

● SITE TEARDOWN · APPLE

Apple: a phone-and-desktop teardown

We loaded <https://www.apple.com/> 4 times on a simulated iPhone and 2 more on a 1366px desktop, and wrote down what a real visitor would see on each, then cross-checked it against real Chrome users from Google's field data. No login, no insider access, no Harvv pixel needed. Here is what repeated visits already show, sorted by how we know it.

August 8, 2026 · External scan + real-user field data · **4 MOBILE + 2 DESKTOP LOADS + GOOGLE CRUX**

TL;DR

What jumped out

Of everything we found on this scan, this is the one to start with: **Broken internal links**. 1 internal link target returned an error (404/410/5xx) or did not respond. Broken links waste crawl budget, frustrate visitors, and leak ranking signal. (Found across a sample of 8 pages from your sitemap, a partial crawl rather than your full site.)

11%

TAP TARGETS UNDER THE
44PX MINIMUM (18 OF 164)

254ms

LARGEST CONTENTFUL PAINT
(LAB MEDIAN)

4.5 MB

TOTAL PAGE WEIGHT (MEDIAN)

Below: what's already working, every finding ranked by impact and tagged with the screen it affects, the speed numbers on phone and desktop, and a checklist of what to fix first.

AI SEARCH VISIBILITY

How visible is apple.com to AI search?

ChatGPT, Perplexity, and Google AI Overviews are the new front page. The AI checks in this report are a preview. A free account turns them into a live 0 to 100 score, tracked daily and benchmarked against your competitors.

[See the full AI report, free](#)

00

What's already working

Start here so the problems below are in context. These held up across the test loads:

- **Speed is good.** Real Chrome visitors see the main content in 1.6s (Google's "good" bar is 2.5s). This is field data from actual users, not a lab guess.
- **Layout stays put as it loads.** Real visitors see only 0.01 of layout shift (good is under 0.10), so the page is not jumping under their finger.
- **No JavaScript errors on load.** Nothing threw a script error across the test loads, so buttons and tracking are not silently breaking mid-session.
- **Search basics are in place.** Lighthouse scores SEO 92/100. The fundamentals Google looks for are present.
- **Accessible to most visitors.** Lighthouse accessibility is 92/100, so screen-reader and contrast basics are largely handled.
- **Layout holds on phone and desktop.** Nothing spilled past the edge at either 390px (phone) or 1366px (desktop), so the structure is responsive.

01

Findings, ranked by what hurts conversion most

SEVERITY	FINDING	HOW WE KNOW
HIGH	Broken internal links BOTH SEO CONVERSION 1 EXAMPLE 1 internal link target returned an error (404/410/5xx) or did not respond. Broken links waste crawl budget, frustrate visitors, and leak ranking signal. (Found across a sample of 8 pages from your sitemap, a partial crawl rather than your full site.) THE EXACT EXAMPLES WE FOUND: https://www.apple.com/us/shop/goto/account (no response)	
MEDIUM	Page is heavy and slow on mobile data BOTH PERFORMANCE Each visit downloads about 4.5 megabytes, roughly 1057 KB of images and 244 KB of JavaScript across 52 separate downloads. On a fast connection that's fine. On a phone with patchy mobile data, that's several seconds of blank screen before the page is readable.	median across loads
MEDIUM	9 interactive elements have no stable, accessible identity BOTH ACCESSIBILITY (WCAG) TRACKING 8 ELEMENTS These elements are clicked like buttons but expose no accessible name, or are a plain div/span used as a control with no role. Assistive tech announces only a role (or nothing), and analytics and heatmaps have no human-readable label or stable selector to bind the click to, so the click is both inaccessible and untrackable, and any redesign silently breaks click aggregation. Give each one a real <button>/<a>, an aria-label, and a stable id or data-attribute. THE EXACT ELEMENTS WE FOUND: (a.tile-link) (no accessible name) (a.tile-link) (no accessible name) (a.tile-link) (no accessible name) (a.tile-link) (no accessible name) (a.tile-link) (no accessible name) (a.tile-link) (no accessible name) (a.tile-link) (no accessible name) (a.tile-link) (no accessible name)	

