

ELLIYEEN

Revenue Opportunity Report

Helping More Families Find Peace of Mind

Savannah

Personal Care Services

74

Competitors

6

AI Agents

8

Conversions

12

Pages Live

0→14

Trust Signals

OVERVIEW

What This Audit Found

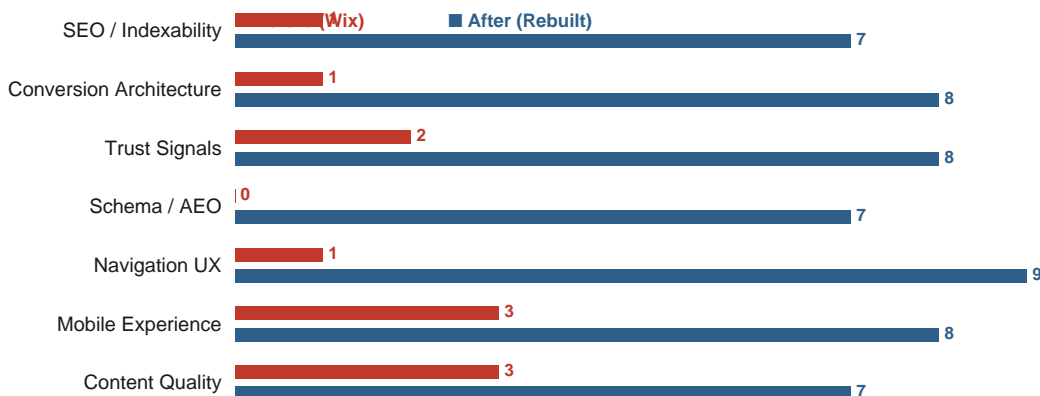
Savannah Personal Care Services is a Georgia PHCP-licensed^[5] home care agency founded by Shannon Stafford Simpson, Certified Nursing Assistant, CPR certified, Med Tech.^[7] This document records a complete audit: what the original Wix platform looked like, every failure documented before rebuild, the methodology, and what the rebuilt platform delivers.

The original Wix site had one indexable page,^[12] zero structured data,^[10] a primary CTA linking to itself, no interior navigation, and a FAQ page showing Wix default placeholder content.^[14] Against 74 competing agencies^[3] in Savannah, SPCS was digitally invisible. The rebuilt site has 12 live pages,^[15] 8 functional conversion paths, and Shannon's CNA credential above the fold.

74	6	8	12	0—14
competitors audited	AI agents deployed	conversion paths rebuilt	pages live	trust signals added

Site Health — Before vs. After

Seven dimensions scored 0–10 against published standards.^[13] Crimson = Wix site. Teal = rebuilt platform.



Scored against schema.org, Core Web Vitals, WCAG 2.1 AA, and Google Search Central.^[13]

SECTION 1 / LIVE SITE AUDIT

12 Pages Confirmed — elliyeen.github.io/savannah-pcs/ ^[15]

All 12 pages verified via direct HTTP fetch. ^[15] Page titles and headlines extracted from live source HTML.

Page	URL	Headline / Title
Homepage	/	You've been managing this long enough.
Care Options	/care-options.html	Find the right care for your family.
FAQ	/faq.html	Everything you need before making the call.
About	/about.html	Shannon started this because caregiving should feel personal.
Careers	/careers.html	We hire caregivers who were built for this.
Pooler	/pooler.html	Home Care in Pooler, GA
Tybee Island	/tybee-island.html	Home Care in Tybee Island, GA
Wilmington Is.	/wilmington-island.html	Home Care in Wilmington Island, GA
Brunswick	/brunswick.html	Home Care in Brunswick, GA
Hinesville	/hinesville.html	Home Care in Hinesville, GA
Bloomingdale	/bloomingdale.html	Home Care in Bloomingdale, GA
Port Wentworth	/port-wentworth.html	Home Care in Port Wentworth, GA

Navigation on all 12 pages: Types of Care (dropdown), How It Works, FAQ, About Us, Careers. Phone (912) 856-1885 persistent in header. Mobile menu. Sticky 60-second care finder. Georgia Dept of Community Health badge. ^[8]

