**VeeLens, website audit by Mas Vee Digital · Advanced report**

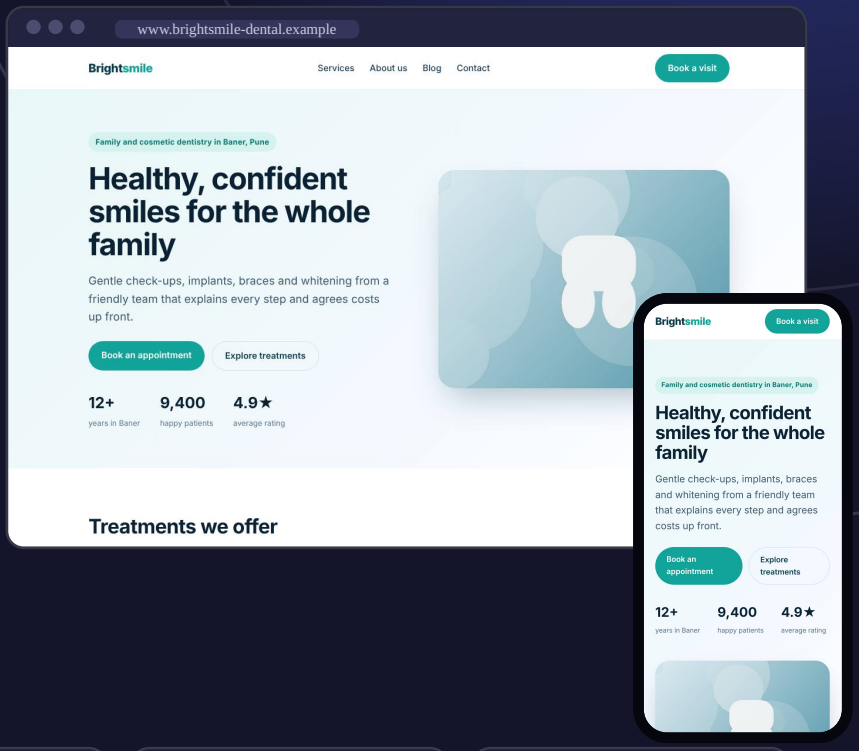
# Website audit www.brightsmile-dental.example

Prepared for **Dr. Ananya Kulkarni, Brightsmile Dental Studio**. 196 of our 200+ benchmarks applied to 15 pages of www.brightsmile-dental.example.




**Grade D**

Good foundations, with problems that are costing visibility and enquiries.




| 1 | 7 | 23 | 42 |
|---|---|---|---|
| **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

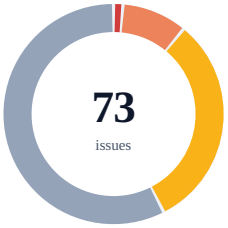
# At a glance

We crawled every page of www.brightsmile-dental.example we could reach through its links and sitemap: **15** pages, and applied **196** of our 200+ 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, searched Google Maps for its business profile. **123** benchmarks passed. **73** need attention: 1 critical, 7 high, 23 medium and 42 low priority.

### Score by area (out of 100)




### Issues by priority




| | |
|---|---|
| Critical | 1 |
| High | 7 |
| Medium | 23 |
| Low | 42 |

193 occurrences in total

**64**
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.

**F05** **Slow response to taps and clicks (INP)** High
Found once, for the whole site. INP over 200 ms makes the site feel laggy when people interact.

### What is already working

**Mobile and user experience**
Scores 93, with 9 of 12 benchmarks passed

**Trust and E-E-A-T**
Scores 91, with 7 of 9 benchmarks passed

**AI search readiness**
Scores 90, with 4 of 7 benchmarks passed

**Crawlability and indexing**
Scores 88, with 22 of 25 benchmarks passed

The finding numbers (F01, F02 …) link to the full evidence for each issue. The action plan puts them in order and the last section shows which Mas Vee Digital team fixes each one.

Scorecard

# 16 areas, scored

Each area starts at 100 and loses points for every issue found in it, weighted by priority and by how many pages are affected. A critical issue caps its area at 45. Benchmarks we could not run are left out, never counted as passed; 16 of 16 areas could be tested for this site.

