SEO DOCTOR

YOUR WEBSITE'S MONTHLY HEALTH CHECK

SEO checkup report.

Harbourview Clinic now reads as a Sea Point GP practice across the 8 pages we crawled.

WEBSITE AUDITED

https://harbourviewclinic.example/

REPORT DATE

2026-07-15

PREPARED FOR

Dr. Anika Naidoo · Harbourview Clinic

AUDIT TYPE

Monthly · Report #2

55/100

OVERALL SEO HEALTH -11

Needs a little TLC

01 — EXECUTIVE SUMMARY

Where the site stands today

Harbourview Clinic now reads as a Sea Point GP practice across the 8 pages we crawled. The score is 55/100. Mobile lab performance still needs improvement, and the services grid is wider than a phone screen.

BIGGEST WIN

All 8 crawled pages have a unique meta description in the 70–160 character range.

BIGGEST ISSUE

The services grid overflows on a 390×844 screen, and mobile lab LCP is 2.80s (good is 2.5s or faster).

WHAT SEO DOCTOR DOES

SEO Doctor runs a monthly automated scan. It identifies issues, explains the fix, and re-checks every issue on the next scan to confirm whether it was resolved.

WHAT WE DON'T DO

SEO Doctor does not change your website. Your team or web developer implements the fixes. The action plan names who owns each item, when it should be done, and how the next scan will verify it.

NOT MEASURED

This report does not include organic traffic, rankings, enquiries, calls, or bookings.

02 — SCORE CARD

Category breakdown

TECHNICAL / 30	PERFORMANCE / 25	CONTENT / 20	MOBILE / 15	SECURITY / 10
22 0	8 -7	10 -1	7 -3	8 0

03 — WHAT CHANGED

Issue tracker

Scoring rules changed (v3.0.0 to v4.0.0); part of this month's score change reflects the new rules.

ISSUE	FIRST REPORTED	STATUS	EVIDENCE THIS SCAN
Stop the mobile page scrolling sideways	2026-07-15	Regressed	Horizontal overflow on a 390×844 viewport. Content wider than the screen forces sideways scrolling. Elements wider than the screen: .services-grid, img.team-photo.
Publish an XML sitemap that includes the homepage and reference it from robots.txt	2026-06-15 · 2 reports	Still open · since 2026-06-15, 2 reports	No XML sitemap with URLs was discovered via robots.txt or /sitemap.xml.

ISSUE	FIRST REPORTED	STATUS	EVIDENCE THIS SCAN
Add an Organization schema with name and url, or a LocalBusiness schema with name, url, telephone, and address	2026-06-15 · 2 reports	Still open · since 2026-06-15, 2 reports	No Organization or LocalBusiness JSON-LD on crawled pages. WebSite schema does not pass this check. A local business node needs name, url, telephone, and address (street, locality, and country). An Organization node needs name and url. No JSON-LD types were found.
Make the offer, audience, and services obvious in the opening copy	2026-06-15 · 2 reports	Still open · since 2026-06-15, 2 reports	https://harbourviewclinic.example/ still mixes “wellness” with GP care in the first screen, so the offer is only partly clear.
Add self-contained facts, FAQs, and definitions a reader can quote	2026-06-15 · 2 reports	Still open · since 2026-06-15, 2 reports	https://harbourviewclinic.example/faq has questions but the answers are not self-contained, and hours are not stated as a single fact.
Raise the mobile Lighthouse performance score to 90 or above	2026-07-15	New	Mobile Lighthouse performance is 58/100, in the needs-improvement band. Median of 3 lab runs. Full points need 90 or above; 50 or below scores 0.
Get mobile lab Largest Contentful Paint under 2.5 seconds	2026-06-15 · 2 reports	Still open · since 2026-06-15, 2 reports	Mobile lab LCP is 2.80s (good is ≤ 2.5s, poor is ≥ 4.0s). Desktop lab LCP was 2.10s (shown, not scored). LCP element: img.hero.
Expand core pages with specific answers, proof, and supporting context	2026-06-15 · 2 reports	Still open · since 2026-06-15, 2 reports	https://harbourviewclinic.example/services names treatments but rarely answers a condition-level question.
Raise body text to at least 12px on mobile	2026-07-15	New	8% of visible words (34 of 420) are under 12px on a 390×844 viewport. Good is 5% or less; 25% or more is poor.
Cut long JavaScript tasks so mobile lab TBT is under 200ms	2026-06-15 · 2 reports	Still open · since 2026-06-15, 2 reports	Mobile lab TBT is 280ms (good is ≤ 200ms, poor is ≥ 600ms). TBT is a lab stand-in for responsiveness, not a Core Web Vital. Desktop lab TBT was 140ms (shown, not scored).
Enable HTTP Strict Transport Security (HSTS)	2026-06-15 · 2 reports	Still open · since 2026-06-15, 2 reports	No Strict-Transport-Security header on the homepage response.
Write a unique 70–160 character meta description for each page	2026-06-15	Resolved · verified 2026-07-15	8 of 8 loaded pages have a unique meta description of 70–160 characters.

