SEO Site Checkup

https://firstcitymedicalcenter.ae/

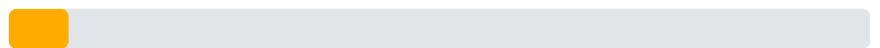Report generated on Jul 27, 2025

SEO Score
80/100

Average SEO score of top 100 sites: 74%

This website received an SEO score of **80 out of 100**, which is higher than the average score of **74**. Our analysis has identified **13 important issues** that can be addressed to further enhance your website's performance and improve its search engine visibility.

13 Failed

5 Warnings

55 Passed

Issues to fix

HIGH	To improve the website experience for your visitors, it is recommended to eliminate any render-blocking resources on this webpage.
HIGH	Consider reducing the HTML size to improve loading times and retain visitors.
HIGH	Build quality backlinks from websites relevant to your topic/niche to improve your search engine rankings.
MEDIUM	Serving resources (images, JS, CSS) from a CDN service, could improve website loading times, reduce bandwidth costs and increase content availability and redundancy.
MEDIUM	Consider adding cache headers for JavaScript resources to speed up the webpage for returning users.
MEDIUM	Consider adding cache headers for images to improve website performance. With cache headers, browsers can cache images and serve them quickly to returning visitors, rather than re-fetching them each time.
MEDIUM	Reducing the Document Object Model (DOM) size can lead to faster page loading times, improved site performance, and better user experience by decreasing the amount of time it takes for the browser to process and render the page.

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MEDIUM	Consider adding cache headers for CSS resources to speed up the webpage for returning users.
LOW	For security reasons, it is recommended to turn off the server signature.
LOW	To protect against spam harvesters, consider hiding or obfuscating email addresses in your page code.
LOW	Using more than 20 HTTP requests on a webpage can negatively impact the loading time.
LOW	Consider moving inline CSS styles to an external stylesheet to improve site performance and maintain separation of content and design.
LOW	Consider adding the Strict-Transport-Security header to your webpage to ensure that web traffic is encrypted over HTTPS, mitigating the risk of man-in-the-middle attacks and other security threats.

Common SEO issues

2 Failed   **1** Warnings   **22** Passed

✓ Meta Title Test

This webpage is using a title tag.

> **Text:** Best Dental Clinic Near Al Danah | Cheapest Clinic Abu Dhabi
> **Length:** 60 characters

✓ Meta Description Test

This webpage is using a meta description tag.

> **Text:** Visit the best dental clinic near al danah with the best dentist in al danah abu dhabi at the cheapest dental clinic in aldana for trusted dental care.
> **Length:** 151 characters

Google Search Results Preview Test

Desktop version

https://firstcitymedicalcenter.ae/

Best Dental Clinic Near Al Danah | Cheapest Clinic Abu Dhabi

Visit the best dental clinic near al danah with the best dentist in al danah abu dhabi at the cheapest dental clinic in aldana for trusted dental care.

Mobile version

https://firstcitymedicalcenter.ae/

Best Dental Clinic Near Al Danah | Cheapest Clinic Abu Dhabi

Visit the best dental clinic near al danah with the best dentist in al danah abu dhabi at the cheapest dental clinic in aldana for trusted...

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✅ Social Media Meta Tags Test

This webpage is using social media meta tags.

Open Graph Meta Tags	
og:locale	en_US
og:site_name	Firstcity - Medical Center
og:type	article
og:title	Best Dental Clinic Near Al Danah | Cheapest Clinic Abu Dhabi
og:description	Visit the best dental clinic near al danah with the best dentist in al danah abu dhabi at the cheapest dental clinic in aldana for trusted dental care.
og:url	https://firstcitymedicalcenter.ae/
og:image	https://firstcitymedicalcenter.ae/wp-content/uploads/2025/04/cropped-logo-500x420-1.png
og:image:secure_url	https://firstcitymedicalcenter.ae/wp-content/uploads/2025/04/cropped-logo-500x420-1.png

Twitter Card Meta Tags	
twitter:card	summary_large_image
twitter:title	Best Dental Clinic Near Al Danah | Cheapest Clinic Abu Dhabi
twitter:description	Visit the best dental clinic near al danah with the best dentist in al danah abu dhabi at the cheapest dental clinic in aldana for trusted dental care.
twitter:image	https://firstcitymedicalcenter.ae/wp-content/uploads/2025/04/cropped-logo-500x420-1.png

ℹ️ Most Common Keywords Test

There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.