| | | | | |
|---|---|---|---|---|
| 88 | **Crawlability and indexing**<br>Search engines and AI assistants can only show pages they can reach and are allowed to index. | 22 of 25 benchmarks passed | Good | 3 issues |
| 83 | **On-page SEO**<br>Titles, descriptions and headings decide what a page ranks for and whether people click it. | 14 of 18 benchmarks passed | Good | 4 issues |
| 70 | **Content quality**<br>Useful, original, readable content is what earns rankings and citations in AI answers. | 5 of 9 benchmarks passed | Needs work | 4 issues |
| 72 | **Links and site structure**<br>Links carry visitors and ranking value around the site; broken or buried pages lose both. | 8 of 11 benchmarks passed | Needs work | 3 issues |
| 24 | **Speed and Core Web Vitals**<br>Slow pages lose visitors and rank lower; Google uses Core Web Vitals as a page experience signal. | 11 of 24 benchmarks passed | Poor | 13 issues |
| 93 | **Mobile and user experience**<br>Most searches happen on phones, and Google indexes the mobile version of every page. | 9 of 12 benchmarks passed | Good | 3 issues |
| 79 | **Structured data**<br>Structured data tells search engines and AI exactly what a business, product or article is. | 4 of 8 benchmarks passed | Needs work | 4 issues |
| 45 | **Security and HTTPS**<br>Browsers warn visitors away from insecure sites, and weak settings make attacks easier. | 4 of 11 benchmarks passed | Poor | 7 issues |
| 73 | **Domain, DNS and email**<br>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 benchmarks passed | Needs work | 9 issues |
| 84 | **Technology and server**<br>Outdated software and libraries carry known security holes and slow the site down. | 12 of 14 benchmarks passed | Good | 2 issues |
| 71 | **Accessibility**<br>Accessible sites reach more customers and reduce legal risk in many countries. | 9 of 15 benchmarks passed | Needs work | 6 issues |
| 90 | **AI search readiness**<br>AI Overviews, ChatGPT, Perplexity and voice assistants need content they can reach, read and attribute. | 4 of 7 benchmarks passed | Good | 3 issues |
| 91 | **Trust and E-E-A-T**<br>Clear contact details, policies, reviews and real people behind the business build trust with visitors and search engines. | 7 of 9 benchmarks passed | Good | 2 issues |




### Google Business Profile and social media

Most local customers meet a business on Google Maps or social media before they visit its website.

7 of 11 benchmarks passed

Good

4 issues




### Backlinks and authority

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

0 of 1 benchmarks passed

Poor

1 issue




### Share previews and analytics

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

1 of 6 benchmarks passed

Poor

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

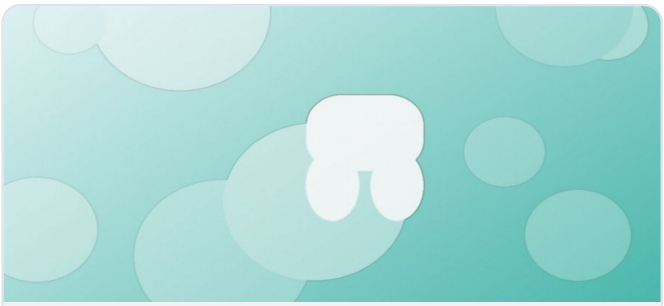
**Brightsmile Dental Studio | Dentist in Baner, Pune for Impl…**

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

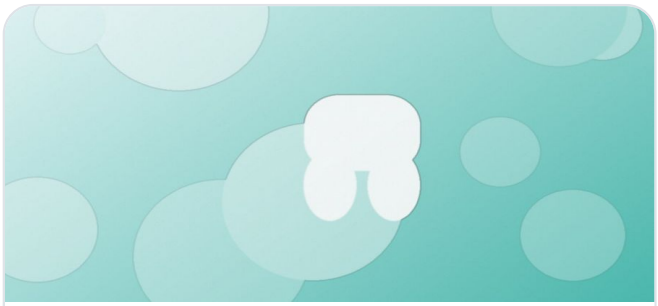


BRIGHTSMILE-DENTAL.EXAMPLE

**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

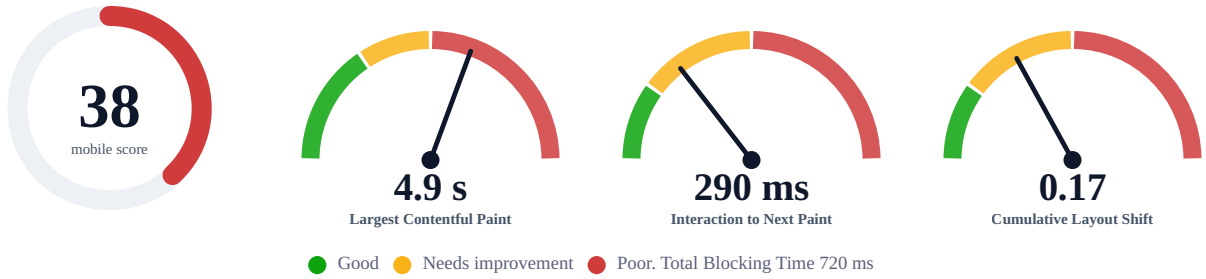
| | |
|---|---|
| Open Graph tags | √ **Present** |
| Share image | √ **Set** |
| X card | ✗ **Missing** |