04 — DETAILED FINDINGS

Checks, lab performance, and AI readability

SCANNED AT
2026-07-15T08:30:00.000Z

PAGES CHECKED
8 of 25

INTERNAL LINKS CHECKED
22

LAYOUT VIEWPORT
390×844 mobile · 1440×900 desktop

CRAWLER
Mozilla/5.0 (compatible; SEODoctorBot/1.0; +https://seodoctor.app) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/124.0.0.0 Safari/537.36

TEST LOCATION
Johannesburg

LAB PERFORMANCE (LIGHTHOUSE, HOMEPAGE)

Core Web Vitals are LCP, INP, and CLS measured from real Chrome users. This report uses a lab test. INP cannot be measured in a lab, so Total Blocking Time is shown as a lab stand-in for responsiveness, not as a Core Web Vital. Only the mobile column is scored. Desktop figures are shown and do not change the score.

METRIC	MOBILE (SCORED)	DESKTOP (SHOWN, NOT SCORED)
Lighthouse performance	58	74
LCP	2.80s	2.10s
CLS	0.040	0.020
TBT (lab stand-in for INP)	280ms	140ms

Lighthouse 13.4.1, median of 3 runs. Mobile emulation: mobile 412×823, DPR 1.75. Mobile throttling: Simulated · 150 ms RTT · 1,638 Kbps · 4× CPU. Desktop emulation: desktop 1350×940, DPR 1. Desktop throttling: Simulated · 40 ms RTT · 10,240 Kbps · 1× CPU.

Mobile LCP element: img.hero

TECHNICAL SEO

CHECK	STATUS	POINTS	SCOPE	EVIDENCE
Title tags	PASS	4/4	8 pages	8 of 8 loaded pages have a unique title of 15–60 characters.
Meta descriptions	PASS	3/3	8 pages	8 of 8 loaded pages have a unique meta description of 70–160 characters.
Single H1 heading	PASS	3/3	8 pages	8 of 8 loaded pages have exactly one H1.
Canonical URL	PASS	3/3	8 pages	8 of 8 loaded pages have a rel=canonical tag.
robots.txt	PASS	3/3	Origin	robots.txt is reachable and does not block the whole site.
XML sitemap	FAIL	0/4	Origin	No XML sitemap with URLs was discovered via robots.txt or /sitemap.xml. Affected URLs: https://harbourviewclinic.example/
Business structured data	FAIL	0/4	8 pages	No Organization or LocalBusiness JSON-LD on crawled pages. WebSite schema does not pass this check. A local business node needs name, url, telephone, and address (street, locality, and country). An Organization node needs name and url. No JSON-LD types were found. Affected URLs: https://harbourviewclinic.example/

CHECK	STATUS	POINTS	SCOPE	EVIDENCE
Broken internal links	PASS	6/6	22 internal links	No broken internal links in a sample of 22.

