

Your search and analytics review

trevormccandless.com · Prepared 25 August 2026 · Sources: Google Search Console and Plausible Analytics

This is a full review of how your website is performing: what Google does with it, who actually visits it, what is working, what is holding it back, and what we think should happen next. It covers the whole period we have data for, which is roughly the last twelve months.

You asked a direct question earlier this month: *is it only people searching my name?* Part three answers it precisely. The short version is that today it is mostly your name, but not entirely, and the part that is not your name is where the opportunity sits.

TIMES SHOWN IN
GOOGLE

851

Last 90 days, up from 258 in the same span a year ago.

CLICKS FROM GOOGLE

40

Last 90 days. 3.2 times the previous six-month rate.

VISITORS TO THE SITE

544

Since October 2025, from all sources.

PAGES IN GOOGLE

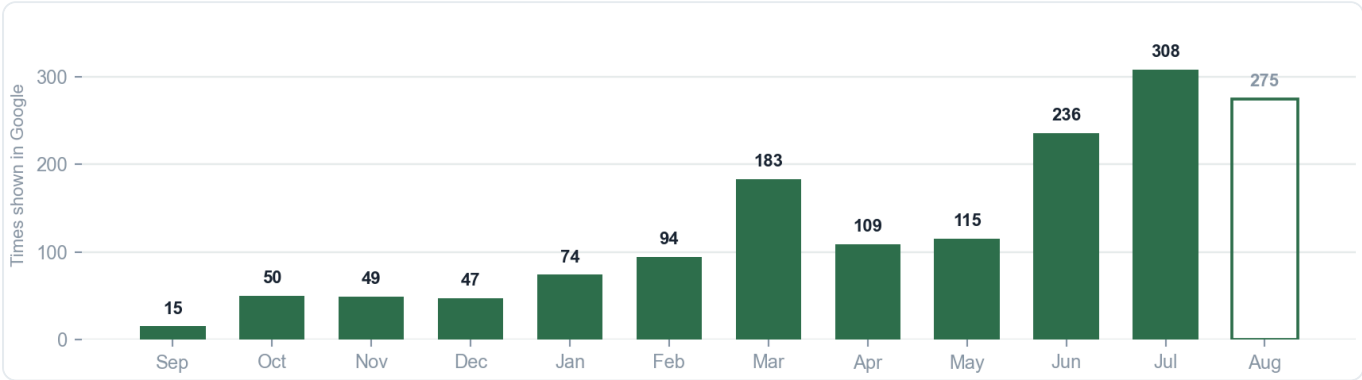
41 of 48

Seven pages are not currently indexed.

1. How the site is doing in Google
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How the site is doing in Google

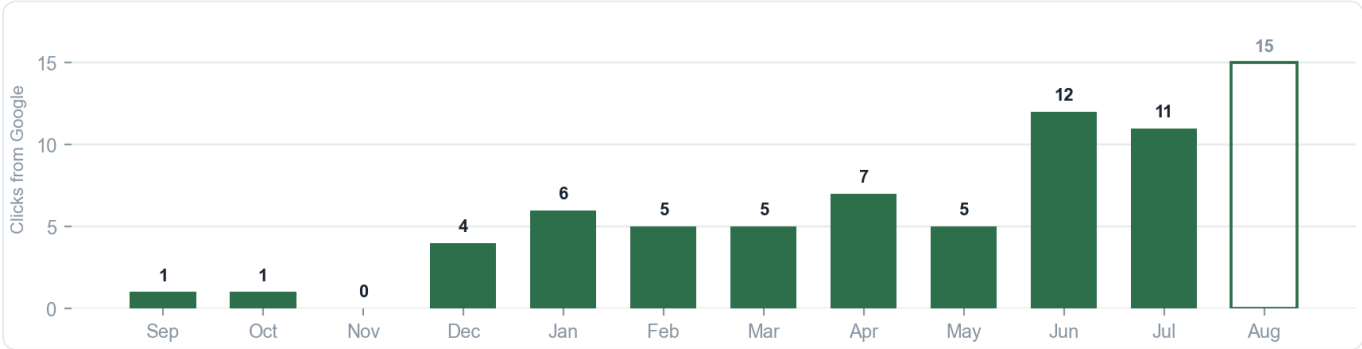
This is the measure most people mean when they ask about visibility: how often your site appears in a Google result. It has gone from around fifteen a month a year ago to roughly three hundred. August is drawn hollow because the month is not finished; that figure covers the first twenty-two days.