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 | **15 ms** |
| Main content shown | **220 ms** |
| Fully loaded | **173 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 | **5 ms** (slowest 7 ms) |
| Median HTML size | **2 KB** |
| Protocol | **HTTP/1.0** |
| Text compression | ✗ **none** |

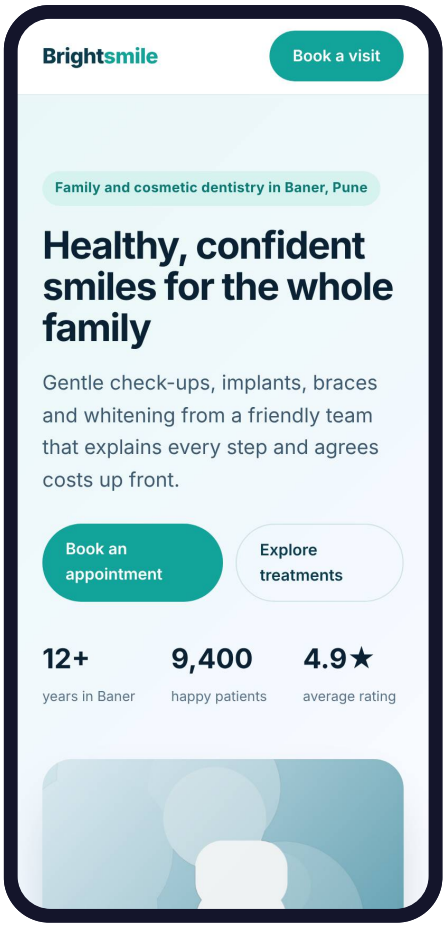
**Biggest savings Google found**

| | |
|---|---|
| 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.

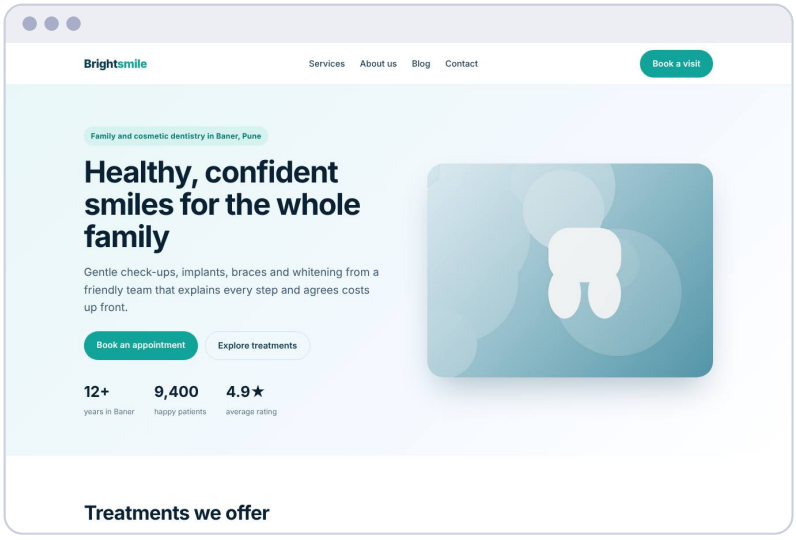
✓ **Nothing covers the content** — Passed
No pop-up covered the page on load.

✓ **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.

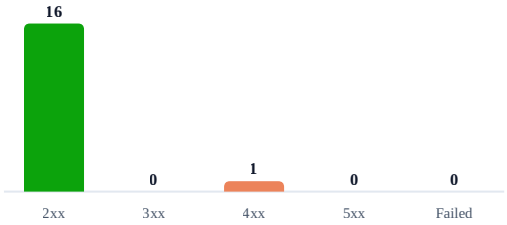
### Indexability



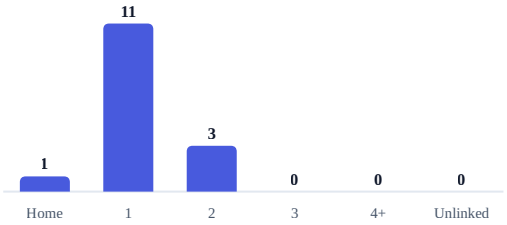

### Crawl facts

| | |
|---|---|
| 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.