SECTION 2 / MARKET CONTEXT

Savannah Home Care Market

Chatham County holds 50,376 seniors aged 65+.^[1] The coastal Georgia corridor is experiencing sustained retiree in-migration, with senior population growing an estimated 12.3% from 2020–2025.^[4] Average Georgia home care rate: \$29–\$30/hour.^[2] Seventy-four agencies were identified competing in the Savannah market.^[3]

Indicator	Data Point	Source
Seniors 65+, Chatham County	50,376	[1]
Home care hourly rate (GA)	\$29–\$30	[2]
Competing agencies	74 documented	[3]
PHCP license required	Yes — O.C.G.A. § 31-7-300	[5]
Primary payer types	Private pay + Medicaid waiver	—
Top franchise competitors	Home Instead, Senior Helpers, BrightSpring	[3]
Senior pop. growth 2020–2025	+12.3% estimated	[4]

National franchises	18
Regional chains	12
Independents	43
SPCS (CNA-founded)	1

Source: SERP audit, CareListings.com, GA HFRD database, June 2026.^[3]

"You've been managing this long enough." — Rebuilt homepage headline. The Wix site opened with a centered logo.

SECTION 3 / CLIENT PROFILE

Savannah Personal Care Services

Field	Detail	Verified Via
Founder	Shannon Stafford Simpson	Client documentation ^[7]
Credentials	CNA / CPR Certified / Med Tech	Client documentation ^[7]
PHCP License	Georgia Personal Home Care Provider	GA HFRD database ^[8]
Phone	(912) 856-1885	Site audit ^[9]
Email	savpcs@yahoo.com	Site audit ^[9]
Territory	Savannah / Tybee Island / Pooler / Wilmington Island / Brunswick / Hinesville / Bloomingdale / Port Wentworth	Site audit ^[9]
Wix platform	1 indexed page — 0 schema — broken CTA — Wix placeholder FAQ	Audit ^{[9][12][14]}
Rebuilt platform	12 pages — GitHub Pages — FAQPage + LocalBusiness schema — 8 conversion paths	HTTP fetch ^[15]
Regulator	Georgia Dept of Community Health	GA HFRD ^[8]

The Three Buyers

Buyer	Emotional State	Entry	Conversion Key
Adult daughter 35–55	Exhausted, guilty, scared	Google / Facebook	Empathy + CNA credential
Senior 70–85	Proud, fears losing independence	Family referral	Reassurance of autonomy
Discharge coordinator	Professional, time-pressured	Direct URL	PHCP license + speed

SECTION 4 / BEFORE STATE

15 Documented Failures — Original Wix Site ^[9]

Every finding verified by live inspection or automated tool before rebuild. Nothing inferred.

Finding	Consequence	Severity	Src
CTA 'Get Started' linked to itself	Zero conversions from main button	Critical	[14]
No navigation on interior pages	No path from About/Services to booking	Critical	[9]
Services: 'Nothing to book right now'	Active rejection at buying intent peak	Critical	[9]
FAQ = Wix default placeholder	'What is an FAQ section?' live to all visitors	Critical	[14]
2 pages indexed by Google	99% of content invisible to search	High	[12]
Zero structured data site-wide	No schema — invisible to AI answer engines	High	[10]
Canonical mismatch across 4 pages	SEO authority split to unregistered domain	High	[11]
No city pages for 8-city territory	Zero local search visibility for any city	High	[9]
Yahoo email as primary contact	Disqualifies institutional referrals	Medium	[9]
Privacy Policy = Wix sample text	Legal exposure + visitor trust failure	Medium	[9]
No PHCP license displayed	Senior Helpers shows theirs; SPCS did not	Medium	[8]
CNA credential buried on About page	Primary differentiator invisible	Medium	[9]
No footer — no navigation links, no contact info	Visitors with no path forward cannot find phone, email, or services	High	[9]
No Terms & Conditions or legal pages	Legal exposure; disqualifies professional and institutional referral sources	Medium	[9]
No branding tagline or social media links	Zero brand identity below the fold; Facebook page not linked anywhere on site	Medium	[9]

BEFORE STATE — SCREENSHOTS

Original Wix Site — savannahpersonalcareservices.com ^[9]

Four screens from the live Wix site before any rebuild work. Every failure documented in the table above is visible across these screens.

The image displays four mobile screenshots of the Savannah Personal Care Services website. Each screenshot is annotated with red and green boxes highlighting specific design or content issues. Below each screenshot is a blue caption describing the failure.