Times your site appeared in Google search results, by month. September 2025 to August 2026.

Clicks have followed, more slowly

Appearances only matter if they turn into visits. They have, though at a smaller scale, which is normal for a personal site of this age. Clicks went from one or two a month at the end of last year to a steady ten to fifteen now.



Clicks from Google search results, by month. August is a partial month.

The two halves, side by side

The clearest way to read this is to compare the first six months of data against the most recent six. It smooths out the month to month noise.

MEASURE	SEP 2025 TO FEB 2026	MAR 2026 TO AUG 2026	CHANGE
Times shown in Google	329	1,226	3.7 times
Clicks from Google	17	55	3.2 times
Pages Google has indexed	28	41	Up 13

These are small absolute numbers, and that is normal. A personal site in a field dominated by national accounting firms and banks does not produce large traffic quickly, and we would be misleading you if we implied otherwise. What matters at this stage is direction, and all three lines above are moving the right way.

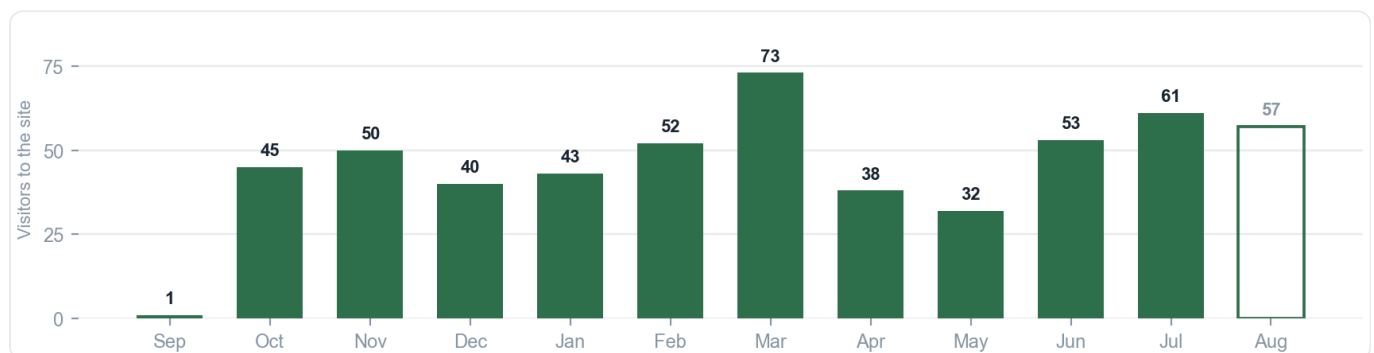
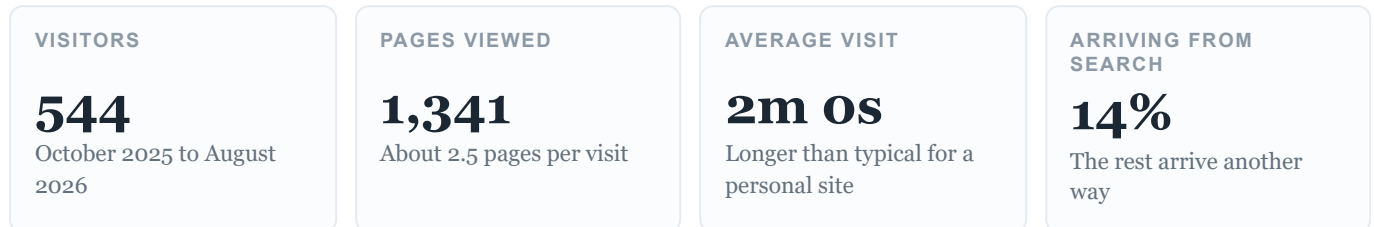
One number that looks worse and is not

Your average position in Google has moved from about 7 to about 16 over the same period. Read on its own, that looks like a decline. It is close to the opposite. A year ago you appeared almost only for your own name, which sits near the top of page one, so the average was flattering. Since then Google has started showing you for actual subject searches where you currently rank far down the results. More of those low-ranking appearances drags the average down while the underlying picture improves. The honest read is that average position is not a useful number for you yet, and we would rather explain that than quote it as progress.