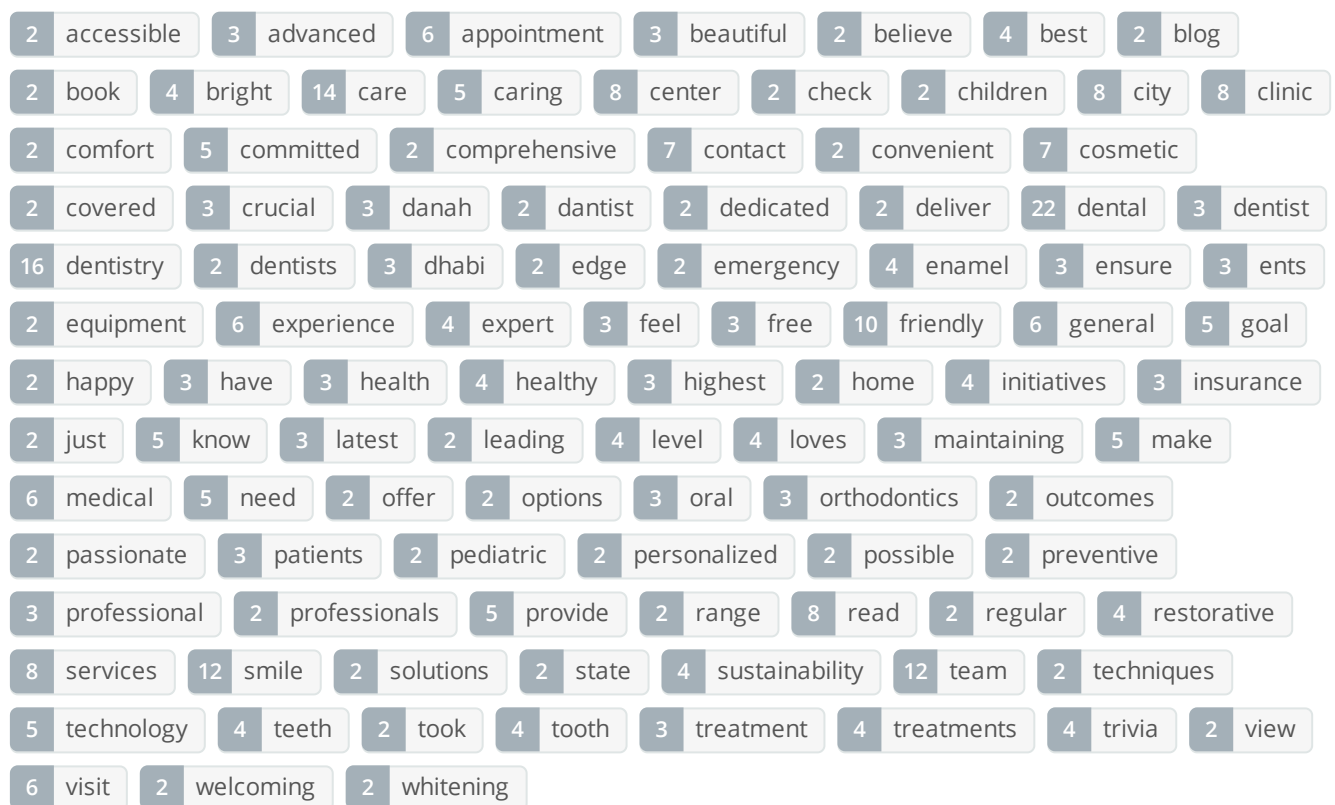| 22 dental	16 dentistry	14 care	12 smile	12 team