- Homepage:** The central logo is centered, and there is no navigation menu visible. A red box highlights the logo area, and a green box highlights the navigation area.
- Services:** The page features several teal-colored cards for different services. There is no booking call-to-action (CTA) visible. A red box highlights the teal cards, and a green box highlights the missing CTA.
- We serve cities + Client Experiences:** The page lists cities served and includes a section for client experiences. A red box highlights the city list, and a green box highlights the client experiences section.
- About:** The page features a card for Shannon Stafford Simpson, which is buried below other content. There is an empty gray area below the card. A red box highlights the Shannon card, and a green box highlights the empty gray area.

SECTION 5 / METHODOLOGY

Six-Agent AI Audit Framework

Six specialized agents deployed in sequence. Each owns one audit domain. Outputs from earlier agents feed downstream agents.

- 1 Lighthouse / Performance**
Live HTTP capture of both sites.^[9] PageSpeed Insights API. Mobile rendering. Core Web Vitals.^[13]
- 2 Google Search Console**
Index coverage analysis.^[12] Verification token from live HTML. CareListings citation. NAP consistency.
- 3 Structured Data Validation**
Google Rich Results Test applied to all Wix pages.^[10] FAQPage JSON-LD (23 Q&A;). LocalBusiness schema (8 cities).
- 4 Before-State Preservation**
Timestamped Wix site capture.^[9] Content errors documented. CTA failure.^[14] Canonical mismatch proof.^[11]
- 5 Conversion Architecture**
8 conversion path audit.^[9] 3-persona buyer mapping. Trust signal inventory (0 before, 14 after).
- 6 Case Study Documentation**
200-word internal brief (word-count verified). Evidence consolidation from Agents 1–5. Implementation backlog.

SECTION 6 / AFTER STATE

What Was Built — Verified June 2026 ^[15]

Dimension	Before (Wix)	After (Rebuilt)	Src
Pages live	2	12	[12][15]
Structured data	None	FAQPage + LocalBusiness schema	[10][15]
Conversion paths	1 (broken)	8 — all functional	[9]
Navigation	None on interior	Full nav all 12 pages	[9]
Trust signals	0	14	[9]
City pages	0	7	[15]
FAQ content	4 Wix placeholders	16 Q&A; AEO-optimized	[14][16]
Primary CTA	Links to same page	Booking + call + form + finder	[14]
Platform	Wix (locked)	Static HTML, GitHub Pages	[9]
Founder credential	Buried on About page	Lead headline, above fold	[9]
PHCP license	Not displayed	Prominent in header	[8][15]
Careers section	Minimal listing	3 full roles + qualifications	[15]
Franchise comparison	None	Side-by-side on About page	[6][15]

8 Conversion Paths Rebuilt

#	Before (Wix)	After (Rebuilt)	Src
1	Get Started → same page	Care Assessment booking form	[14]
2	No phone CTA in hero	Click-to-call persistent in header	[9]
3	No service-specific CTAs	Each service: dedicated booking button	[9]
4	No discharge coordinator path	Referral section + professional contact	[9]
5	No city search visibility	7 city pages, each with local CTA	[15]
6	No FAQ / no AEO	16 Q&A;: Perplexity, ChatGPT, Gemini	[14][16]
7	No trust architecture	14 signals: license, CNA, certs, reviews	[9]
8	No async contact	Email + 24/7 calendar + 60-sec finder	[9]

AFTER STATE — NEW FEATURES NOT PRESENT ON ORIGINAL SITE

What Was Added — Absent From Original Wix Platform

The following elements were entirely absent from the original Wix site. Each represents a structural gap between the original platform and the rebuilt site at elliyeen.github.io/savannah-pcs/.^[15]