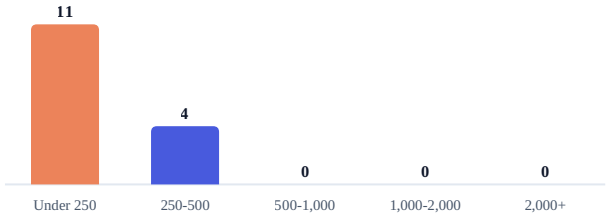
Content quality

# 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.

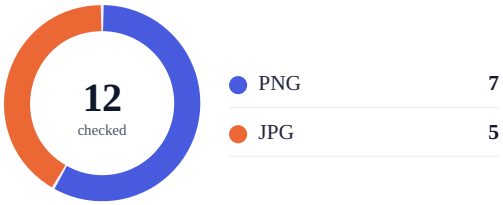
| 17 | 2 | 1 | 0 | 1 |
|---|---|---|---|---|
| Internal links | Outbound links | Broken internal | Broken outbound | Through redirects |

### 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**<br>Forces HTTPS on return visits | Needs work |
| ✗ | **Content-Security-Policy**<br>Limits which scripts can run | Needs work |
| √ | **X-Content-Type-Options**<br>Stops file-type sniffing attacks | Passed |
| ✗ | **X-Frame-Options**<br>Prevents click-jacking in frames | Needs work |
| ✗ | **Referrer-Policy**<br>Controls what URLs leak to other sites | Needs work |
| ✗ | **Permissions-Policy**<br>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.

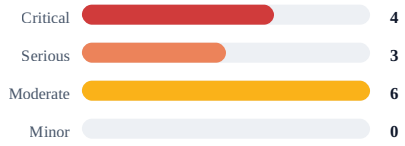
### Technology detected

| | |
|---|---|
| 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

Most customers meet a business on Google Maps or social media before they reach its website. These checks look at your Google Business Profile, the social profiles your site links to, your domain registration and how much authority other websites give you.

### Google Business Profile

| | |
|---|---|
| Profile | **Brightsmile Dental Studio** |
| Category | **Dentist** |
| Rating | ✗ **4.1 from 14 reviews** |
| Reviews | ✗ **14** |
| Opening hours | ✓ **Listed** |
| Photos | ✗ **3** |
| Phone on website | ✓ **+91 20 5555 0101** |
| Status | **Operational** |

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

### 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 |

### 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.

### 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** |

### Technology

| | |
|---|---|
| CMS | **WordPress** |
| Web server | **Apache** |
| PHP | **7.4.3** |
| HTTP/3, Brotli | **No, not tested** |

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.

**88**/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.

F40 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.

**83**/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”<br>• Also on: www.brightsmile-dental.example/services/kids-dentistry/<br>• 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”<br>• Also on: www.brightsmile-dental.example/services/<br>• 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”<br>• Also on: www.brightsmile-dental.example/services/<br>• 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.

F37 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.

F41 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.

**70**/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.

F42 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.

**72**/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) |

| Page | What we found |
|---|---|
| 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) |
| 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.

F32 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/ |

| Page | What we found |
|---|---|
| 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/ |
| 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.

F38 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<br>• “Read more” links to www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/<br>• “Read more” links to www.brightsmile-dental.example/blog/implants-vs-bridges/<br>• “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<br>• “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<br>• “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<br>• “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.

**24**/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<br>• www.brightsmile-dental.example/img/xray.png (463 KB)<br>• www.brightsmile-dental.example/img/hero.jpg (297 KB)<br>• www.brightsmile-dental.example/img/braces-and-aligners.png (268 KB)<br>• www.brightsmile-dental.example/img/root-canal.png (265 KB)<br>• www.brightsmile-dental.example/img/teeth-cleaning.png (263 KB)<br>• www.brightsmile-dental.example/img/teeth-whitening.png (261 KB)<br>• www.brightsmile-dental.example/img/dental-implants.png (257 KB)<br>• 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<br>• 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<br>• 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<br>• 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<br>• 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<br>• www.brightsmile-dental.example/img/kids-dentistry.png (242 KB) |
| www.brightsmile-dental.example/services/teeth-whitening/ | 1 image(s) over 200 KB, largest 261 KB<br>• 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<br>• www.brightsmile-dental.example/<br>• www.brightsmile-dental.example/services/<br>• www.brightsmile-dental.example/about/<br>• www.brightsmile-dental.example/contact/<br>• www.brightsmile-dental.example/blog/<br>• www.brightsmile-dental.example/services/teeth-cleaning/<br>• www.brightsmile-dental.example/services/dental-implants/<br>• www.brightsmile-dental.example/services/braces-and-aligners/<br>• www.brightsmile-dental.example/services/root-canal/<br>• www.brightsmile-dental.example/services/kids-dentistry/<br>• www.brightsmile-dental.example/services/teeth-whitening/<br>• www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/<br>• www.brightsmile-dental.example/blog/implants-vs-bridges/<br>• 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<br>• www.brightsmile-dental.example/assets/jquery.min.js (Cache-Control: max-age=3600)<br>• www.brightsmile-dental.example/assets/slider.js (Cache-Control: max-age=3600)<br>• www.brightsmile-dental.example/assets/booking-widget.js (Cache-Control: max-age=3600)<br>• www.brightsmile-dental.example/assets/chat.js (Cache-Control: max-age=3600)<br>• www.brightsmile-dental.example/assets/forms.js (Cache-Control: max-age=3600)<br>• 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.