SEVERITY	FINDING	HOW WE KNOW
MEDIUM	Expose a last-updated date (freshness) BOTH AI SEARCH SEO ChatGPT cites recently-updated pages roughly 76% of the time and passes over stale, undated ones. These pages expose no machine-readable dateModified. Refresh the content and add dateModified (Article schema / meta). (Found across a sample of 8 pages from your sitemap, a partial crawl rather than your full site.)	
LOW	Images have no width or height set (layout is stable for now) BOTH PERFORMANCE SEO 6 IMAGES 50 of 50 images don't declare width and height. Your layout currently stays stable (measured Cumulative Layout Shift is 0.01, which is fine), most likely because space is reserved another way (CSS), so this is not causing visible jumps today. It is still worth setting explicit dimensions or a CSS aspect-ratio so a slow connection or a future style change cannot reintroduce shift. ----- THE EXACT IMAGES WE FOUND: • hero_iphone_family_be5jkzxszb1e_large.jpg "iPhone 17 Pro, back exte" • hero_back_to_school_startframe_cd4vg5frm39e_large.png • hero_back_to_school_2026_cz07tzsg14sy_large.jpg "Students carrying variou" • hero_macbook_air_m5_eblidggd120y_large.jpg "Two open MacBook Air lap" • promo_logo_ipad_air_dqdj4ni03quu_large.png • promo_ipad_air_m4_bgcv7t286k8y_large.jpg "iPad Air models floating"	
LOW	Search-result title is leaving room on the table BOTH SEO Google gives you about 60 characters of headline space in search results. This page is using 5. Adding the value proposition or a relevant keyword gives someone one more reason to click.	
LOW	Security headers are missing or weak BOTH SECURITY The server response is missing browser-hardening headers that protect visitors and are a standard security and agency checklist item. Missing or weak here: a modern Referrer-Policy (the current one leaks full URLs to other sites). These are set at the server, CDN, or host level (most platforms expose them in settings or a config file) and do not change how the site looks or performs.	

SEVERITY	FINDING	HOW WE KNOW
LOW	8 generic CTA links/buttons ("Click here", "Learn more", "Submit") BOTH ACCESSIBILITY (WCAG) CONVERSION 5 ELEMENTS Screen-reader users hear a list of "click here, click here, learn more" with no context. Sighted users learn nothing about where the link goes from the label alone. Rewrite each CTA to describe the destination ("See pricing", "Read the case study"). ----- THE EXACT ELEMENTS WE FOUND: • "Learn more" (a) • "Learn more" (a) • "Learn more" (a) • "Learn more" (a) • "Learn more" (a)	
LOW	No third-party analytics tag detected BOTH TRACKING No Google Analytics, GA4, or other third-party analytics tag was found in the page. If you rely only on platform or server-side analytics that is fine; but if not, a third-party tag is the baseline way to see how many visitors arrive, where they come from, and what converts. First-party or server-side analytics are not detectable from the outside, so this may already be handled.	
LOW	No email capture or newsletter detected BOTH CONVERSION No email-marketing tag (Klaviyo, Mailchimp, etc.) was found. If capturing visitors is relevant to this site, an email signup builds an owned audience you keep regardless of ad costs. Not every site needs one.	
LOW	Unused JavaScript is being downloaded BOTH PERFORMANCE Code that never runs on this page still costs download and parse time on every visit. Splitting or removing it speeds up load. Lighthouse measured: Est savings of 152 KiB.	
LOW	Unused CSS is being downloaded BOTH PERFORMANCE Style rules that this page never uses still block rendering while they download. Trimming them frees the paint path. Lighthouse measured: Est savings of 39 KiB.	
LOW	No /lms.txt file BOTH SEO No /lms.txt. This emerging standard gives AI search engines a clean, structured map of your most important content, improving how they understand and cite your site.	

Accessibility findings are automated checks against Web Content Accessibility Guidelines (WCAG) 2.1 and 2.2. They flag potential barriers and legal risk, not a certification or a determination of compliance with the ADA, Section 508, or EN 301 549. Automated testing catches only a subset of issues; a full conformance review needs manual and assistive-technology testing by a qualified reviewer.

FROM FINDING TO FIX

Want the fix, not just the finding?

Install Harvv and we turn each issue above into a ready-to-paste prompt for your AI coding assistant. Drop it into Cursor, Claude, or Copilot and the diagnosis becomes a concrete code change, written against this exact page.

Get the fix prompts

"How we know": **unlabeled** = a deterministic fact, identical on every load (e.g. element sizes). Most findings are this kind, so we only mark the exceptions: **median across loads** = a noisy lab metric, reported as a median. **real-user field data** = Google CrUX, actual Chrome visitors.

Structural and AI-search checks crawl up to 8 pages from your sitemap (a sample, not your full site). "Broken" means a link returned 404, 410, or 5xx, or did not respond; access-controlled pages (401, 403) are not counted.

02

Performance: phone, desktop, and real visitors

METRIC	MOBILE	DESKTOP	READ
TTFB (lab median)	31 ms	33 ms	LAB
FCP (lab median)	120 ms	112 ms	LAB
LCP (lab median)	254 ms	254 ms	GOOD
Page weight (median)	4.5 MB	4.7 MB	WATCH
Real LCP (p75, url)		1.6 s	GOOD
Real INP (p75)		150 ms	GOOD
Real CLS (p75)		0.01	GOOD

Google Lighthouse (lab): Performance **57** mobile / **92** desktop, SEO **92**, Accessibility **92**, Best Practices **100**.