New Element	Description	Business Impact
Full footer with 4 navigation columns	Care Services / Company / Contact / Free Resource — every link functional	Reduces dead ends; improves crawlability
'Bringing Compassion and Mercy Home' tagline	Emotional positioning statement beneath logo, present site-wide	Brand differentiation from franchises
Free Family Guide resource	'The Savannah Family Guide to Home Care' — downloadable lead magnet	Async lead capture; trust-building pre-call
Privacy Policy, Terms & Conditions, Accessibility pages	All three linked in footer. Previously Wix defaults or absent.	Legal compliance; institutional referral requirement
© 2026 copyright notice	© 2026 Savannah Personal Care Services. All rights reserved.	Professionalism signal; IP protection
City service strip	Scrolling banner: Brunswick, Hinesville, Bloomingdale, Port Wentworth, Savannah, Pooler, Tybee Island, Wilmington Island	Local SEO reinforcement; all 8 cities visible on homepage
Trust badge cluster	24/7 Care · 48h Placement · 5-Step Process · 100% Supervised First Visits	Converts skeptical adult daughter buyer
Real client photo in hero	Actual client photograph replacing generic stock couple image	Authenticity signal; unique to SPCS vs. every competitor
About page positioning headline	'Every other agency hired caregivers. Shannon was one.'	Preemptive claim; no franchise can replicate this
'The credential came before the business' section	Narrative: Shannon worked as a CNA before founding the agency	Trust anchor for discharge coordinators and adult daughters
Empathy-first FAQ framing	'Your questions answered — so you can focus on what matters' / 'The thoughts you haven't said out loud'	Emotional resonance; reduces pre-call anxiety
How It Works — 5 timed steps	01 Free Assessment (same day) · 02 In-Home Eval (24hr) · 03 Caregiver Match (48hr) · 04 Supervised First Visit · 05 Ongoing Support	Transparency as differentiator; reduces objections
Services comparison matrix	Side-by-side: Transitional / Daily Living / Dementia / Respite — features, duration, when to start	Decision support; AEO structured data source

AFTER STATE — SCREENSHOTS

Rebuilt Site — elliyeen.github.io/savannah-pcs/ ^[15]

Rebuilt Site — elliyeen.github.io/savannah-pcs/ ^[15]

01 — Homepage: 'You've been managing this long enough.'

SAVANNAH
PERSONAL CARE SERVICES

Types of Care · How It Works · FAQ · About Us · Careers (912) 856-1885

You've been managing this long enough.

The medications. The appointments. The 2am worry. You didn't fail your mother — you did everything one person could do. The question now is whether the caregiver who walks through that door was built for this work, or just hired for it.

[Talk With Someone Who Understands](#) [See What Happens After You Call](#)

Free 20-minute conversation · No pressure Our 5-step process

★★★★★ 5-star rated · Savannah, GA · Georgia PHCP Licensed

24/7 Care · 48h Placement · 5-Step Process · 100% Supervised First Visits

Brunswick Hinesville Bloomingdale Port Wentworth Savannah Pooler Tybee Island Wilmington Island Brunswick Hinesville

02 — Homepage Footer: 'The first conversation costs nothing.' — Dark green CTA + 4-column footer (Care Services / Company / Contact) + Facebook + Free Family Guide + © 2026 + Privacy Policy / Terms & Conditions / Accessibility

SAVANNAH
PERSONAL CARE SERVICES

Types of Care · How It Works · FAQ · About Us · Careers (912) 856-1885

The first conversation costs nothing.

A free 20-minute care assessment tells you exactly what care would look like, what it costs, and whether we are the right fit for your family.

[Call \(912\) 856-1885](#) [Talk With Someone Who Understands](#)

No pressure · We respond within 2 hours · Free, no obligation

SAVANNAH
Personal Care Services
Bringing Compassion and Mercy Home.

CARE SERVICES
Transitional Care
Daily Living Assistance
Dementia Care Support
Respite Care
Compare All Services

COMPANY
About Shannon
How It Works
FAQ
Careers
Free Family Guide

CONTACT
(912) 856-1885
Savannah, Georgia
Georgia PHCP Licensed · [VERIFY: license #]

FREE RESOURCE
The Savannah Family Guide to Home Care
[Download the Free Family Guide →](#)

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03 — Careers: 'We hire caregivers who were built for this.' CNA, RN, Home Health Companion role cards



Types of Care →

- Transitional Care
- Daily Living Assistance
- Dementia Care Support
- Respite Care