F33 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<br>• www.brightsmile-dental.example/assets/jquery.min.js<br>• www.brightsmile-dental.example/assets/slider.js<br>• www.brightsmile-dental.example/assets/booking-widget.js<br>• www.brightsmile-dental.example/assets/chat.js<br>• www.brightsmile-dental.example/assets/forms.js |
| www.brightsmile-dental.example/services/ | 5 scripts in <head> load without async or defer<br>• www.brightsmile-dental.example/assets/jquery.min.js<br>• www.brightsmile-dental.example/assets/slider.js<br>• www.brightsmile-dental.example/assets/booking-widget.js<br>• www.brightsmile-dental.example/assets/chat.js<br>• www.brightsmile-dental.example/assets/forms.js |
| www.brightsmile-dental.example/about/ | 5 scripts in <head> load without async or defer<br>• www.brightsmile-dental.example/assets/jquery.min.js<br>• www.brightsmile-dental.example/assets/slider.js<br>• www.brightsmile-dental.example/assets/booking-widget.js<br>• www.brightsmile-dental.example/assets/chat.js<br>• www.brightsmile-dental.example/assets/forms.js |
| www.brightsmile-dental.example/contact/ | 5 scripts in <head> load without async or defer<br>• www.brightsmile-dental.example/assets/jquery.min.js<br>• www.brightsmile-dental.example/assets/slider.js<br>• www.brightsmile-dental.example/assets/booking-widget.js<br>• www.brightsmile-dental.example/assets/chat.js<br>• www.brightsmile-dental.example/assets/forms.js |
| www.brightsmile-dental.example/blog/ | 5 scripts in <head> load without async or defer<br>• www.brightsmile-dental.example/assets/jquery.min.js<br>• www.brightsmile-dental.example/assets/slider.js<br>• www.brightsmile-dental.example/assets/booking-widget.js<br>• www.brightsmile-dental.example/assets/chat.js<br>• www.brightsmile-dental.example/assets/forms.js |
| www.brightsmile-dental.example/privacy-policy/ | 5 scripts in <head> load without async or defer<br>• www.brightsmile-dental.example/assets/jquery.min.js<br>• www.brightsmile-dental.example/assets/slider.js<br>• www.brightsmile-dental.example/assets/booking-widget.js<br>• www.brightsmile-dental.example/assets/chat.js<br>• www.brightsmile-dental.example/assets/forms.js |
| www.brightsmile-dental.example/services/teeth-cleaning/ | 5 scripts in <head> load without async or defer<br>• www.brightsmile-dental.example/assets/jquery.min.js<br>• www.brightsmile-dental.example/assets/slider.js<br>• www.brightsmile-dental.example/assets/booking-widget.js<br>• www.brightsmile-dental.example/assets/chat.js<br>• www.brightsmile-dental.example/assets/forms.js |
| www.brightsmile-dental.example/services/dental-implants/ | 5 scripts in <head> load without async or defer<br>• www.brightsmile-dental.example/assets/jquery.min.js<br>• www.brightsmile-dental.example/assets/slider.js<br>• www.brightsmile-dental.example/assets/booking-widget.js<br>• www.brightsmile-dental.example/assets/chat.js<br>• www.brightsmile-dental.example/assets/forms.js |

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

F36 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<br>• www.brightsmile-dental.example/img/hero.jpg<br>• www.brightsmile-dental.example/img/teeth-cleaning.png<br>• www.brightsmile-dental.example/img/dental-implants.png<br>• www.brightsmile-dental.example/img/braces-and-aligners.png<br>• www.brightsmile-dental.example/img/root-canal.png<br>• www.brightsmile-dental.example/img/kids-dentistry.png<br>• www.brightsmile-dental.example/img/teeth-whitening.png<br>• www.brightsmile-dental.example/img/clinic.jpg<br>• www.brightsmile-dental.example/img/team.jpg<br>• www.brightsmile-dental.example/img/smile.jpg<br>• www.brightsmile-dental.example/img/xray.png |
| www.brightsmile-dental.example/about/ | 1 <img> tag(s) without width and height attributes<br>• www.brightsmile-dental.example/img/team.jpg |
| www.brightsmile-dental.example/services/teeth-cleaning/ | 1 <img> tag(s) without width and height attributes<br>• www.brightsmile-dental.example/img/teeth-cleaning.png |
| www.brightsmile-dental.example/services/dental-implants/ | 1 <img> tag(s) without width and height attributes<br>• 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<br>• 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<br>• www.brightsmile-dental.example/img/root-canal.png |
| www.brightsmile-dental.example/services/kids-dentistry/ | 1 <img> tag(s) without width and height attributes<br>• www.brightsmile-dental.example/img/kids-dentistry.png |
| www.brightsmile-dental.example/services/teeth-whitening/ | 1 <img> tag(s) without width and height attributes<br>• 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.

