prepaid block.

Dedicated resource
Named specialists working to your priorities, scaling as the workload changes.

Book a free consultation

We will walk through this report with you, confirm the priorities and give you a fixed quote. When the work is done we run this audit again, so you can see every finding cleared.

1
Free consultation
We go through the findings and agree what matters most.

2
Fixed quote and plan
Scope, cost and timeline in writing before work starts.

3
Fix and re-audit
Our teams fix the issues and a fresh audit proves it.

Book a free consultation

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+91 80567 70337

business@masveedigital.com

APPENDIX A

Page by page

Every URL we crawled (16). Depth is clicks from the home page; issues counts the findings that name the page.

Page	Status	Words	Time	Size	Depth	Links in	Issues	Index
www.brightsmile-dental.example/ Brightsmile Dental Studio | Dentist in Baner, Pune for Implants, Brace	200	401	3 ms	7 KB	0	14	38	✓
www.brightsmile-dental.example/services/ Services | Brightsmile Dental Studio	200	97	6 ms	3 KB	1	14	10	✓
www.brightsmile-dental.example/about/ About us | Brightsmile Dental Studio	200	224	8 ms	3 KB	1	14	9	✓
www.brightsmile-dental.example/contact/ Contact us | Brightsmile Dental Studio	200	26	8 ms	2 KB	1	14	10	✓
www.brightsmile-dental.example/blog/ Blog | Brightsmile Dental Studio	200	42	2 ms	2 KB	1	14	9	✓
www.brightsmile-dental.example/old-offers/	404	0	2 ms	2 KB	–	15	2	✗
www.brightsmile-dental.example/privacy-policy/ Privacy policy | Brightsmile Dental Studio	200	25	15 ms	2 KB	1	14	7	✓
www.brightsmile-dental.example/services/teeth-cleaning/ Teeth cleaning and polishing in Baner, Pune | Brightsmile	200	162	9 ms	3 KB	1	2	9	✓
www.brightsmile-dental.example/services/dental-implants/ Dental implants in Baner, Pune | Brightsmile	200	207	3 ms	3 KB	1	2	9	✓
www.brightsmile-dental.example/services/braces-and-aligners/ Braces and clear aligners in Baner, Pune | Brightsmile	200	78	4 ms	2 KB	1	2	10	✓
www.brightsmile-dental.example/services/root-canal/ Painless root canal treatment in Baner, Pune | Brightsmile	200	78	12 ms	2 KB	1	2	10	✓
www.brightsmile-dental.example/services/kids-dentistry/ Services | Brightsmile Dental Studio	200	116	5 ms	3 KB	1	2	10	✓
www.brightsmile-dental.example/services/teeth-whitening/ Services | Brightsmile Dental Studio	200	115	8 ms	3 KB	1	2	10	✓
www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/ How often should you really visit the dentist? | Brightsmile	200	418	4 ms	4 KB	2	1	9	✓
www.brightsmile-dental.example/blog/implants-vs-bridges/ Dental implants vs bridges: which is right for you? | Brightsmile	200	416	2 ms	4 KB	2	1	11	✓
www.brightsmile-dental.example/blog/foods-that-stain-teeth/ Eight everyday foods that stain teeth | Brightsmile	200	410	7 ms	4 KB	2	1	11	✓

APPENDIX B

Benchmarks that passed

119 benchmarks found nothing to fix. They are listed so you can see what was covered, not only what failed.

Crawlability and indexing

✓ Site responds · ✓ Search engines allowed · ✓ robots.txt present · ✓ CSS and JavaScript crawlable · ✓ XML sitemap found · ✓ Sitemap declared in robots.txt · ✓ Sitemap lists only indexable pages · ✓ Sitemap has lastmod dates · ✓ No server errors · ✓ Missing pages return 404 · ✓ No redirect chains · ✓ No pages hidden by noindex · ✓ No page-wide nofollow · ✓ Canonical tags set · ✓ One canonical per page · ✓ Canonicals point to live pages · ✓ Canonicals stay on your site · ✓ Pages within 3 clicks · ✓ Clean URLs · ✓ No meta refresh redirects · ✓ One address per page (slash) · ✓ No index.html duplicate

On-page SEO

✓ Every page has a title · ✓ Titles descriptive enough · ✓ One title tag per page · ✓ Descriptions fit in results · ✓ Descriptions long enough · ✓ Descriptions unique · ✓ Every page has an H1 · ✓ One H1 per page · ✓ H1 headings unique · ✓ No empty headings · ✓ Doctype declared · ✓ Character set declared · ✓ Modern HTML · ✓ Descriptive image file names

