

harmonytaxcpa.com

Franklin & Nashville CPA | Harmony Tax Services, TN

Scanned <https://www.harmonytaxcpa.com/> on September 24, 2026 — 45 checks across performance, SEO, mobile, structured data and AI search readiness. The same audit we run before quoting any job.

97 /100
STRONG

38

PASSED

0

WARNINGS

1

FAILED

This site is in good shape. The items below are the remaining gaps between a solid technical base and one a competitor cannot match — each is specific, and each is fixable in a single pass.

BY AREA

Performance + Core Web Vitals		5 of 5 passed
SEO basics		13 of 13 passed
Mobile + security		8 of 8 passed
Structured data		3 of 3 passed
AI search (AEO · AIO · GEO)		3 of 3 passed
Trust + E-E-A-T		1 of 1 passed
Turning visitors into calls		5 of 6 passed

FIX FIRST

Trust signals

We state license, insurance, guarantee and years on every page, and mark them up so the engines read them as facts.

THE DETAIL / 45 CHECKS

Every check, with what we found and how we fix it.

Failures first inside each area, then warnings, then the checks that passed. A failure is something costing visibility today; a warning is something that will.

PERFORMANCE + CORE WEB VITALS

PASS

Mobile PageSpeed score

Google scores your mobile performance at 88/100 — above the ranking-impact threshold.

PASS

Largest Contentful Paint (LCP)

Largest Contentful Paint is 3.6 s. Ranking-impact threshold: up to 4s passes, up to 6s acceptable, >6s fails.

PASS

Cumulative Layout Shift (CLS)

Cumulative Layout Shift is 0. Google's threshold: up to 0.10 passes, up to 0.25 acceptable, >0.25 fails.

PASS

Page load time

Fetches in 117ms — fast.

PASS

HTML payload size

10KB on the wire (gzipped) · 42KB uncompressed. Lean and fast.

INFO

Interaction to Next Paint (INP)

No real-user data available yet — Google's CrUX dataset needs enough traffic to report INP. Once your site gets a few hundred mobile visitors a month, INP will appear here.

INFO

Compression

Compression could not be measured from here — this scanner runs on Cloudflare's edge, which decompresses responses and strips the Content-Encoding header before the check can read it. Almost all modern hosts compress by default; test with `curl -H 'Accept-Encoding: br' -I` if you want certainty.

INFO

HTTP/2 or HTTP/3

Couldn't detect HTTP/2 or HTTP/3 from response headers. Server may still support it, but isn't advertising via Alt-Svc.

SEO BASICS

PASS

Page title (50–60 chars)

"Franklin & Nashville CPA | Harmony Tax Services, TN" — 51 chars, dead-on Google's sweet spot.

PASS

Meta description (150–160 chars)

152 chars — fills the full desktop SERP without truncating.

PASS

Single H1

Exactly one H1 on the page.

PASS

Canonical URL

Canonical points to <https://www.harmonytaxcpa.com/>

PASS

Social share cards (OG + Twitter)

OpenGraph and Twitter Card metadata present.

PASS

Sitemap.xml

Sitemap published with 34 URLs.

PASS

Image alt text

All 8 images have alt attributes.

PASS

Favicon

Favicon link tag present — branded SERP appearance + browser tab icon.

PASS

HTML lang attribute

<html lang="en"> — accessibility + AI search signal.

PASS

robots.txt

robots.txt present (930 bytes).

PASS

Sitemap directive in robots.txt

robots.txt points crawlers at the sitemap explicitly.

PASS

Title vs H1 differentiation

Title and H1 are distinct — Google reads them as complementary signals.

PASS

404 page handling

Random URLs return a proper 404 — Google won't index ghost pages.

MOBILE + SECURITY

PASS

Mobile viewport

Viewport meta tag set for responsive design.

PASS

Mobile zoom not blocked

Pinch-to-zoom is allowed. Accessibility-compliant.

PASS

No fixed-width elements

No inline styles with hardcoded widths of at least 360px that would overflow a phone viewport.

PASS

HTTPS (SSL)

Site loads over HTTPS.

PASS

HSTS header

Strict-Transport-Security is set — browsers force HTTPS forever.

PASS

HTTP › HTTPS redirect

Plain HTTP requests redirect (301) to HTTPS.

PASS

Mixed content

No insecure http:// resources referenced on the page.

PASS

Security headers

All 4 baseline security headers set: Content-Security-Policy, X-Content-Type-Options, X-Frame-Options, Referrer-Policy.

STRUCTURED DATA

PASS

JSON-LD schema markup

Found 7 schema types: AccountingService, LocalBusiness, WebSite, BreadcrumbList, FAQPage, WebPage, Person.

PASS

Business entity schema

Organization or LocalBusiness schema present.

PASS

FAQPage schema

FAQPage schema present — AEO + Google AI Overview ready.

INFO

Article / BlogPosting schema

Not a blog/article URL — skipped.

INFO

HowTo schema

No HowTo schema. Optional — only valuable on pages that describe a step-by-step process.

How we fix it: We add HowTo schema on sites that explain processes (e.g. how to launch a website in 7 days).

AI SEARCH (AEO · AIO · GEO)

PASS

llms.txt (AI summary file)

llms.txt is published — AI engines have a structured business summary to cite.

PASS

AI crawler permissions

robots.txt does not block major AI crawlers (GPTBot, ClaudeBot, PerplexityBot, etc.).

PASS

Speakable spec (voice/AEO)

Speakable specification present — voice engines have a clean read target.

TRUST + E-E-A-T

PASS

Author / Person schema

Person schema present — entity-clear authorship is a strong AI-search citation signal.

TURNING VISITORS INTO CALLS

FAIL

Trust signals

No license, insurance, warranty, accreditation or years-in-business language on the home page.

How we fix it: We state license, insurance, guarantee and years on every page, and mark them up so the engines read them as facts.

PASS

Tappable phone number

5 tel: links — the number dials from a phone.

PASS

Contact form

1 form on the home page.

PASS

Call to action in the first screen

A phone link, a form or a quote/estimate button appears in the top of the page.

PASS

Reviews on the page

AggregateRating markup on the home page.

PASS

Service area stated

The page says where the business works.

INFO

Chat or text option

No chat or text option. Not a fault, but a share of visitors will not call; an assistant that answers in seconds, day and night, is the cheapest lead a site can add.

THE NEXT STEP

Want these fixed rather than listed? That is the job.

Book a free 30-minute strategy call at nashvilleswebdesign.com/contact/ — the form comes straight through and we respond immediately. No contract to review on the first call, and the scan is yours whether you hire us or not.

What we handle: Branding & Identity, Web Design & Build, Hosting & Care, Local & Technical SEO, AI SEO, Google Ads, Meta Ads, AI Automation, Lead Generation — one team, every layer, month to month.

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Scan again next month at nashvilleswebdesign.com/seo-check/ — free, one scan a month per domain.