F43 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<br>• www.brightsmile-dental.example/img/hero.jpg (JPEG, 297 KB)<br>• www.brightsmile-dental.example/img/teeth-cleaning.png (PNG, 263 KB)<br>• www.brightsmile-dental.example/img/dental-implants.png (PNG, 257 KB)<br>• www.brightsmile-dental.example/img/braces-and-aligners.png (PNG, 268 KB)<br>• www.brightsmile-dental.example/img/root-canal.png (PNG, 265 KB)<br>• www.brightsmile-dental.example/img/kids-dentistry.png (PNG, 242 KB)<br>• www.brightsmile-dental.example/img/teeth-whitening.png (PNG, 261 KB)<br>• www.brightsmile-dental.example/img/clinic.jpg (JPEG, 135 KB)<br>• www.brightsmile-dental.example/img/team.jpg (JPEG, 133 KB)<br>• www.brightsmile-dental.example/img/smile.jpg (JPEG, 89 KB)<br>• 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.

F44 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)<br>• www.brightsmile-dental.example/img/braces-and-aligners.png<br>• www.brightsmile-dental.example/img/root-canal.png<br>• www.brightsmile-dental.example/img/kids-dentistry.png<br>• www.brightsmile-dental.example/img/teeth-whitening.png<br>• www.brightsmile-dental.example/img/clinic.jpg<br>• www.brightsmile-dental.example/img/team.jpg<br>• www.brightsmile-dental.example/img/smile.jpg<br>• 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.

**93**/100
3 issues, 9 checks passed

F45 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.

F69 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.

F70 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.

**79**/100

# Structured data

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

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.

F39 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.

F46 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.

F47 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.

**45**/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<br>• 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.

F48 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.

F49 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.

F50 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.

F51 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.

F52 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.

**73**/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.

F53 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.

F54 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.

F62 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.

F63 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.

F64 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.

F65 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.

F66 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.

F67 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.

**84**/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.

F68 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.

**71**/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<br>• www.brightsmile-dental.example/img/clinic.jpg<br>• www.brightsmile-dental.example/img/team.jpg<br>• www.brightsmile-dental.example/img/smile.jpg<br>• 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)<br>• <a class="btn" href="/book-appointment/">Book a visit</a><br>• Family and cosmetic dentistry in Baner, Pune<br>• <a class="btn" href="/book-appointment/">Book an appointment</a> |

**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.

F35 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 |

| Page | What we found |
|---|---|
| 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.

F55 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.

**90**/100
3 issues, 4 checks passed

F56 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.

F57 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.

F58 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.

**91**/100

2 issues, 7 checks passed

F59 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.

F71 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.

# Google Business Profile and social media

Most local customers meet a business on Google Maps or social media before they visit its website.

**80**/100

4 issues, 7 checks passed

F29 Medium Local SEO

### Few Google reviews

Found once, for the whole site. Businesses with fewer than 20 reviews look less established next to competitors, and review count affects local ranking.

| Where | What we found |
|---|---|
| www.brightsmile-dental.example/ | 14 Google review(s) |

**How we checked:** Google Maps search through the Google Places API, matched to this website's address.

**The fix:** Ask every happy customer for a review with your short review link, and reply to each one.

**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.

F30 Medium Local SEO

## Google rating below 4.2

Found once, for the whole site. Many customers filter out businesses rated below about 4 stars.

| Where | What we found |
|---|---|
| www.brightsmile-dental.example/ | Rated 4.1 from 14 reviews |

**How we checked:** Google Maps search through the Google Places API, matched to this website's address.

**The fix:** Reply to every review, fix the issues they raise, and ask satisfied customers to review.

**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.

F72 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.

F73 Low Local SEO

## Few photos on Google Business Profile

Found once, for the whole site. Profiles with photos get more requests for directions and website clicks.

| Where | What we found |
|---|---|
| www.brightsmile-dental.example/ | 3 photo(s) returned for the profile |

**How we checked:** Google Maps search through the Google Places API, matched to this website's address.

**The fix:** Add at least ten real photos: outside, inside, team and work.

**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.

**47**/100

1 issue, 0 checks passed

F31 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.

**48**/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 |

| Page | What we found |
|---|---|
| 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.

F34 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 |
| 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 |

| Page | What we found |
|---|---|
| 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.

F60 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.