✅ Keywords Usage Test

The most common keywords of this webpage are distributed well across the important HTML tags. This helps search engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
dental	✓	✓	✓
dentistry	✗	✗	✗
care	✗	✓	✗
smile	✗	✗	✓
team	✗	✗	✓

ⓘ Keywords Cloud Test

2 accessible   3 advanced   6 appointment   3 beautiful   2 believe   4 best   2 blog
2 book   4 bright   14 care   5 caring   8 center   2 check   2 children   8 city   8 clinic
2 comfort   5 committed   2 comprehensive   7 contact   2 convenient   7 cosmetic
2 covered   3 crucial   3 danah   2 dantist   2 dedicated   2 deliver   22 dental   3 dentist
16 dentistry   2 dentists   3 dhabi   2 edge   2 emergency   4 enamel   3 ensure   3 ents
2 equipment   6 experience   4 expert   3 feel   3 free   10 friendly   6 general   5 goal
2 happy   3 have   3 health   4 healthy   3 highest   2 home   4 initiatives   3 insurance
2 just   5 know   3 latest   2 leading   4 level   4 loves   3 maintaining   5 make
6 medical   5 need   2 offer   2 options   3 oral   3 orthodontics   2 outcomes
2 passionate   3 patients   2 pediatric   2 personalized   2 possible   2 preventive
3 professional   2 professionals   5 provide   2 range   8 read   2 regular   4 restorative
8 services   12 smile   2 solutions   2 state   4 sustainability   12 team   2 techniques
5 technology   4 teeth   2 took   4 tooth   3 treatment   4 treatments   4 trivia   2 view
6 visit   2 welcoming   2 whitening

ⓘ Related Keywords Test

There are no indexed keywords for this domain!

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ⓘ **Competitor Domains Test**

Identifying competitor domains allows you to find domains that are competing with your website for search engine rankings on similar keywords. These domains typically target the same audience and have overlapping goals in terms of organic traffic.

✅ **Heading Tags Test**

This webpage contains headings tags.

H1 tags

Welcome to First City Medical Center

Best Dental Clinic Near Al Danah in Abu Dhabi

H2 tags

At First City, we're here to make every visit a positive one!

Our Vibrant Dental Services

Start Your Journey to a Straighter Smile Schedule Your Consultation!

Why Choose First City Medical Center?

What We Do for Your Teeth

Our Friendly Dentists Team

Check Our Latest Articles

The Importance of Regular Dental Check-Ups

Top 5 Benefits of Professional Teeth Whitening

Understanding Dental Implants: What You Need to Know

✅ **Robots.txt Test**

Congratulations! Your site uses a "robots.txt" file.

https://firstcitymedicalcenter.ae/robots.txt

SEO Site Checkup

✅ Sitemap Test

This website has a sitemap file.

https://firstcitymedicalcenter.ae/sitemap.xml

✅ SEO Friendly URL Test

All links from this webpage are SEO friendly.

⚠️ Image Alt Test

This webpage is using "img" tags with empty or missing "alt" attribute!

> ### How to pass this test?
>
> In order to pass this test you must add an **alt** attribute to every **<img>** tag used into your webpage.
>
> An image with an alternate text specified is inserted using the following HTML line:
>
> <img src="image.png" alt="text_to_describe_your_image">
>
> Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.
>
> Learn more about optimizing images for SEO.

✅ Responsive Image Test

All images in this webpage are properly sized for different users' viewports.

✅ Image Aspect Ratio Test

All image display dimensions match the natural aspect ratio.

✖ Inline CSS Test

This webpage is using inline CSS styles!