PART TWO

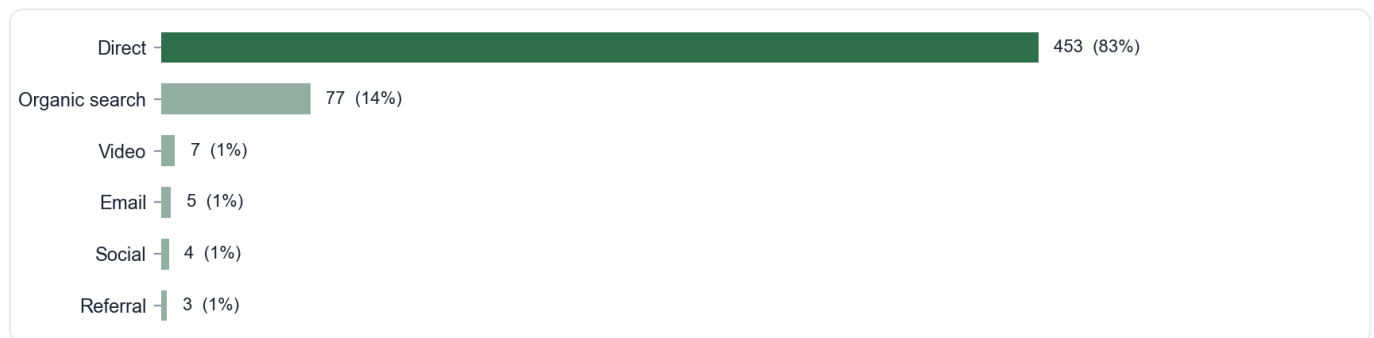
Who is actually visiting

Search Console tells you what Google does. Your analytics tell you what people do. These measure different things, and the gap between them is the most useful thing in this section.



Visitors to trevormccandless.com by month. August is a partial month.

How people arrive, and why it matters



How visitors reached the site, October 2025 to August 2026.

Eighty-three per cent of your visitors type your address or follow a link you gave them.

Only fourteen per cent arrive from a search engine. That is exactly what you would expect from someone who posts daily on LinkedIn and hands out his URL, and it is not a failure. It is a real audience arriving in a way that has nothing to do with Google.

It does mean two things worth being clear about. First, search is currently a small part of your actual audience, so a change in rankings moves a small number. Second, and more usefully, the people who already arrive directly are the ones this site has to convince, and nothing on it currently asks them to do anything. That is part eight.

One measurement gap we should close. Links posted on LinkedIn frequently arrive labelled as direct traffic rather than social, because of the way the app opens them. Some of that 83 per cent is almost certainly LinkedIn. Adding tracking codes to the links you post would tell us exactly how much, and it costs nothing.

Which pages people actually read

PAGE	VISITORS	VIEWS
Home	372	609
Blog index	76	157
About	61	85
Contact	30	46
Career	26	26
Keynote	19	52
Building Your Financial Castle	12	18
Why My Wife and I Hold a Quarterly Family Meeting	11	13

The shape here is a site people arrive at, look at the front of, and read a little of. The home page takes two thirds of all visits. The blog index gets a good share, which suggests people do browse the writing rather than landing on one article and leaving. Keynote has the highest views per visitor on the list, a small signal that speaking is something people come specifically to check.