F61 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 x 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, 23 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 | **Few Google reviews** Google Business Profile and social media | Search & Discovery team |
| F30 | **Google rating below 4.2** Google Business Profile and social media | Search & Discovery team |
| F31 | **Low domain authority** Backlinks and authority | Search & Discovery team |

## Weeks 7 to 12 Polish and build a lasting lead, 42 items

| | | |
|---|---|---|
| F32 | **Internal links pointing at redirects** Links and site structure, 15 found | Search & Discovery team |
| F33 | **Many render-blocking scripts** Speed and Core Web Vitals, 15 found | Web Design & Development team |
| F34 | **Missing X (Twitter) card tags** Share previews and analytics, 15 found | Social Media Management team |
| F35 | **No main content landmark** Accessibility, 15 found | Web Design & Development team |
| F36 | **Images without width and height** Speed and Core Web Vitals, 8 found | Web Design & Development team |
| F37 | **Heading levels skipped** On-page SEO, 5 found | Search & Discovery team |
| F38 | **Vague link text** Links and site structure, 4 found | Search & Discovery team |
| F39 | **Articles without Article markup** Structured data, 3 found | Search & Discovery team |
| F40 | **Temporary redirects (302/307) on internal URLs** Crawlability and indexing | Search & Discovery team |
| F41 | **Titles too long** On-page SEO | Search & Discovery team |
| F42 | **Articles without a date** Content quality | Content & Communication team |
| F43 | **Images not in modern formats** Speed and Core Web Vitals | Creative Design & Branding team |
| F44 | **Images not lazy-loaded** Speed and Core Web Vitals | Web Design & Development team |
| F45 | **No tap-to-call link on the home page** Mobile and user experience | Web Design & Development team |
| F46 | **No WebSite markup** Structured data | Search & Discovery team |
| F47 | **No breadcrumb markup** Structured data | Search & Discovery team |
| F48 | **Security headers missing** Security and HTTPS | Web Design & Development team |
| F49 | **No Content Security Policy** Security and HTTPS | Web Design & Development team |
| F50 | **Server software version exposed** Security and HTTPS | Web Design & Development team |
| F51 | **CMS version shown in the page** Security and HTTPS | Web Design & Development team |
| F52 | **No security.txt** Security and HTTPS | Web Design & Development team |
| F53 | **DMARC policy is only monitoring** Domain, DNS and email | Content & Communication team |
| F54 | **No CAA record** Domain, DNS and email | Web Design & Development team |
| F55 | **Embeds without titles** Accessibility | Web Design & Development team |
| F56 | **No llms.txt file** AI search readiness | Search & Discovery team |
| F57 | **AI crawlers blocked in robots.txt** AI search readiness | Search & Discovery team |
| F58 | **Business identity not linked to profiles** AI search readiness | Search & Discovery team |

| | | | |
|---|---|---|---|
| F59 | **No terms page found** | Trust and E-E-A-T | Content & Communication team |
| F60 | **No favicon** | Share previews and analytics | Creative Design & Branding team |
| F61 | **No home-screen icon** | Share previews and analytics | Creative Design & Branding team |
| F62 | **Domain transfer lock is off** | Domain, DNS and email | Web Design & Development team |
| F63 | **DMARC sends no reports** | Domain, DNS and email | Content & Communication team |
| F64 | **DNSSEC not enabled** | Domain, DNS and email | Web Design & Development team |
| F65 | **No IPv6 address** | Domain, DNS and email | Web Design & Development team |
| F66 | **No MTA-STS policy for incoming email** | Domain, DNS and email | Content & Communication team |
| F67 | **No TLS reporting for email** | Domain, DNS and email | Content & Communication team |
| F68 | **No content delivery network detected** | Technology and server | Web Design & Development team |
| F69 | **No web app manifest** | Mobile and user experience | Creative Design & Branding team |
| F70 | **No theme colour for mobile browsers** | Mobile and user experience | Creative Design & Branding team |
| F71 | **No email address shown** | Trust and E-E-A-T | Web Design & Development team |
| F72 | **No link to your Google Maps listing** | Google Business Profile and social media | Search & Discovery team |
| F73 | **Few photos on Google Business Profile** | Google Business Profile and social media | 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 73 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
- **F33** Many render-blocking scripts
- **F36** Images without width and height
- **F44** Images not lazy-loaded
- **F45** No tap-to-call link on the home page
- **F48** Security headers missing
- **F49** No Content Security Policy
- **F50** Server software version exposed
- **F51** CMS version shown in the page
- **F52** No security.txt
- **F54** No CAA record
- **F62** Domain transfer lock is off
- **F64** DNSSEC not enabled
- **F65** No IPv6 address
- **F68** No content delivery network detected
- **F71** 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
- **F39** Articles without Article markup
- **F40** Temporary redirects (302/307) on internal URLs
- **F46** No WebSite markup
- **F47** No breadcrumb markup
- **F56** No llms.txt file
- **F57** AI crawlers blocked in robots.txt
- **F58** 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
- **F32** Internal links pointing at redirects
- **F37** Heading levels skipped
- **F38** Vague link text
- **F41** 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
- **F42** Articles without a date
- **F59** 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
- **F35** No main content landmark
- **F55** 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
- **F53** DMARC policy is only monitoring
- **F63** DMARC sends no reports
- **F66** No MTA-STS policy for incoming email
- **F67** 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
- **F43** Images not in modern formats
- **F60** No favicon
- **F61** No home-screen icon