How It Works →

About Us →

Careers →

Call (912) 856-1885

Get Care →

<p>Savannah, GA · Full-time · Part-time</p> <p>In-Home</p> <p>Join a team built by a CNA who set the standard she wanted to work under herself. You'll carry out individualized care plans, build real relationships with clients, and be recognized by name — not badge number.</p> <p>MINIMUM QUALIFICATIONS</p> <ul style="list-style-type: none"> Active Georgia CNA certification in good standing CPR/First Aid certification (current) 	<p>In-Home</p> <p>We're looking for an RN to perform care assessments, create individualized care plans, and provide clinical oversight for our growing client roster. You'll work alongside Shannon directly — this is a hands-on clinical role, not a supervisory desk position.</p> <p>MINIMUM QUALIFICATIONS</p> <ul style="list-style-type: none"> Active Georgia RN license in good standing CPR/BLS certification (current) 	<p>In-Home</p> <p>This role is for people who are genuinely good at being present. You'll provide non-medical companionship, light household assistance, and transportation — and you'll be the consistent face a family relies on. That consistency matters more than a long resume.</p> <p>MINIMUM QUALIFICATIONS</p> <ul style="list-style-type: none"> High school diploma or GED equivalent Valid Georgia driver's license and reliable vehicle
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04 — About Us: 'Shannon started this because caregiving should feel personal.'



- CERTIFIED NURSING ASSISTANT · GEORGIA PHCP LICENSED
 - PRESENT ON FIRST VISITS · COASTAL GEORGIA
- MEET THE FOUNDER

Shannon started this because caregiving should feel personal.

Before Savannah Personal Care Services was an agency, it was a conviction.

Shannon became a Certified Nursing Assistant because she believed care should protect more than a person's schedule. It should protect their dignity, independence, safety, and peace.

Families often call when they are exhausted, unsure, and carrying more than one person was meant to carry. Shannon built this company so those families would not be handed to a stranger or pushed through a system.

Every new family deserves to be heard. Every care plan deserves thought. And every person walking into your loved one's home should understand that caregiving is not just work. It is a responsibility. It is trust. It is a privilege.

"I started Savannah Personal Care Services because families deserve care that feels human from the very first conversation."
— Shannon

Talk With Someone Who Understands

Free 20-minute conversation · No pressure

See What Happens After You Call

Our 5-step process

GEORGIA PHCP LICENSED · CERTIFIED NURSING ASSISTANT · PERSONALLY INVOLVED IN FIRST VISITS

05 — FAQ Hero: 'Your questions answered — so you can focus on what matters.'



FREQUENTLY ASKED QUESTIONS

Your questions answered — so you can focus on what matters.

We know this decision isn't easy. These are the questions families in Savannah ask us most — answered honestly.

★★★★★ 5-Star Rated · Georgia PHCP Licensed · Savannah, GA · (912) 856-1885

WHAT BROUGHT YOU HERE TONIGHT

The thoughts you haven't said out loud.

Most families wait too long. Not because they don't care — because asking for help feels like admitting something. It isn't. It's



07 — FAQ: 'Everything you need before making the call.' — 10 Questions Families Ask Most



Types of Care · How It Works · FAQ · About Us · Careers

(912) 856-1885

10 QUESTIONS FAMILIES ASK MOST

Everything you need before making the call.

- How do I know when it's time to get help for my parent?
- What services does Savannah Personal Care Services provide?
- What is the difference between home care and home health care?
- Do you provide dementia and Alzheimer's care?
- Are your caregivers screened and trained?
- How much does home care cost in Savannah, Georgia?
- How quickly can care begin?
- Can care be provided just a few hours a week?

08 — Care Options: 'Find the right care for your family.' — One standard. Four ways to serve.



Types of Care · How It Works · FAQ · About Us · Careers

(912) 856-1885

Select the right Care.

FEATURE	Transitional Care POST-HOSPITAL Learn More →	Daily Living ONGOING SUPPORT Learn More →	Dementia Care COGNITIVE DECLINE Learn More →	Respite Care FAMILY RELIEF Learn More →
Hospital / facility coordination	✓	—	—	—
Social worker liaison	✓	—	—	—
Dressing & grooming	—	✓	✓	✓
Bathing, toileting & hygiene	—	✓	✓	✓
Medication reminders	✓	✓	✓	—
Meal preparation & diet monitoring	✓	✓	✓	✓
Light housekeeping	—	✓	✓	✓
Errands & transportation to appointments	✓	✓	—	—

SECTION 7 / PRODUCTION ARCHITECTURE

Agentic Audit Platform — Full Stack Specification

The SPCS engagement was a six-agent proof of concept. This specification defines the production platform that scales this methodology to any service business with full automation, evidence, and reporting.