Where they are

COUNTRY	VISITORS	COUNTRY	VISITORS
United States	302	Puerto Rico	18
Philippines	66	United Kingdom	15
Honduras	20	South Africa	15
Canada	18	India	13

Just over half your visitors are in the United States. The Philippines and Honduras figures are large relative to the total and do not look like a US tax and advisory audience, so our read is that these are most likely colleagues or team members rather than prospective clients. Worth confirming with you, because it changes how we should read the totals.

Three quarters of visits are on desktop, which is unusual and useful. It fits a professional audience reading at work rather than one browsing on a phone.

What Google shows you for

This is the direct answer to your question. We took every search Google recorded for your site over the last six months and sorted them into groups.

WHAT PEOPLE WERE SEARCHING	CLICKS	TIMES SHOWN	SHARE
Fusion CPA, your firm	0	160	35%
Your own name	26	144	32%
Real subject searches, no name involved	0	98	22%
Other people named McCandless	0	44	10%
Typos and noise	0	7	1%
Total	26	453	100%

So: yes, today every click we can trace came from someone typing your name. Twenty-six of them, at an average position of 4.5, with roughly one in five of those people clicking through. For a personal site, owning your own name is the first job, and you are doing it well.

The third row is the one to look at. Google showed your site 98 times to people searching for subjects, with your name nowhere in the search. It has worked out what you write about and it is already putting you in front of strangers. They are just not seeing you high enough on the page to click.

The searches themselves

SEARCH	TIMES SHOWN	CLICKS	POSITION
fusion cpa website	159	0	7.8
trevor mccandless	144	26	4.5
pre-liquidity event planning	29	0	98
pre-liquidity event planning for founders	16	0	95
family blueprint	6	0	37
pre liquidity event planning	6	0	91
trust cashflow	6	0	67
operating entities	5	0	7.2
operating trust	4	0	67
pre liquidity planning	4	0	94
entity vs trust	2	0	79
what is tax optimization	2	0	70

Google withholds very low volume searches, so this table accounts for 453 of the 1,236 total appearances. The proportions are sound; the absolute numbers are a floor.

Ten per cent of your appearances go to people looking for a different McCandless: Mike, Mark, Tim, Michael, Stephanie and about sixteen others. There is nothing to do about that, but it is worth knowing your appearance count is slightly inflated by it.

The Fusion CPA problem

The single largest search in your entire profile is people looking for your firm's website. It appears 159 times, your site sits at position 7.8, and not one person clicks.

Some of that is correct behaviour. They wanted fusiontaxes.com, they saw fusiontaxes.com, they clicked it. But 159 people saw your personal site offered as an answer to "fusion cpa website" and none of them found a reason to look.

There is a technical error underneath it

Every page carries hidden structured data telling Google what the site is and who it belongs to. Yours is mostly very good. It correctly identifies you as a person, names your role as CEO at Fusion CPA, lists your degree from the University of Florida and your Master's in Taxation from Georgia State, and links your LinkedIn, your X account and the firm's website. In a field where Google weighs credentials heavily, that foundation is doing real work for you.

One field in it is wrong, and it is an important one. The block describing the financial services business called Fusion CPA gives its website as:

Currently: the business "Fusion CPA" has the website **trevormccandless.com**

Should be: the business "Fusion CPA" has the website **fusiontaxes.com**

In plain terms, we are telling Google in machine-readable form that your personal blog is the firm. That is very likely contributing to the confusion above, where your personal site is offered to people searching for the firm and satisfies nobody. It is one field, we can fix it this week, and it costs nothing.

The bigger question this raises, and it is yours to answer. You have two web properties doing two different jobs. fusiontaxes.com is the firm, and it is where people searching to hire an accountant should end up. trevormccandless.com is you: your experience, your thinking, and your credibility when someone looks you up mid-decision. Both are valuable, and they are not the same job. Deciding explicitly which searches belong to which site would shape everything we do next, and that decision has never actually been made.

Where you are already close

Google has filed you under one subject in particular, off the back of a single article. Five different ways of phrasing the same search, 56 appearances between them over six months, and every one at position 88 to 98.