## 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.

- **F29** Few Google reviews
- **F30** Google rating below 4.2
- **F72** No link to your Google Maps listing
- **F73** Few photos on Google Business Profile

## 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
- **F69** No web app manifest
- **F70** 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)
- **F34** 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.

**F31** Low domain authority

**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** | **+61 2 8007 5586** | **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/<br>Brightsmile Dental Studio \| Dentist in Baner, Pune for Implants, Brace | 200 | 401 | 2 ms | 7 KB | 0 | 14 | 41 | √ |
| www.brightsmile-dental.example/services/<br>Services \| Brightsmile Dental Studio | 200 | 97 | 6 ms | 3 KB | 1 | 14 | 10 | √ |
| www.brightsmile-dental.example/about/<br>About us \| Brightsmile Dental Studio | 200 | 224 | 5 ms | 3 KB | 1 | 14 | 9 | √ |
| www.brightsmile-dental.example/contact/<br>Contact us \| Brightsmile Dental Studio | 200 | 26 | 6 ms | 2 KB | 1 | 14 | 10 | √ |
| www.brightsmile-dental.example/blog/<br>Blog \| Brightsmile Dental Studio | 200 | 42 | 3 ms | 2 KB | 1 | 14 | 9 | √ |
| www.brightsmile-dental.example/old-offers/ | 404 | 0 | 4 ms | 2 KB | – | 15 | 2 | ✗ |
| www.brightsmile-dental.example/privacy-policy/<br>Privacy policy \| Brightsmile Dental Studio | 200 | 25 | 7 ms | 2 KB | 1 | 14 | 7 | √ |
| www.brightsmile-dental.example/services/teeth-cleaning/<br>Teeth cleaning and polishing in Baner, Pune \| Brightsmile | 200 | 162 | 5 ms | 3 KB | 1 | 2 | 9 | √ |
| www.brightsmile-dental.example/services/dental-implants/<br>Dental implants in Baner, Pune \| Brightsmile | 200 | 207 | 3 ms | 3 KB | 1 | 2 | 9 | √ |
| www.brightsmile-dental.example/services/braces-and-aligners/<br>Braces and clear aligners in Baner, Pune \| Brightsmile | 200 | 78 | 2 ms | 2 KB | 1 | 2 | 10 | √ |
| www.brightsmile-dental.example/services/root-canal/<br>Painless root canal treatment in Baner, Pune \| Brightsmile | 200 | 78 | 7 ms | 2 KB | 1 | 2 | 10 | √ |
| www.brightsmile-dental.example/services/kids-dentistry/<br>Services \| Brightsmile Dental Studio | 200 | 116 | 6 ms | 3 KB | 1 | 2 | 10 | √ |
| www.brightsmile-dental.example/services/teeth-whitening/<br>Services \| Brightsmile Dental Studio | 200 | 115 | 4 ms | 3 KB | 1 | 2 | 10 | √ |
| www.brightsmile-dental.example/blog/how-often-should-you-visit-the-dentist/<br>How often should you really visit the dentist? \| Brightsmile | 200 | 418 | 3 ms | 4 KB | 2 | 1 | 9 | √ |
| www.brightsmile-dental.example/blog/implants-vs-bridges/<br>Dental implants vs bridges: which is right for you? \| Brightsmile | 200 | 416 | 7 ms | 4 KB | 2 | 1 | 11 | √ |
| www.brightsmile-dental.example/blog/foods-that-stain-teeth/<br>Eight everyday foods that stain teeth \| Brightsmile | 200 | 410 | 3 ms | 4 KB | 2 | 1 | 11 | √ |

Appendix B

# Benchmarks that passed

123 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

**Google Business Profile and social media**

√ Social profiles linked | √ Two or more social profiles | √ Social profile links work | √ Google Business Profile found | √ Profile shows open | √ Opening hours listed | √ Profile phone matches site

**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** |
| 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** |
| Google Maps | **Google Places API search, matched to this website** |
| Authority | **Open PageRank, Tranco** |
| Benchmarks | **196 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 18 November 2026 for http://www.brightsmile-dental.example/ by Mas Vee Digital.