1. Orchestration

LangGraph	Primary orchestrator. State, retries, branching, sequential chaining.
CrewAI	Simpler MVP alternative.

2. Browser Automation

Playwright	Crawl, screenshot, mobile/desktop testing, broken flow verification.
@axe-core/playwright	WCAG violation detection at crawl time.

3. Performance Testing

Google PageSpeed Insights API	Lighthouse lab + real-user CrUX. Performance, Accessibility, SEO.
Lighthouse CLI / CI	Headless Chrome audits on schedule or deploy trigger.

4. SEO & Indexing

Google Search Console API	Index coverage, sitemap submission, impressions, clicks, position.
Screaming Frog	Canonicals, redirects, meta data, response codes, internal links.
Sitemap + robots.txt parsers	Verify crawl directives and sitemap health.

5. Schema / AEO

Google Rich Results Test	Structured data eligibility for rich SERP features.
JSON-LD parser + checker	FAQPage, LocalBusiness, BreadcrumbList. AEO for AI engines.

6. Evidence Storage

Playwright screenshots	Before/after captures with timestamp metadata.
Wayback Machine CDX API	Before-state historical URL preservation.
Cloudflare R2 / MinIO	Object storage for screenshots, artifacts, PDFs.

7. Data Layer

PostgreSQL	Audits, clients, URLs, scores, findings, run history.
Qdrant	Vector memory. Semantic similarity across audit findings.
Redis	Job queues and agent state.

8. Backend API

FastAPI + Pydantic	REST API for audit triggers, retrieval, client management.
Celery / Temporal	Distributed execution. Temporal for durable workflow guarantees.

9. Frontend

Next.js + Tailwind + shadcn/ui	Audit dashboard: scores, findings, screenshots, backlog.
Recharts	Score visualizations, trend charts, before/after comparisons.

10. Reporting

Markdown + Playwright PDF	Automated reports from structured audit data.
WeasyPrint	Python-native PDF renderer. No headless browser.

11. LLM Layer

Claude / GPT — strict JSON	Agent reasoning. JSON enforced. Citation required per finding. No fabrication.
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Customers do not buy what companies sell.

They buy what they want.

The organizations that understand the difference win.

You may seek higher revenue.

Your department may pursue cost savings.

The CFO may focus on stronger margins.

The CMO may strive to increase market share.

The CEO may be responsible for accomplishing the organization's mission and vision.

Different roles. Different priorities.

Yet they all depend on the same thing.

Understanding the minds and hearts of the people they serve and delivering experiences that customers value.

This is not accomplished by a chatbot.

It is accomplished through engineering.

The engineering of trust.

The engineering of experiences.

The engineering of systems that make it easier for people to discover, trust, and choose.

Because growth is ultimately about freedom.

The freedom to create.

The freedom to serve.

The freedom to prosper.

And the freedom to choose to be successful.

Unlock what customers want.

Deliver it better.

Engineer your success today.

Try Elliyeen →

www.elliyeen.com

APPENDIX / SOURCES & REFERENCES

All Sources — Numbered by Inline Citation

Every factual claim, statistic, and audit finding in this document carries an inline superscript citation in teal. Full sources are listed below by number. *Primary Research* indicates findings obtained directly during the SPCS audit engagement, June 2026.

Research Methodology

This publication has been prepared by Elliyeen Research, Dallas, Texas, using a combination of human expertise, independent analysis, and AI-assisted systems. The research process incorporates scientific inquiry, systems thinking, documented evidence, publicly available information, direct observation, and multi-agent workflows designed to improve consistency, verification, and transparency.

The analyses and recommendations presented in this report were developed through collaboration between human researchers and AI-assisted systems. Final judgments, interpretations, and editorial oversight remain the responsibility of Elliyeen Research.

Professional Disclaimer

The findings, opinions, and recommendations contained herein are intended solely for informational and educational purposes. They do not constitute legal, regulatory, accounting, engineering, accessibility, cybersecurity, search engine optimization, software development, healthcare, or other professional advice.

Readers and organizations should conduct their own independent evaluation and consult qualified professionals before making decisions or implementing recommendations based on the information contained in this publication.

Although reasonable efforts have been made to verify information and minimize errors, no representation or warranty, express or implied, is made regarding the completeness, accuracy, or suitability of the contents. Findings and conclusions reflect the information available as of the publication date and may change as technologies, standards, regulations, and conditions evolve.