> ### How to pass this test?
>
> It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.
>
> - check the HTML code of your page and identify all style attributes
>
> - for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute
>   **For example:**
>
> <!--this HTML code with inline CSS rule:-->
> <p style="color:red; font-size: 12px">some text here</p>
>
> <!--would became:-->
> <p>some text here</p>
>
> <!--and the rule added into your CSS file:-->
> p{color:red; font-size: 12px}

✔ Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.

✔ Google Analytics Test

This webpage is using Google Analytics.

✔ Favicon Test

This website appears to have a favicon.

✖ Backlinks Test

This domain has **1 backlinks** from **1 referring domains** and a rank of **23/1000** while the average rank of Top 100 sites is **895/1000**.

✔ JS Error Test

There are no severe JavaScript errors on this webpage.

✅ Console Errors Test

This webpage doesn't have any warnings or errors caught by the Chrome DevTools Console.

✅ Charset Declaration Test

This webpage has a character encoding declaration.

> *Content-Type: text/html; charset=UTF-8*

✅ Social Media Test

This webpage is connected successfully with social media using:
Facebook

Speed optimizations

8 Failed   **2** Warnings   **15** Passed

❌ HTML Page Size Test

The size of this webpage's HTML is **46.99 Kb**, and is greater than the average size of **33 Kb**! This can lead to slower loading times, lost visitors, and decreased revenue. Good steps to reduce HTML size include: using HTML compression, CSS layouts, external style sheets, and moving javascript to external files.

> ### How to pass this test?
>
> In order to resolve this problem you are advised to:
>
> - use gzip compression
>
> - move all CSS style rules into a single, external and minified CSS file
>
> - minify all JS files and, if possible, try combining them into a single external JS file
>
> - use CSS layouts

SEO Site Checkup

❌ DOM Size Test

The Document Object Model (DOM) of this webpage has **1,522 nodes** which is greater than the recommended value of 1,500 nodes! A large DOM size negatively affects site performance and increases the page load time.

> **How to pass this test?**
>
> In order to pass this test, you need to reduce the DOM size.
>
> First, you need to identify the causes of an excessive number of DOM nodes. They can be: poorly coded plugins or themes, DOM nodes created dynamically via JavaScript, page builders that generate bloated HTML, copy-paste text into a WYSIWYG editor, hidden elements via CSS, etc.
>
> Second, you need to remove the unnecessary tags and even refactor or rewrite some parts of the code/template. Another workarounds can be: code splitting (create more pages instead of one long page), consider to lazy load some parts of your website in order to speed up the initial rendering, implement infinite scroll, improve page rendering with content visibility (with the CSS content-visibility property, the browser will skip the styling, layout, and paint until the user scrolls down the page).

✅ HTML Compression/GZIP Test

This webpage is successfully compressed using **gzip compression** on your code. The HTML code is compressed from **280.31 Kb** to **46.99 Kb (83% size savings)**. This helps ensure a faster loading webpage and improved user experience.

✅ Site Loading Speed Test

The loading time of this webpage (measured from N. Virginia, US) is around **2.48 seconds** and this is under the average loading speed which is **5 seconds**.

✅ JS Execution Time Test

The JavaScript code used by this webpage is executed in less than **2 seconds**.

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❌ Page Objects Test

This webpage is using more than **20 http requests**, which can slow down page loading and negatively impact user experience!

