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Sankar Foundation Eye Hospital Website Audit

This audit presents key findings from the Sankar Foundation website as of May 5, 2025.

The report highlights opportunities to improve SEO, performance, and user experience.

SEO & Content Optimization Issues



Missing Meta Descriptions

158 pages lack meta descriptions, impacting search rankings.

Duplicate & Faulty Titles

- 14 pages with duplicate titles
- 93 titles too short
- 24 titles too long

Heading Tag Problems

Over 150 pages have missing or duplicate H1 tags and broken structure.

Technical SEO & Indexing Concerns

Broken Links & 4xx Errors

48 pages contain broken links causing navigation issues.

Orphan Pages

86 pages are only in the sitemap, not linked from the site.

HTTP vs HTTPS URLs

45 instances of unsecured HTTP URLs need updating to HTTPS.

Canonical Tag Issues

Canonical tags missing or incorrectly configured on several pages.



Accessibility & User Experience

Image Alt Text Missing/Weak

158 images have missing or repetitive, one-word alt texts.

Image Dimensions Not Specified

Most images lack defined sizes, causing layout shifts.

Anchored Images Missing Alt Text

25 linked images lack proper descriptive alt text.



Performance & Code

Excessive DOM Size & Width

Many pages have overly complex structure slowing load times.

Too Many Internal

Pages with over 100 internal links impede user navigation.

Low Text-to-Code

Insufficient meaningful content on most pages.

Usage of Inline Styles

Inline styles are widespread, hindering maintainability and performance.



Social Media & Metadata Gaps

Incomplete Open Graph Tags

40 pages lack full Open Graph metadata for social sharing.

Incomplete Twitter Card Metadata

158 pages missing or incomplete Twitter card information.

Mismatched URLs

9 pages have Open Graph URLs that do not match their canonical URLs.

Overall Website Health

53

Health Score

Current score out of 100, indicates significant improvement needed.

250

Pages Scanned

Comprehensive audit covering all main site pages.

2

Next Crawl

Scheduled within two days to monitor improvements.



Recommendations for SEO Improvement

1

Add Unique Meta Titles & Descriptions

Enhance search visibility with relevant, descriptive tags.

2

Fix Duplicate Titles & H1 Tags

Ensure each page has a distinct and appropriate headline.

3

Resolve Broken Links & Errors

Improve user experience and crawlability by fixing 4xx errors.

4

Configure Canonical Tags Correctly

Avoid duplicate content penalties by setting accurate canonicals.



Accessibility & Performance Fixes

Add Descriptive Alt Text

Improve accessibility by describing all images clearly.

Specify Image Dimensions

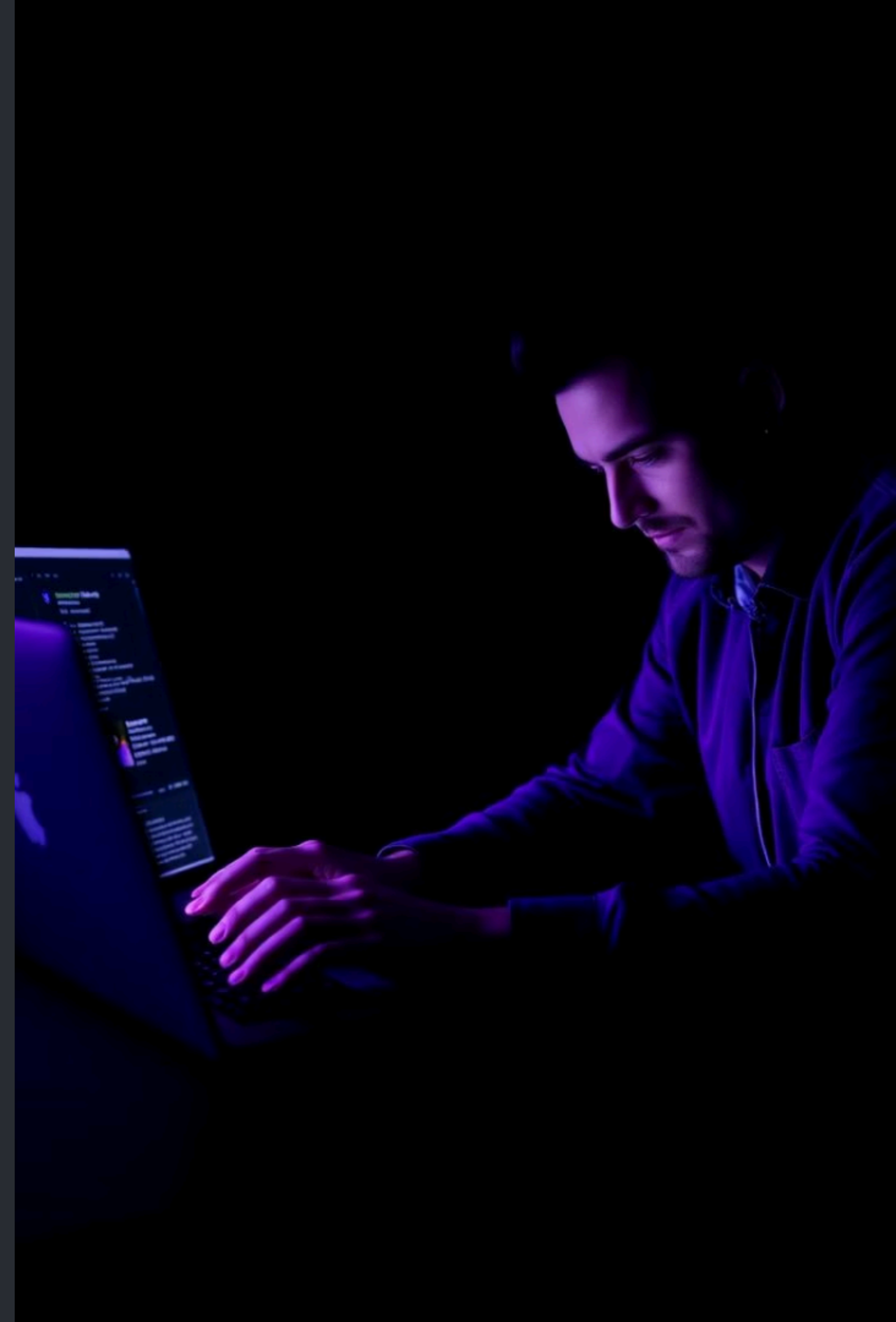
Prevent layout shifts by defining image sizes.

Reduce DOM Complexity

Simplify page structure to boost speed and usability.

Limit Internal Links per Page

Make navigation easier and cleaner for visitors.



Next Steps & Continuous Monitoring

Prioritize High-Impact Issues

Focus on broken links, missing meta descriptions, and duplicate titles first.

Implement Technical & Accessibility Fixes

Address core SEO and user experience problems promptly.

Regular Audits

Schedule ongoing crawls to monitor progress and ensure health.