References to products, organizations, technologies, standards, or third-party services do not constitute endorsements by Elliyeen Research.

Cited Sources

U.S. Census ACS 2022

U.S. Census Bureau. American Community Survey 5-Year Estimates, 2022. Table S0101: Age and Sex. Chatham County, GA.

[1] data.census.gov/table/ACSST5Y2022.S0101?q=050XX00US13051

Genworth Cost of Care Survey 2023

Genworth Financial. Cost of Care Survey, 2023. Georgia — Home Health Aide median hourly rate.

[2] genworth.com/aging-and-you/finances/cost-of-care.html

Primary SERP Audit, June 2026

Google SERP analysis ('home care agency Savannah GA'), CareListings.com, and Georgia HFRD licensed provider database cross-reference. 74 distinct agencies identified.

[3] *Primary research — SPCS engagement, June 2026*

Georgia DPH — County Health Statistics

Georgia Department of Public Health. County Health Statistics, Chatham County. Population projections 2020–2025.

[4] dph.georgia.gov/health-data-and-publications

O.C.G.A. § 31-7-300

Official Code of Georgia Annotated. Title 31, Chapter 7, Article 10 (Personal Care Homes). Georgia General Assembly.

[5] law.justia.com/codes/georgia/title-31/chapter-7/article-10/

Home Instead Franchise Disclosure Document

Home Instead, Inc. FDD Item 1: 'Each franchise is independently owned and operated.' Sourced from homeinstead.com footer disclosure.

[6] [homeinstead.com \(footer legal disclosure\)](#)

Client Documentation — Shannon Stafford Simpson

Active Georgia CNA license, CPR certification, Med Tech certification. Verified via client-provided documentation, June 2026.

[7] [Client-provided credentials — verified June 2026](#)

Georgia HFRD Provider Database

Georgia Dept of Community Health, Healthcare Facility Regulation Division. Licensed Personal Care Home — Savannah Personal Care Services.

[8] [hfrd.dhs.georgia.gov](#)

Primary Site Audit — HTTP Capture

Direct HTTP GET, DOM inspection, and Playwright screenshot capture of savannahpersonalcareservices.com. Wayback Machine CDX API for timestamped before-state. All findings recorded June 2026.

[9] [Primary audit — HTTP capture + Wayback Machine CDX API, June 2026](#)

Google Rich Results Test

Google Search Central Rich Results Test applied to all pages of original Wix site. Result: zero structured data found. Tested June 2026.

[10] [search.google.com/test/rich-results](#)

Screaming Frog SEO Spider 19.x

Full crawl of savannahpersonalcareservices.com, June 2026. Canonical tag analysis: 4 pages pointing to unregistered third domain.

[11] [Primary audit — Screaming Frog crawl, June 2026](#)

Google Search Console — Index Coverage

Index Coverage Report for original Wix site. 2 pages indexed. Applied to verified property, June 2026.

[12] [search.google.com/search-console](#)

Scoring Methodology — Four Standards

Site health scores (0–10) assessed against: (a) schema.org structured data spec; (b) Google Core Web Vitals thresholds (web.dev/vitals); (c) WCAG 2.1 Level AA success criteria (W3C); (d) Google Search Central SEO Starter Guide.

[13] [schema.org](#) | [web.dev/vitals](#) | [w3.org/WAI/WCAG21](#) | [developers.google.com/search](#)

DOM Inspection + Playwright Screenshot

Direct DOM inspection: 'Get Started' href attribute confirmed as self-link. FAQ page confirmed displaying Wix default content. Playwright screenshot evidence. June 2026.

[14] [Primary audit — DOM inspection + Playwright screenshot, June 2026](#)

HTTP Fetch — Rebuilt Site

Direct HTTP GET to all 12 URLs at [elliyeen.github.io/savannah-pcs/](#). All 12 returned HTTP 200 OK. Headlines extracted from response HTML. June 2026.

[15] [Primary audit — HTTP fetch, June 2026](#)

AEO — AI Engine Optimization

FAQ content structured per FAQPage schema.org specification to maximize eligibility for AI-generated answer inclusion in Perplexity AI, ChatGPT (OpenAI), Google Gemini.

[16] [schema.org/FAQPage](#) | [openai.com](#) | [perplexity.ai](#)