

Website health check

How well tapandlaunch.com is set up to be found in Google, checked across 25 pages.

Score 87 out of 100, grade B

Last check (2026-10-16): **87**, no change since then.

First check (2026-10-05): **65**, up 22 since then.

The same problems as last time.



0

fix now

3

should fix

5

nice to have

Fix these first

1

Should fix The main content takes too long to appear on a phone. (2 pages)

Why it matters: Google measures this (it calls it LCP) and wants it under 2.5 seconds. Visitors leave while they wait.

What to do: Make the main picture a smaller file, tell the browser to load it first, and remove scripts and styles that block the page.

2

Should fix The site is only moderately fast on phones, by Google's own measurement. (2 pages)

Why it matters: Google wants a score of 90 or more. Faster pages keep more visitors and rank a little better.

What to do: Work through the Page speed suggestions in this report, biggest saving first.

3

Should fix The site answers at both the www and the non-www address without picking one. (1 page)

Why it matters: Google may treat them as two sites and split your credit between them.

What to do: Choose one address and redirect the other to it. Your host or domain settings have an option for this.

4

Nice to have The site does not tell Google what kind of business it is in a form Google can read. (5 pages)

Why it matters: Structured data lets Google show your hours, address, phone, reviews and menu directly in results.

What to do: Add LocalBusiness structured data (JSON-LD) to the home page with your name, address, phone, hours and website. We can do this for you.

5

Nice to have

Some pages are missing from the sitemap. (1 page)**Why it matters:** Google may take longer to find them.**What to do:** Add the pages you want found to the sitemap. Leave out private pages like login.**What this report checks, and what it cannot see**

- This report looks at **how the site is built**, the way a search engine's first pass does. It reads each page as sent by the server, without running scripts.
- It does **not** measure your Google ranking, how many people search for you, or links from other sites. The *Search performance* section is real data from your Google Search Console.
- The site's robots.txt asked crawlers to stay out of **1** address, and we did.
- **2 pages** are drawn by scripts in the browser, so only part of them could be checked. Scores for those pages are a rough guide.
- Speed was measured by Google PageSpeed for **3 pages**, not every page. Google's numbers vary a little from run to run.

Page speed measured by Google PageSpeed, 2026-10-16**73**

on a phone

98

on a desktop

90+

is Google's "good"

Google loads the page on a slow phone connection and scores it out of 100. "Main content" is how long until the biggest thing on the screen appears (Google wants under 2.5s). "Movement" is how much the page jumps while loading (under 0.10 is good). "Busy" is how long scripts block taps.

SCORE	DEVICE	PAGE	MAIN CONTENT	MOVEMENT	BUSY
73	Phone	https://tapandlaunch.com/	4.7s	0.00	31ms
99	Phone	https://tapandlaunch.com/faq	2.1s	0.00	8ms
72	Phone	https://tapandlaunch.com/for	4.7s	0.00	5ms
98	Desktop	https://tapandlaunch.com/	0.9s	0.00	0ms

Biggest wins

What Google says would speed these pages up most, in order.

1. Some style and script files block the page from showing until they finish loading. (up to 2.9s faster, 3 pages)
2. The page loads script code it never uses. (up to 0.3s faster, 3 pages)
3. The page sends old-style script code that modern phones do not need. (up to 0.1s faster)

Search performance last 28 days, 2026-09-17 to 2026-10-14

0	1	0.0%	11
clicks	impressions (new)	click rate	average position

SEARCH	CLICKS	IMPRESSIONS	POSITION
tap to launch	0	1	11.0

PAGE PEOPLE LAND ON	CLICKS	IMPRESSIONS	POSITION
https://tapandlaunch.com/	0	22	2.5
https://tapandlaunch.com/login	0	9	4.8
https://tapandlaunch.com/privacy	0	8	2.1
https://tapandlaunch.com/refunds	0	5	2.0
https://tapandlaunch.com/support	0	5	3.2
https://tapandlaunch.com/signup	0	4	4.8
https://tapandlaunch.com/terms	0	4	2.0