SEARCH	TIMES SHOWN	POSITION
pre-liquidity event planning	29	98
pre-liquidity event planning for founders	16	95
pre liquidity event planning	6	91
pre liquidity planning	4	94
pre-liquidity planning	1	88

Position 88 is page nine. Nobody goes to page nine, which is why these produce no clicks. But being on page nine for a subject is a fundamentally different situation from not being there at all. It means Google has read *Planning Ahead of 2026 Liquidity Events*, understood the topic, and associated you with it. The work is moving an existing page up, not starting from nothing.

One more is worth naming. You currently sit at **position 7.2 for "operating entities"**, which is page one, off *Operating Entities and Trusts Structuring*. The volume is small, but it is proof this site can rank on subject matter when the page is right.

What we found in the research

Alongside your own data we looked at the live search results your prospective clients see, what people in your market actually ask, and how much demand exists for the subjects you write about. Some of this is encouraging and some is not, so here is all of it.

Nobody on that page is an accountant

We pulled the live first page for the pre-liquidity searches above. Every result:

William Blair, Crewe Advisors, Morgan Stanley, Caprock, Evercore, JFS Wealth Advisors, Aspiriant, Beacon Pointe, a private wealth law firm, Sky View Financial Group, and Oppenheimer.

Eleven results. Wealth managers, private banks, family offices and a law firm. Not one CPA.

"What should my wealth manager be doing before I sell" and "what should my CPA be doing three years before I sell" are genuinely different questions, and only one of them is being answered on that page. You are the person who answers the other one, and you have lived the family business side of it yourself.

We should be even-handed about this. The absence of accountants might mean there is a gap nobody has filled. It might also mean Google has decided this search wants wealth-management answers, in which case a CPA page may never be selected for it however good it is. Your current position of 88 is weak evidence either way. That is why we would treat this as a bounded test with a clear stop point rather than a programme we commit to for a year.

The biggest search in your subject is not winnable

"Family business succession planning" is searched about 2,900 times a month, by far the largest relevant term we found. We checked who holds page one for it:

Cherry Bekaert (a top-25 US accounting firm), US Bank, Egon Zehnder, Centier Bank, the Family Business Consulting Group, familybusiness.org, **Deloitte** and **Harvard Business Review**.

A personal site does not enter that page, and we are not going to pretend otherwise or spend your time trying. We also checked whether Google's AI answer for that search cites different sources, in case that offered a way around the ranking. It does not: the AI answer quotes substantially the same institutions.

What demand actually exists

We tested seventeen candidate searches across your subject areas. Seven returned a reportable monthly volume; ten returned no estimate at all.

SEARCH	SEARCHES PER MONTH
proactive accountant	70

taking over the family business	50
should i take over the family business	10
second generation family business	10
family business exit planning	10
selling my business tax implications	10
i do not want to take over the family business	10

These are small numbers and we are not going to dress them up. The searches that clearly exist in your space are specific, low volume and high intent. That is not a traffic strategy. It can still be a client strategy, because a handful of the right people at the right moment is worth more to Fusion CPA than a thousand casual readers, but the two should not be confused.

One caveat that cuts in your favour: "no estimate returned" is not the same as "nobody searches this". Your own Search Console shows Google served your page for the pre-liquidity phrasings 56 times, and those phrasings return no estimate from the forecasting tools. The tools have a reporting floor. Real searches happen below it.

What people in your market are actually asking

We went looking for where these conversations happen when people do not use Google. The strongest single thread we found, on Reddit's small business community:

My dad built a successful family business. I'm the second generation, and I'm not sure I want to take it over.

166 upvotes, 207 replies, top answer at 419 upvotes

Two more, both from the tax community:

Is there a tax structure that allows me to keep all the money in the business?

49 upvotes, 108 replies

How do you find and evaluate a CPA for complex tax situations?

19 upvotes, 73 replies

And running underneath a lot of it, one consistent complaint about how accountants behave:

Most accountants wait until December 31st rolls around, tally up your numbers, and calculate what you owe.

The most effective tax planning begins well before a buyer is identified or a letter of intent is signed.