Content size by content type

Content type	Percent	Size
Font	61.9 %	829.95 Kb
Javascript	19.6 %	262.87 Kb
Css	14.8 %	199.14 Kb
Html	3.4 %	45.26 Kb
Image	0.3 %	3.93 Kb
Other	0.0 %	0 B
TOTAL	100%	1.31 Mb

Requests by content type

Content type	Percent	Requests
Font	36.4 %	8
Javascript	31.8 %	7
Css	18.2 %	4
Image	9.1 %	2
Html	4.5 %	1
Other	0.0 %	0
TOTAL	100%	22

Content size by domain

Domain	Percent	Size
firstcitymedicalcenter.ae	97.7 %	1.28 Mb
digitaldemo.org	2.3 %	31.11 Kb
TOTAL	100%	1.31 Mb

SEO Site Checkup

Requests by domain

Domain	Percent	Requests
firstcitymedicalcenter.ae	81.8 %	18
digitaldemo.org	18.2 %	4
TOTAL	**100%**	**22**

✅ Page Cache Test (Server Side Caching)

This webpage is using a caching mechanism. Caching helps speed page loading times as well as reduces server load.

✅ Flash Test

This webpage does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.

❌ CDN Usage Test

This webpage is not serving resources (images, javascript and css) from CDNs!

How to pass this test?

In order to pass this test you are advised to use a CDN service. A Content Delivery Network (CDN) is a globally distributed network of web servers that allows a quick transfer of assets and provides high availability and high performance. The primary benefits of using a CDN service are:
- Improving website loading times
- Reducing bandwidth costs
- Increasing content availability and redundancy
- Improving website security

✅ Modern Image Format Test

This webpage is using images in a modern format.

✅ Image Metadata Test

This webpage is not using images with large metadata.

❌ Image Caching Test

This website is not using cache headers for images. Setting cache headers can help speed up the serving of a webpage for returning users. Learn more about how to add expires headers to your images.

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your images or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
    ExpiresActive on

    ExpiresByType image/jpg "access plus 1 month"
    ExpiresByType image/jpeg "access plus 1 month"
    ExpiresByType image/gif "access plus 1 month"
    ExpiresByType image/png "access plus 1 month"
</IfModule>
```

❌ JavaScript Caching Test

This webpage is not using cache headers for JavaScript resources! Setting cache headers can help to speed up the webpage for returning users.

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your JavaScript resources or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
    ExpiresActive on

    ExpiresByType text/javascript "access plus 1 month"
    ExpiresByType application/javascript "access plus 1 month"
    </IfModule>
```

❌ CSS Caching Test

This webpage is not using cache headers for CSS resources! Setting cache headers can help to speed up the webpage for returning users.

> ### How to pass this test?
>
> In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your CSS resources or any other content type. You can add the following lines into your **.htaccess** file:
>
> <IfModule mod_expires.c>
>   ExpiresActive on
>
>   ExpiresByType text/css "access plus 1 month"
> </IfModule>

✅ JavaScript Minification Test

All JavaScript files used by this webpage are minified.

✅ CSS Minification Test

All CSS resources used by this webpage are minified.

❌ Render Blocking Resources Test

This webpage is using render blocking resources! Eliminating render-blocking resources can help this webpage to load significantly faster and will improve the website experience for your visitors.

> ### How to pass this test?
>
> In order to pass this test, you have to reduce the impact of render-blocking resources.
>
> First, you have to identify what's critical and what's not. You can use the Chrome DevTools (Coverage tab) to identify non-critical CSS and JS.
>
> Once you've identified critical code, you can try the below methods to eliminate render-blocking resources:
>
> - inline critical JS within a script tag in your HTML document
> - inline critical CSS required for the first paint inside a style block in the head of the HTML document
> - move the script and link tags at the end of the HTML document
> - add async or defer attributes to non-critical script or link tags
> - split CSS styles into different files, organized by media query
> - compress and minify your text-based resources

✅ Nested Tables Test

This webpage is not using nested tables. This speeds up page loading time and optimizes the user experience.

✅ Frameset Test

This webpage does not use frames.

✅ Doctype Test

This webpage has a doctype declaration.

> *<!DOCTYPE html>*

✅ URL Redirects Test

This URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

⚠ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is **2.55** seconds. To provide a good user experience, Google recommends that sites should strive to have Largest Contentful Paint of **2.5** seconds or less.