Lab numbers are from a headless mobile browser on an unthrottled connection: treat them as a floor, not a typical experience.

03

Tiny buttons are hard to tap on mobile

18 of 164 tappable items on this page come in below 44×44 pixels, the size Apple and Google both recommend for reliable tapping on a phone. The same ones came up small on every one of the 4 test loads, so this is the page itself, not a fluke.

When customers can't tap what they expect to, they get frustrated and many of them leave. They don't file a bug. They don't try again. They just leave. A desktop dashboard can't see this because it's the difference between a thumb and a cursor.

The buttons measuring below the minimum on this scan:

- a 82x16 "Learn more"
- a 1x1 "Item 6"
- a 1x1 "Item 7"
- a 1x1 "Item 8"
- a 1x1 "Item 9"
- a 25x14 "here"
- a 50x14 "QGIS.org"
- a 75x14 "Oslandia.com"

The fix is CSS-only on most sites: add padding around the icon (don't just change the icon size) so the actual tap area is at least 44×44 pixels. No redesign, no new assets.

04

Technical SEO & structured data

CHECK	RESULT
Title	Apple (5 chars)
Meta description	172 chars
H1	1 on page
Canonical	PRESENT
Structured data (JSON-LD)	Organization, WebSite, WebPage

CHECK	RESULT
Open Graph	TITLE + IMAGE

05

The fix checklist

Everything to fix, priority first, each tagged with the screen it affects and a rough effort. Work top to bottom.

- ☐ **Broken internal links** BOTH VARIES
- ☐ **Page is heavy and slow on mobile data** BOTH CSS ONLY
- ☐ **9 interactive elements have no stable, accessible identity** BOTH DEV AFTERNOON
- ☐ **Expose a last-updated date (freshness)** BOTH VARIES
- ☐ **Images have no width or height set (layout is stable for now)** BOTH CSS ONLY
- ☐ **Search-result title is leaving room on the table** BOTH 1 LINE
- ☐ **Security headers are missing or weak** BOTH VARIES
- ☐ **8 generic CTA links/buttons ("Click here", "Learn more", "Submit")** BOTH VARIES
- ☐ **No third-party analytics tag detected** BOTH DEV AFTERNOON
- ☐ **No email capture or newsletter detected** BOTH VARIES
- ☐ **Unused JavaScript is being downloaded** BOTH VARIES

☐ Unused CSS is being downloaded **BOTH** **VARIABLES**

☐ No llms.txt file **BOTH** **VARIABLES**

Effort is a rough read from the outside: "CSS only" means no new assets or backend work, "1 line" means a single tag, "Dev afternoon" means a developer needs to touch tracking or scripts.

06

What this report cannot tell you

Everything above is from the outside, looking at the page on a simulated phone and desktop. The questions that actually decide revenue need real visitors. Install the Harvv pixel (one script tag, 16 KB, zero personal data, no engineering project) and within about 72 hours you'd know which buttons real customers tapped and missed, how often Google Analytics is missing visits, and exactly where mobile shoppers stalled and left. This report shows you where to look. The pixel shows you how often it happens, and to whom.

07

How we did this, and what it can't prove

- **4 mobile + 2 desktop loads** of one URL from headless Chrome (iPhone viewport at 390px, desktop at 1366px), August 8, 2026. Enough loads to separate real defects from random noise, not a full-site crawl.
- **Lab numbers, not real-user numbers**, except the CrUX rows, which are real Chrome users. Real devices on real networks run slower.
- **Friction is inferred, not counted.** We can prove a button is small. We can't, from the outside, count how often it causes a missed tap. That requires the pixel on a live page.

About Harvv, the source of this teardown

Harvv is a behavioral UX analytics platform (harvv.com). A lightweight JavaScript pixel captures how real visitors behave on a site (dead clicks, rage clicks, scroll depth, Core Web Vitals, JavaScript errors, and 50+ other signals) and the engine turns them into prioritized, plain-English findings. This teardown is the outside-in version of that: the same detectors run against a public page, with no pixel installed.

How to read it. Every finding here is a reproducible, automated measurement, not an opinion: element sizes, contrast ratios, load metrics, and structured-data checks that anyone can re-run against the same URL. The method is stated in full above. Automated testing catches a subset of issues, so this is a starting point, not a certification.

Full disclosure. Harvv makes the pixel that would measure the friction these findings imply, so we have a commercial interest. That is exactly why the findings are kept to things a reader can verify independently, and why nothing here is inflated: an unreproducible claim would undermine the tool it is meant to demonstrate.

Prepared by Harvv (harvv.com), a behavioral UX analytics platform. Last updated August 8, 2026.