PERFORMANCE

CHECK	STATUS	POINTS	SCOPE	EVIDENCE
Mobile Lighthouse performance	NEEDS IMPROVEMENT	1/12	Homepage lab test	Mobile Lighthouse performance is 58/100, in the needs-improvement band. Median of 3 lab runs. Full points need 90 or above; 50 or below scores 0. Affected URLs: https://harbourviewclinic.example/
Largest Contentful Paint (mobile lab)	NEEDS IMPROVEMENT	2/6	Homepage lab test	Mobile lab LCP is 2.80s (good is ≤ 2.5s, poor is ≥ 4.0s). Desktop lab LCP was 2.10s (shown, not scored). LCP element: img.hero. Affected URLs: https://harbourviewclinic.example/
Cumulative Layout Shift (mobile lab)	PASS	4/4	Homepage lab test	Mobile lab CLS is 0.040 (good is ≤ 0.1, poor is ≥ 0.25). Desktop lab CLS was 0.020 (shown, not scored).
Total Blocking Time (mobile lab)	NEEDS IMPROVEMENT	1/3	Homepage lab test	Mobile lab TBT is 280ms (good is ≤ 200ms, poor is ≥ 600ms). TBT is a lab stand-in for responsiveness, not a Core Web Vital. Desktop lab TBT was 140ms (shown, not scored). Affected URLs: https://harbourviewclinic.example/

CONTENT

CHECK	STATUS	POINTS	SCOPE	EVIDENCE
Homepage heading structure	PASS	4/4	Homepage	Homepage has 1 H1 and 4 H2 heading(s).
Topical depth AI EVALUATED	NEEDS IMPROVEMENT	3/6	Crawled page text	https://harbourviewclinic.example/services names treatments but rarely answers a condition-level question. Affected URLs: https://harbourviewclinic.example/services
Messaging clarity AI EVALUATED	NEEDS IMPROVEMENT	2/5	Crawled page text	https://harbourviewclinic.example/ still mixes “wellness” with GP care in the first screen, so the offer is only partly clear. Affected URLs: https://harbourviewclinic.example/
Quotable facts AI EVALUATED	NEEDS IMPROVEMENT	1/5	Crawled page text	https://harbourviewclinic.example/faq has questions but the answers are not self-contained, and hours are not stated as a single fact. Affected URLs: https://harbourviewclinic.example/faq

AI READABILITY (ASSESSED FROM YOUR SITE CONTENT)

We did not query ChatGPT, Perplexity, Gemini, or Google AI Overviews. This assesses how easily an answer engine could understand and quote your pages, based only on the pages we crawled. This scan crawled 8 pages.

This is an assessment of the crawled copy, not a query to an AI product. The title and H1 describe a Sea Point GP clinic, but there is no Organization or LocalBusiness JSON-LD, so the address, hours, and legal name only appear in prose on https://harbourviewclinic.example/.

The homepage title and H1 now say the same thing: a family GP practice in Sea Point. A crawler no longer has to reconcile two different stories. That is visible on https://harbourviewclinic.example/.

What is still thin is proof. https://harbourviewclinic.example/services names treatments but rarely answers a condition-level question, and https://harbourviewclinic.example/team lists names without qualifications. Word count is not the gap — several pages are already over 200 words.

Mobile lab LCP is 2.80s, which is in the needs-improvement band rather than a pass. The LCP element was img.hero. Compressing that image is the shortest path to the next performance points. Desktop lab LCP was 2.10s and is shown, not scored.

Add extractable facts (address, hours, practitioner names) and a short FAQ on https://harbourviewclinic.example/faq so a reader can quote them without guessing. Usefulness matters more than adding words.

