

sbcnashville.com

Home - Southern Belle Construction Nashville TN Home Building & Remodeling

Scanned <https://sbcnashville.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.

69 /100

DECENT

23

PASSED

9

WARNINGS

8

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		6 of 12 passed
Mobile + security		6 of 8 passed
Structured data		3 of 4 passed
AI search (AEO · AIO · GEO)		1 of 3 passed
Trust + E-E-A-T		1 of 1 passed
Turning visitors into calls		3 of 6 passed

FIX FIRST

- Largest Contentful Paint (LCP)**
Common LCP killers: unoptimized hero images, render-blocking scripts, slow TTFB. Our sites hit sub-1.5s LCP via edge hosting + AVIF/WebP images.
- Page title (50–60 chars)**
Our titles target 50–60 chars exactly so they never truncate in the SERP.
and 6 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

Largest Contentful Paint (LCP)

Largest Contentful Paint is 18.4 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.

WARN

Mobile PageSpeed score

Google scores your mobile performance at 54/100. 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

Page load time

Fetches in 1384ms. Acceptable but Google's Core Web Vitals favors sub-1s LCP.

How we fix it: Our sites are edge-hosted on Cloudflare's global CDN with sub-800ms TTFB worldwide.

PASS

Cumulative Layout Shift (CLS)

Cumulative Layout Shift is 0.019. Google's threshold: up to 0.10 passes, up to 0.25 acceptable, >0.25 fails.

PASS

HTML payload size

27KB on the wire (gzipped) · 145KB uncompressed. Lean and fast.

PASS

Compression

Server is using gzip 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

Page title (50–60 chars)

Title is 74 chars. Google truncates at ~580px (~60 chars) — the back half of your title is hidden in search results.

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

FAIL

Meta description (150–160 chars)

Description is only 79 chars. Way under the 150-char sweet spot — Google often rewrites short descriptions, losing your messaging.

How we fix it: We write 150–160 char descriptions so Google uses what you wrote.

FAIL

Single H1

No H1 heading found.

How we fix it: We set a clear keyword-anchored H1 on every page.

FAIL

Sitemap.xml

No /sitemap.xml found. Google + AI crawlers have to guess at your full URL inventory.

How we fix it: Every site we build auto-generates sitemap.xml from its full page inventory.

FAIL

404 page handling

A non-existent URL returned 200 instead of 404. Soft 404s let Google index ghost pages and waste your crawl budget.

How we fix it: Our sites return proper 404s on missing routes — no soft-404 SEO penalty.

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

Canonical URL

Canonical points to <https://sbcnashville.com/>

PASS

Image alt text

All 14 images have alt attributes.

PASS

Favicon

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

PASS

HTML lang attribute

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

PASS

robots.txt

robots.txt present (921 bytes).

PASS

Sitemap directive in robots.txt

robots.txt points crawlers at the sitemap explicitly.

INFO

Title vs H1 differentiation

Skipped — no H1 found on the page.

MOBILE + SECURITY

FAIL

Security headers

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

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

WARN

HSTS header

No Strict-Transport-Security header. Modern browsers will still use HTTPS but won't lock the policy in.

How we fix it: Sites we host set HSTS with a 1-year max-age + includeSubDomains 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

HTTP › HTTPS redirect

Plain HTTP requests redirect (301) to HTTPS.

PASS

Mixed content

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

STRUCTURED DATA

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.

PASS

JSON-LD schema markup

Found 6 schema types: Organization, WebSite, ImageObject, WebPage, Person, Article.

PASS

Business entity schema

Organization or LocalBusiness schema present.

PASS

Article / BlogPosting schema

Article schema present — Google can show rich blog cards + AI engines cite cleanly.

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)

FAIL

AI crawler permissions

robots.txt is blocking these AI bots: GPTBot, PerplexityBot, Google-Extended, CCBot, OAI-SearchBot. AI search engines won't index you.

How we fix it: We configure robots.txt to explicitly welcome the AI bots that matter.

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.

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

WARN

Trust signals

Only licensed, insured — a visitor comparing three sites wants license, insurance, guarantee and years stated plainly.

How we fix it: License number, insurance, warranty and founding year on every page, and in the schema.

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

Tappable phone number

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

PASS

Contact form

2 forms 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.

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.