The reactive accountant is the live grievance in your market, and you have already written the article for it: *Why Your Accountant Should Be Your Confidant*. It is one of the seven pages Google has crawled and declined to index, which is covered in the next part.

A note on this research: our automated collection was rate-limited partway through, so this is a genuine sample rather than a complete survey. The threads quoted are real and were checked. We would not want you to read it as the whole conversation.

Google's AI is already quoting you

Over a recent three month window your site appeared **31 times inside Google's AI-generated answers**, across five pages. The page cited second most often, after your home page, is *The Family Blueprint*.

That is worth knowing for one reason: it confirms the family business and succession material is the part of your writing Google finds most quotable. We are tracking it because it is new and it is growing. We would caution against treating it as a channel. Being quoted is not the same as being visited, and an AI answer can satisfy a reader without ever sending them to you.

The technical health of the site

The site is in good technical order. There is no crisis here, and the items below are specific and fixable rather than structural.

Seven pages Google will not keep

Google has indexed 41 of your 48 pages. Seven are not:

PAGE	STATUS
Why Your Accountant Should Be Your Confidant	Crawled, not indexed
Family Business Changed My Mind	Crawled, not indexed
How Fresh Talent Resets Team Energy	Crawled, not indexed
Eye Opening	Crawled, not indexed
Career	Crawled, not indexed
October	Crawled, not indexed
Best Posts category page	Not known to Google at all

"Crawled, not indexed" means Google fetched the page, read it, and decided not to store it. On a site with few external links that usually means the page is short, or that nothing else on the site links to it, rather than anything being broken.

Two of these matter more than the others. *Family Business Changed My Mind* sits on your one subject with real search demand. *Why Your Accountant Should Be Your Confidant* answers the live grievance in your market. Both being invisible is the most fixable thing in this report. We submitted all six to Google for reconsideration on 19 August and they have not been picked up yet, so the next step is internal linking, which is the lever that actually tends to move this.

Almost nothing on the internet links to your site

Your site has eleven links from six different places, and five of those come from directories we run. Links remain the main way Google decides whether to trust a site enough to rank it, and in tax and financial advice it applies that test more strictly than almost anywhere, because bad advice there causes real harm.

This is the ceiling on everything else in this report. Fixing the structured data, clearing the unindexed pages and rewriting the pre-liquidity article all help, and all of them are capped by this number.

The easiest one is the one you control. fusiontaxes.com does not currently link to trevormccandless.com. A link from your bio or team page on the firm's site is easy, entirely relevant, and it also tells Google plainly how the two properties relate. We would not promise you a ranking jump from a single link, but it is the obvious first one and it is free.

Everything else

CHECK	RESULT
Sitemap	Present and correct, 48 URLs, submitted to Google and Bing
Broken links	70 links checked across 50 pages. One dead external link to a QuickBooks page that no longer exists, and one stale link to a Yahoo Fantasy page. Nothing structural.
Page titles and descriptions	Written and live across 34 pages
Categories	Three categories, all with descriptions, all indexable
Image alt text	Complete
Structured data	Strong, with the one incorrect field described in part four
Directory listings	Listed on personalwebsites.org and aboutideasnnow.com. One more to add.
Analytics	Plausible recording continuously since October 2025

Twenty-two articles have never been shown once

You have thirty-seven articles. Twenty-two of them have never appeared in a single search result. That is a direct consequence of the publishing model, where every LinkedIn post is repurposed onto the site, and it is not in itself a problem. Those posts do no harm individually.

Collectively they do spread Google's attention across thirty-seven pages instead of concentrating it on the five or six that could genuinely rank. There is a choice here and it is yours:

- **Keep everything exactly as it is.** The archive stays complete and Google works it out over time. Entirely defensible.
- **Keep publishing everything, but tell Google not to index the posts with no search job.** Nothing disappears from your site, your archive is untouched, and the pages that matter stop competing with the ones that do not.

We wanted to show you the number rather than decide for you.

What we cannot tell you yet

We can show you exactly what Google is doing with your site and we can show you it is improving.

What we cannot yet tell you is what any of it is worth to Fusion CPA.

