

harmonytaxcpa.com

HTS Tax Preparation and Planning CPA

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.

73 /100

DECENT

25

PASSED

10

WARNINGS

6

FAILED

The basics are in place, but the gaps below are costing visibility in the places that matter locally — the map pack, AI answers and mobile search. Each one is named, and each comes with how it gets fixed.

BY AREA

Performance + Core Web Vitals		3 of 6 passed
SEO basics		10 of 13 passed
Mobile + security		7 of 8 passed
Structured data		0 of 3 passed
AI search (AEO · AIO · GEO)		2 of 3 passed
Trust + E-E-A-T		0 of 1 passed
Turning visitors into calls		3 of 7 passed

FIX FIRST

HTML payload size

Our hand-coded sites are 20–50KB gzipped per page — fast on every connection.

Meta description (150–160 chars)

Every page we build gets a custom meta description that improves SERP CTR.

and 4 more — every check is detailed on the following pages.

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

FAIL

HTML payload size

197KB on the wire (gzipped) · 1123KB uncompressed. Bloat-territory — usually inline scripts, embedded CSS, or builder boilerplate.

How we fix it: Our hand-coded sites are 20–50KB gzipped per page — fast on every connection.

WARN

Mobile PageSpeed score

Google scores your mobile performance at 49/100. Below 70 starts costing you ranking position.

How we fix it: Our sites are built around hitting 90+ on mobile — edge hosting, hand-coded HTML, lazy-loaded images.

WARN

Largest Contentful Paint (LCP)

Largest Contentful Paint is 6.0 s. Ranking-impact threshold: up to 4s passes, up to 6s acceptable, >6s fails.

How we fix it: Common LCP killers: unoptimized hero images, render-blocking scripts, slow TTFB. Our sites hit sub-1.5s LCP via edge hosting + AVIF/WebP images.

PASS

Cumulative Layout Shift (CLS)

Cumulative Layout Shift is 0.031. Google's threshold: up to 0.10 passes, up to 0.25 acceptable, >0.25 fails.

PASS

Page load time

Fetches in 292ms — fast.

PASS

Compression

Server is using br compression — saves 60–80% of bytes.

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

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

FAIL

Meta description (150–160 chars)

No meta description tag.

How we fix it: Every page we build gets a custom meta description that improves SERP CTR.

WARN

Page title (50–60 chars)

Title is 36 chars. Google's sweet spot is 50–60 — yours works but isn't optimal.

How we fix it: Our titles target 50–60 chars exactly so they never truncate in the SERP.

WARN

Social share cards (OG + Twitter)

Partial social cards (OG missing, Twitter present).

How we fix it: We ship per-page OG + Twitter cards so every share unfurls correctly.

PASS

Single H1

Exactly one H1 on the page.

PASS

Canonical URL

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

PASS

Sitemap.xml

Sitemap published with 3 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 (495 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

FAIL

Security headers

Missing 3/4 baseline security headers: Content-Security-Policy, X-Frame-Options, Referrer-Policy.

How we fix it: Our sites ship CSP, X-Content-Type-Options, X-Frame-Options, and Referrer-Policy by default.

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.

STRUCTURED DATA

FAIL

JSON-LD schema markup

No JSON-LD schema found. Google and AI search engines lose the structured signal.

How we fix it: Every site we build ships 8+ JSON-LD schema types — Organization, LocalBusiness, FAQPage, Review, Breadcrumb, Service, Product, HowTo.

FAIL

Business entity schema

No Organization or LocalBusiness schema. Google can't build a knowledge-graph entry without it.

How we fix it: Standard on every site we build, with NAP + service area + hours.

WARN

FAQPage schema

No FAQPage schema. AI Overview + voice engines lean heavily on this format.

How we fix it: We add FAQPage schema to every site, auto-extracted from the visible Q&A blocks.

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)

WARN

Speakable spec (voice/AEO)

No SpeakableSpecification. Voice engines (Siri, Alexa, Google Assistant) have nothing tuned to read aloud.

How we fix it: We add Speakable + data-speakable hooks to TLDR + key paragraphs on every page.

PASS

lms.txt (AI summary file)

lms.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.).

TRUST + E-E-A-T

WARN

Author / Person schema

No Person schema. Google + AI engines prefer content with a named human author entity.

How we fix it: We add a Person/Founder schema graph on the home + about + team pages.

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.

WARN

Tappable phone number

A phone number is shown but is not a tel: link — on a phone it has to be copied, not tapped.

How we fix it: Every number on our sites is a tel: link, and every tap is counted as a lead.

WARN

Reviews on the page

Testimonials are mentioned but no rating, review count or live reviews are shown.

How we fix it: We show the live Google rating and count, and the newest reviews, on the home page.

WARN

Service area stated

The home page does not say which towns the business serves — visitors and engines both need it.

How we fix it: A service-area line in the hero and footer, a page per town, and areaServed in the schema.

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

Chat or text option

A chat widget or text link is present — a way to ask without calling.

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.