Content quality

✓ Text is readable · ✓ No placeholder text · ✓ Articles or guides published · ✓ Long pages have subheadings · ✓ Articles published recently

Links and site structure

✓ No broken outbound links · ✓ All images load · ✓ No orphan pages · ✓ Internal links followed · ✓ Links use HTTPS · ✓ Reasonable links per page · ✓ Pages well linked · ✓ Links all go somewhere

Speed and Core Web Vitals

✓ Fast server response · ✓ Lean HTML · ✓ Reasonable request count · ✓ Light third-party load · ✓ JavaScript under 1 MB · ✓ Main content shows quickly · ✓ Images sized for phones · ✓ Lean page structure · ✓ Few font files · ✓ No heavy GIFs · ✓ No large inline images

Mobile and user experience

✓ Mobile viewport set · ✓ No sideways scrolling · ✓ Readable text on phones · ✓ Tap targets big enough · ✓ No covering pop-up · ✓ No JavaScript errors · ✓ Form fields readable on iPhone · ✓ Header leaves room on phones · ✓ Helpful 404 page

Structured data

✓ Structured data present · ✓ Structured data parses · ✓ Organization markup · ✓ Logo in Organization markup

Security and HTTPS

✓ No mixed content · ✓ Forms submit securely · ✓ Trusted certificate · ✓ CSP blocks inline scripts

Domain, DNS and email

✓ SPF record valid · ✓ DMARC record present · ✓ Domain registered well ahead · ✓ SPF within 10 lookups · ✓ SPF does not allow everyone · ✓ Two or more name servers

Technology and server

✓ jQuery free of known flaws · ✓ jQuery UI free of known flaws · ✓ Bootstrap free of known flaws · ✓ No end-of-life AngularJS · ✓ Lodash free of known flaws · ✓ Moment.js free of known flaws · ✓ jQuery loaded once · ✓ No jQuery Migrate · ✓ No Flash or Java · ✓ CDN scripts integrity-checked · ✓ No document.write · ✓ No unload handlers

Accessibility

✓ Links have text ✓ Language declared ✓ Zoom allowed ✓ Natural keyboard order ✓ No serious browser-test failures ✓ Unique element IDs ✓ No autoplaying sound ✓ Tables have header cells ✓ Meaningful alt text

AI search readiness

✓ AI search engines allowed ✓ Content readable without JavaScript ✓ Answers real questions ✓ Snippets allowed

Trust and E-E-A-T

✓ Contact page ✓ About page ✓ Privacy policy ✓ Phone number shown ✓ Business address shown ✓ Reviews or testimonials ✓ Consistent phone number

Social media and local presence

✓ Social profiles linked ✓ Two or more social profiles ✓ Social profile links work

Share previews and analytics

✓ Share image loads

How this audit was made

Pages	**17 URLs requested by following every internal link and the XML sitemap, respecting robots.txt, as VeeLensBot. No pages we found were left unchecked. Every finding on every page is also in the findings spreadsheet (CSV).**
Links and images	**Every internal and outbound link, image, script and stylesheet found was requested and its response recorded**
Chrome browser	**Desktop and phone rendering, page weight, layout and axe-core accessibility tests, run from Mumbai, India**
Google PageSpeed Insights	**Core Web Vitals for mobile**
Scoring	**Each area starts at 100 and loses 45 points for a critical issue, 24 for high, 12 for medium and 4 for low. An issue on only some pages costs at least half its points, rising to the full amount as more of the site is affected, and a critical issue holds its area at 35 or lower. The overall score is the weighted average of the tested areas with the three weakest counted again. Serious problems set a ceiling: one critical problem limits the score to 44, one high-priority problem to 79, four to 49, and a long list of problems or failing Core Web Vitals lower it further (for this site: 7 high-priority problems). Grades: A 90 and above, B 80 to 89, C 65 to 79, D 50 to 64, F under 50.**
Public DNS	**SPF (with its lookup count), DMARC, DKIM, MX, CAA, DNSSEC, name servers, MTA-STS, TLS reporting and IPv6**
Domain registry	**Registration, expiry and lock status from the registry's RDAP service**
Authority	**Open PageRank, Tranco**
Benchmarks	**189 of 225 applied; the others needed data we could not collect or did not apply to this site**

We only read public pages and records, the way a search engine does; nothing on the site was changed. Timings depend on where they are measured from (Mumbai, India) and vary between visits. The score is a guide to priorities, not a promise of rankings. Report produced on 21 November 2026 for http://www.brightsmile-dental.example/ by Mas Vee Digital.