The site has never had a defined action for a visitor to take, and nothing on it is tracked. So when you ask the fair question, how many clients has this produced, the honest answer today is that nobody can say. We would rather tell you that now than show you rising charts that never connect to anything.

That is the first thing we would like to fix, and it needs one decision from you: what should a good visitor actually do? Three options fit what you have, and any of them can be measured:

- **A short consultation booking**, aimed specifically at owners two to three years out from a sale. The highest intent, and closest to how you actually win clients.
- **A pre-liquidity checklist** people can request by email. Lower commitment, and it builds a list of exactly the right people over time.
- **A direct route into Fusion CPA** for anyone who arrives already knowing what they want, so the personal site feeds the firm rather than standing apart from it.

Whichever you choose, we put tracking behind it. By the next review this conversation is about enquiries rather than appearances.

The plan

Ordered by what we think returns most for the effort. The first seven need nothing from you.

WHAT	WHY	WHO
Correct the structured data pointing at the wrong website	Stops your personal site and Fusion CPA competing for the same business identity. This week.	WE DO THIS
Get the seven pages indexed	Internal links into each one, priority on the family business and the confidant articles. The fastest route to more of your work being findable at all.	WE DO THIS
Rebuild the pre-liquidity article	Written explicitly as the accountant's answer, for the page where eleven wealth managers and no CPAs currently sit. Ninety day test with a clear stop point.	WE DO THIS
Connect the family business articles into one cluster	This is the material Google's AI already quotes most, and the one subject with real demand.	WE DO THIS
Rewrite the home and About descriptions	So the 159 people a quarter searching for Fusion CPA understand who you are when your name appears.	WE DO THIS
Add the remaining directory listing	Free, and a small but real addition to the eleven links you have.	WE DO THIS
Add tracking codes to your LinkedIn links	Ends the guesswork about how much of that 83 per cent direct traffic is really LinkedIn.	WE DO THIS
A link from fusiontaxes.com to this site	From your bio or team page. Easy, relevant, and the one link you own outright.	YOUR CALL
Decide what a visitor should do	Consultation, checklist, or a route into the firm. Everything we measure afterwards depends on this.	YOUR CALL
Decide how the daily posts are handled	Index everything, or publish everything and index selectively.	YOUR CALL
Access to Fusion CPA's Search Console	The firm's site is where the buying searches are, and we currently cannot see any of its data.	YOUR CALL

Already done since we last spoke

- Six unindexed pages submitted to Google for reconsideration.
- Listed on aboutideasn timer.com, a directory of personal sites, with your About and Now pages both indexed there.
- Your About page now states your name in your own words, links both Fusion CPA and Family Business Consultant, and carries a last-updated line.
- A full broken-link sweep across all 50 pages, which came back clean apart from the two links noted above.

What good looks like from here

This is a personal site in a field where the top results are Deloitte, Harvard Business Review and US Bank. We are not going to outrank those, and chasing the biggest terms in your subject would be spending your time on an argument we cannot win.

What is genuinely winnable is narrower and more valuable: being the accountant who shows up for the specific questions a business owner asks in the two or three years before they sell, being quoted when Google's AI answers those questions, and being unambiguously credible when someone looks you up in the middle of deciding whether to hire your firm.

Over the next ninety days you should expect the number of different subjects you appear for to go up, the pre-liquidity questions to move from page nine towards page one, and the first clicks that have nothing to do with your name to arrive. If none of that happens, we will tell you plainly and change the approach rather than quietly carry on.

One last thing, and it may be the most important sentence in this report. Eighty-three per cent of the people who visit your site already know who you are. Search is not currently how your audience finds you, and it may never be the largest way. The job this site does best is convincing someone who is already half-decided, and it will do that job better once it asks them to do something. That is worth more than any ranking on this list.

Prepared for Trevor McCandless by the Personal Websites team · 25 August 2026

Search data from Google Search Console, 24 February to 22 August 2026. Analytics from Plausible, 1 October 2025 to 25 August 2026. Live search results and demand figures checked 19 August 2026.