> **Largest Contentful Paint element within the viewport:**
>
> **Text:** *Welcome to First City Medical Center*
> **Html:** *<h1 class="elementor-heading-title elementor-size-default">*

> ### How to pass this test?
>
> The reason Google chose LCP as a relevant SEO metric is that it directly influences user experience. The loading of the biggest element on a page determines how quickly the user will be able to view its contents and interact with it. For most websites, you can improve the Largest Contentful Paint by sticking to a few guiding principles:
>
> - Try to reduce the server response time.
> - Eliminate as many render-blocking resources (CSS and JavaScript) as possible.
> - Optimize the loading times for resources on the webpage.

✅ Cumulative Layout Shift Test

The CLS score of this webpage is **0.0001**. To provide a good user experience, Google recommends that sites should strive to have a CLS score of **0.1** or less.

> **DOM element which contributes the most to CLS score:**
>
> **Text:** Services
> **Html:** *<a href="https://firstcitymedicalcenter.ae/services/" class="ekit-menu-nav-link ekit-menu-dropdown-toggle">*
> **Score:** 0.0001

Server and security

3 Failed   **0** Warnings   **7** Passed

✅ URL Canonicalization Test

https://firstcitymedicalcenter.ae/ and https://www.firstcitymedicalcenter.ae/ resolve to the same URL.

✅ SSL Checker and HTTPS Test

This website is successfully using HTTPS, a secure communication protocol over the Internet.

- ✅ The certificate is not used before the activation date.
- ✅ The certificate has not expired.
- ✅ The hostname "firstcitymedicalcenter.ae" is correctly listed in the certificate.
- ✅ The certificate should be trusted by all major web browsers.
- ✅ The certificate was not revoked.
- ✅ The certificate was signed with a secure hash.

Certificate Chain:

Server certificate	
Common Name	firstcitymedicalcenter.ae
Subject Alternative Names (SANs)	firstcitymedicalcenter.ae, www.firstcitymedicalcenter.ae
Not Valid Before	Mon, May 26th 2025, 12:00:00 am (UTC)
Not Valid After	Tue, May 26th 2026, 11:59:59 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	Sectigo RSA Domain Validation Secure Server CA

Intermediate certificate	
Common Name	Sectigo RSA Domain Validation Secure Server CA
Organization	Sectigo Limited
Location	Salford, Greater Manchester, GB
Not Valid Before	Fri, November 2nd 2018, 12:00:00 am (UTC)
Not Valid After	Tue, December 31st 2030, 11:59:59 pm (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	USERTrust RSA Certification Authority

Root certificate	
Common Name	USERTrust RSA Certification Authority
Organization	The USERTRUST Network

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Location	Jersey City, New Jersey, US
Not Valid Before	Mon, February 1st 2010, 12:00:00 am (UTC)
Not Valid After	Mon, January 18th 2038, 11:59:59 pm (UTC)
Signature Algorithm	sha384WithRsaEncryption
Issuer	USERTrust RSA Certification Authority

✅ Mixed Content Test (HTTP over HTTPS)

This webpage does not use mixed content - both the initial HTML and all other resources are loaded over HTTPS.

✅ HTTP2 Test

This webpage is using the HTTP/2 protocol.

✅ Safe Browsing Test

This website is not currently listed as suspicious (no malware or phishing activity found).

❌ Server Signature Test

The server signature is on for this webpage! Turning off the server signature is generally a good idea from a security standpoint. Read more on how to turn off server signature and improve the website's security.

> **Server:** Microsoft-IIS/10.0

How to pass this test?

By default, the Apache webserver sends HTTP headers with some information about your server version, operating system, modules installed, etc. This information can be used by hackers in order to exploit vulnerabilities (specially if you are running an older version). These information can be hidden or changed with very basic configurations.

Open Apache's configuration file (**httpd.conf** or **apache.conf**) and search for **ServerSignature**. If you find it, edit it to:

ServerSignature Off
ServerTokens Prod

If you don't find it, just add these two lines at the end of the file.