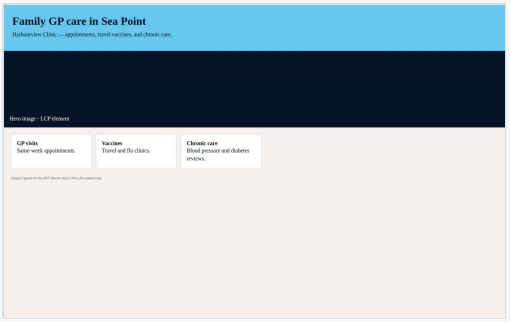
MOBILE

CHECK	STATUS	POINTS	SCOPE	EVIDENCE
Viewport meta tag	PASS	5/5	Homepage	A viewport meta tag is present.
Mobile layout overflow	FAIL	0/6	Homepage at 390×844	Horizontal overflow on a 390×844 viewport. Content wider than the screen forces sideways scrolling. Elements wider than the screen: .services-grid, img.team-photo. Affected URLs: https://harbourviewclinic.example/
Mobile text size	NEEDS IMPROVEMENT	2/4	Homepage at 390×844	8% of visible words (34 of 420) are under 12px on a 390×844 viewport. Good is 5% or less; 25% or more is poor. Affected URLs: https://harbourviewclinic.example/

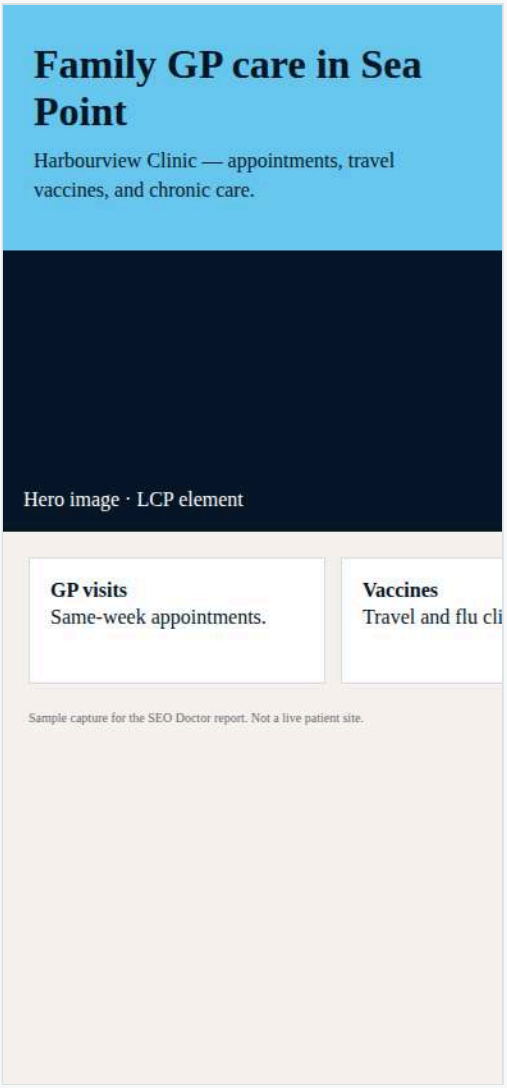
SECURITY

CHECK	STATUS	POINTS	SCOPE	EVIDENCE
HTTPS	PASS	4/4	Origin	Site is served over HTTPS.
HSTS header	FAIL	0/2	Homepage response	No Strict-Transport-Security header on the homepage response. Affected URLs: https://harbourviewclinic.example/
Clickjacking protection	PASS	2/2	Homepage response	Protected via X-Frame-Options.
No mixed content	PASS	2/2	8 pages	No mixed-content HTTP assets on 8 HTTPS pages.

SCREENSHOTS



Desktop homepage, above the fold (1440×900).



Mobile homepage, above the fold (390×844).

Family GP care in Sea Point

Harbourview Clinic — appointments, travel vaccines, and chronic care.



GP visits
Same-week appointments.

Vaccines
Travel and flu cli

Sample capture for the SEO Doctor report. Not a live patient site.

Mobile homepage, extended capture. Taken because the page was wider than the screen.

05 — ACTION PLAN

Your action plan for next month

SEO Doctor does not make these changes. The owner is who should implement them. The next scan re-checks each item and marks it resolved only when the verification condition is met.