Everything we found 8 items, worst first

PRIORITY	PROBLEM	PAGES	HOW TO FIX (FOR YOUR WEB PERSON)
Should fix	The main content takes too long to appear on a phone. The main content takes 4.7s to appear on a phone; Google wants under 2.5s.	2	Make the main picture smaller and load it first; remove scripts and styles that block the page.
Should fix	The site is only moderately fast on phones, by Google's own measurement. Google's phone speed score is 72 out of 100; 90 and up is good.	2	Work through the Page speed suggestions, biggest saving first.
Should fix	The site answers at both the www and the non-www address without picking one. The site answers at both tapandlaunch.com and www.tapandlaunch.com without choosing one.	1	Pick one (with or without www) and redirect the other to it, so Google sees one site, not two copies.
Nice to have	The site does not tell Google what kind of business it is in a form Google can read. No structured data (JSON-LD).	5	Add JSON-LD describing the business, product or FAQ so search engines can show richer results.
Nice to have	Some pages are drawn by scripts in the browser, with little in the page itself. The page seems to be built by scripts in the browser, so only part of it could be checked.	2	Send finished HTML to the browser (server rendering or pre-rendering) so search engines and tools like this one see the whole page.
Nice to have	Some pages are marked as hidden from search. The page is set to noindex, so search engines will skip it.	1	Remove noindex if this page should appear in search results.
Nice to have	Some pages are missing from the sitemap. 1 crawled page is not in the sitemap.	1	Add the pages that should rank to sitemap.xml (leave out private ones).
Nice to have	Some pages have very little text. The page has only 114 words of text.	1	Search engines favour pages that fully answer a question. Add useful content if this page should rank.

Pages checked worst first

SCORE	STATUS	PAGE	PROBLEMS	SERVER TIME
97	200	https://tapandlaunch.com/login Log in to your TapAndLaunch account	3	0.15s
98	200	https://tapandlaunch.com/signup Sign up free: build your own app TapAndLaunch	2	0.18s
99	200	https://tapandlaunch.com/privacy Privacy Policy: how TapAndLaunch uses your data	1	0.26s
99	200	https://tapandlaunch.com/refunds Refund and Cancellation Policy TapAndLaunch	1	0.40s
99	200	https://tapandlaunch.com/support Support and Contact TapAndLaunch	1	0.31s
99	200	https://tapandlaunch.com/terms Terms of Service TapAndLaunch	1	0.26s
100	200	https://tapandlaunch.com/ TapAndLaunch: build your own app in minutes, no code	0	0.28s
100	200	https://tapandlaunch.com/faq Questions and answers TapAndLaunch	0	0.16s
100	200	https://tapandlaunch.com/for Websites by trade TapAndLaunch	0	0.29s
100	200	https://tapandlaunch.com/for/apparel Website for clothing brands TapAndLaunch	0	0.15s
100	200	https://tapandlaunch.com/for/art Website for artists TapAndLaunch	0	0.15s
100	200	https://tapandlaunch.com/for/beauty Website for beauty and makeup artists TapAndLaunch	0	0.15s
100	200	https://tapandlaunch.com/for/construction Website for builders and trades TapAndLaunch	0	0.16s
100	200	https://tapandlaunch.com/for/consulting Website for consultants TapAndLaunch	0	0.25s

SCORE	STATUS	PAGE	PROBLEMS	SERVER TIME
100	200	https://tapandlaunch.com/for/design Website for designers TapAndLaunch	0	0.15s
100	200	https://tapandlaunch.com/for/education Website for tutors and teachers TapAndLaunch	0	0.21s
100	200	https://tapandlaunch.com/for/health Website for health practitioners TapAndLaunch	0	0.30s
100	200	https://tapandlaunch.com/for/marketing Website for marketing agencies TapAndLaunch	0	0.14s
100	200	https://tapandlaunch.com/for/music Website for musicians and DJs TapAndLaunch	0	0.15s
100	200	https://tapandlaunch.com/for/photography Website for photographers TapAndLaunch	0	0.14s
100	200	https://tapandlaunch.com/for/real-estate Website for real estate agents TapAndLaunch	0	0.17s
100	200	https://tapandlaunch.com/for/technology Website for software and IT businesses TapAndLaunch	0	0.20s
100	200	https://tapandlaunch.com/for/travel Website for tour guides and travel businesses TapAndLaunch	0	0.15s
100	200	https://tapandlaunch.com/for/weddings Website for wedding planners TapAndLaunch	0	0.14s
100	200	https://tapandlaunch.com/pricing Pricing: \$10 a month, 30 days free TapAndLaunch	0	0.18s

Prepared by SEO Site Tuneup, Your Name · you@example.com · 555 0100. Scores describe how the site is built, not where it ranks. Nothing on the site was changed to make this report. SEO Site Tuneup 0.5.1.