Note that, after you modify the configuration file, you must restart the Apache server.

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✅ **Directory Browsing Test**

Directory browsing is disabled for this website.

❌ **Plaintext Emails Test**

We've found 1 email addresses in your page code! We advise you to protect email links in a way that hides them from the spam harvesters.

> How to pass this test?
>
> In order to pass this test you must make your email addresses invisible to email spiders. Note that the best option is to replace your entire contact mechanism with a contact form and using the POST method while submitting the form.
>
> Other solutions are listed below:
>
> - replace the at (@) and dot (.) characters
> - replace text with images
> - use email obfuscators
> - hide email addresses using JavaScript or CSS trick

✅ **Unsafe Cross-Origin Links Test**

This webpage is not using **target="_blank"** links without **rel="noopener"** or **rel="noreferrer"** attribute.

Mobile usability

0 Failed **0** Warnings **3** Passed

✅ **Meta Viewport Test**

This webpage is using a viewport meta tag.

```
<meta name="viewport" content="width=device-width, initial-scale=1.0" />
```
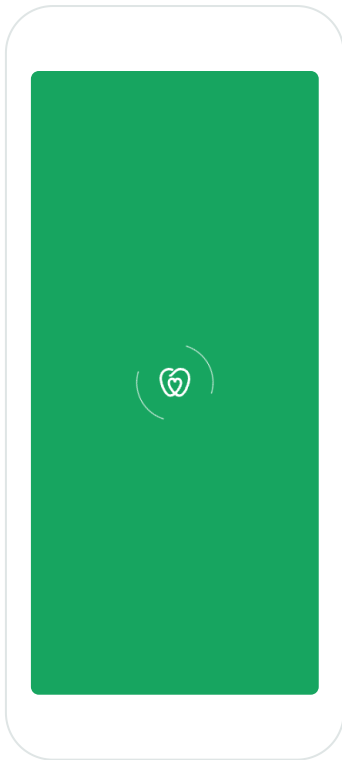
✅ **Media Query Responsive Test**

This webpage is using CSS media queries, which is the base for responsive design functionalities.

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ⓘ **Mobile Snapshot Test**

Advanced SEO

0 Failed   **2** Warnings   **8** Passed

✅ **Structured Data Test**

This webpage is using structured data.

✅ **Custom 404 Error Page Test**

This website is using a custom 404 error page. We recommend to have a custom 404 error page in order to improve the website's user experience by letting users know that only a specific page is missing/broken (and not the entire site), providing them helpful links, the opportunity to report bugs, and potentially track the source of broken links.

✅ **Noindex Tag Test**

This webpage does not use the noindex meta tag. This means that it can be indexed by search engines.

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✅ Canonical Tag Test

This webpage is using the canonical link tag. This tag specifies that the URL: https://firstcitymedicalcenter.ae/ is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure.

> *<link href="https://firstcitymedicalcenter.ae/" rel="canonical"/>*

ℹ️ Nofollow Tag Test

This webpage does not use the nofollow meta tag. This means that search engines will crawl all links from this webpage.

ℹ️ Disallow Directive Test

Your robots.txt file includes a disallow command which instructs search engines to avoid certain parts of your website! You are advised to confirm if access to these resources or pages are intended to be blocked (e.g., if they contain internal-only content or sensitive information).

✅ Meta Refresh Test

This webpage is not using a meta refresh tag.

✅ SPF Records Test

This DNS server is using an SPF record.

> *v=spf1 +a +mx +a:win5.server.ae +include:relay.mailchannels.net -all*

⚠️ Ads.txt Validation Test

This website doesn't use an ads.txt file! Ads.txt is a text file that contains a list of Authorized Digital Sellers. The purpose of ads.txt files is to give advertisers and advertising networks the ability to verify who is allowed to sell advertising on your website.