#	WHAT TO DO	OWNER	FIX BY	HOW WE VERIFY	OPEN SINCE	POINTS
1	Stop the mobile page scrolling sideways Content wider than the phone screen forces sideways scrolling and makes the page harder to use.	Your team / web developer	2026-08-12	Next scan loads the homepage at 390×844. Resolved when the page is no wider than the screen.	Regressed · 2026-07-15	+6
2	Publish an XML sitemap that includes the homepage and reference it from robots.txt A sitemap is a hint about which URLs matter. It should include the homepage.	Your team / web developer	2026-08-12	Next scan looks for a sitemap in robots.txt or /sitemap.xml. Resolved when it lists the homepage.	Still open · 2026-06-15 · 2 reports	+4

#	WHAT TO DO	OWNER	FIX BY	HOW WE VERIFY	OPEN SINCE	POINTS
3	Add an Organization schema with name and url, or a LocalBusiness schema with name, url, telephone, and address A schema type on its own does not record the business. The node has to include the details that are still missing.	Your team / web developer	2026-08-12	Next scan reads JSON-LD on crawled pages. Resolved when an Organization node includes name and url, or a LocalBusiness (or subtype) node includes name, url, telephone, and a street, locality, and country.	Still open · 2026-06-15 · 2 reports	+4
4	Make the offer, audience, and services obvious in the opening copy If a visitor cannot tell what you do from the headings and opening text, they will not continue.	Your team / web developer	2026-09-14	Next scan re-reads the crawled copy and scores messaging clarity again. Resolved when this check earns full points.	Still open · 2026-06-15 · 2 reports	+3
5	Add self-contained facts, FAQs, and definitions a reader can quote Clear statements are easier to quote accurately. This is a content assessment, not a test of any AI product.	Your team / web developer	2026-09-14	Next scan re-reads the crawled copy and scores quotable facts again. Resolved when this check earns full points.	Still open · 2026-06-15 · 2 reports	+4
6	Raise the mobile Lighthouse performance score to 90 or above 90 or above is good on this lab test. 50–89 needs improvement and still does not earn full points. Below 50 is poor.	Your team / web developer	2026-09-14	Next scan re-runs mobile Lighthouse on the homepage and takes the median of the configured runs. Resolved when the score is 90 or above.	New · 2026-07-15	+11
7	Get mobile lab Largest Contentful Paint under 2.5 seconds This is a lab measurement of LCP, a Core Web Vitals metric. The field value from real Chrome users can differ.	Your team / web developer	2026-09-14	Next scan re-measures mobile lab LCP on the homepage. Resolved when it is 2.5s or faster.	Still open · 2026-06-15 · 2 reports	+4
8	Expand core pages with specific answers, proof, and supporting context Generic marketing copy gives visitors little to act on, however many words it contains.	Your team / web developer	2026-09-14	Next scan re-reads the crawled copy and scores topical depth again. Resolved when this check earns full points.	Still open · 2026-06-15 · 2 reports	+3
9	Raise body text to at least 12px on mobile Text under 12px is hard to read on a phone without zooming.	Your team / web developer	2026-09-14	Next scan measures font sizes on the mobile homepage. Resolved when under 5% of visible words are below 12px.	New · 2026-07-15	+2
10	Cut long JavaScript tasks so mobile lab TBT is under 200ms TBT is a lab metric linked to responsiveness (INP). Long tasks make taps and clicks feel slow. INP itself is measured from real users and is not in this report.	Your team / web developer	2026-09-14	Next scan re-measures mobile lab TBT on the homepage. Resolved when it is 200ms or less.	Still open · 2026-06-15 · 2 reports	+2
11	Enable HTTP Strict Transport Security (HSTS) HSTS tells browsers to keep using HTTPS for this site.	Your team / web developer	2026-09-14	Next scan reads the homepage response headers. Resolved when Strict-Transport-Security is present.	Still open · 2026-06-15 · 2 reports	+2

06 — APPENDIX

Pages checked

Visible word counts are listed for context. They are not part of the score.

URL	HTTP STATUS	VISIBLE WORDS
https://harbourviewclinic.example/	200	420

URL	HTTP STATUS	VISIBLE WORDS
https://harbourviewclinic.example/services	200	360
https://harbourviewclinic.example/team	200	280
https://harbourviewclinic.example/contact	200	220
https://harbourviewclinic.example/fees	200	310
https://harbourviewclinic.example/faq	200	540
https://harbourviewclinic.example/sea-point	200	260
https://harbourviewclinic.example/book	200	240