

WHAT YOUR SITE IS ACTUALLY DOING.

One page: what is working, what is costing you visitors, and what to fix next. A phone-and-desktop teardown of the live site: 4 phone loads + 1 desktop loads, cross-checked against real Chrome users from Google's field data. No login, no insider access, no Harvv pixel needed. The full evidence is at the bottom.

August 31, 2026 · External scan + real-user field data · 4 MOBILE + 1 DESKTOP LOADS + GOOGLE CRUX

WORKING

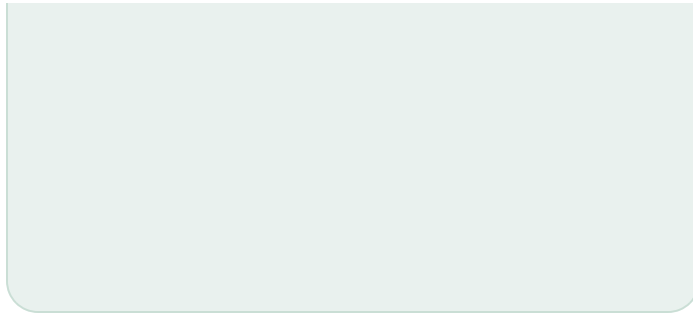
What's already working. These held up across every load.

- 0.2s** Speed is good.
- 0.00** Layout stays put as it loads.
- 0** No JavaScript errors on load.
- ✓** Nothing spilled past the edge at either 390px (phone) or 1366px (desktop), so the structure is responsive.

COSTING YOU

Ranked by what hurts conversion most. Full evidence below.

- 28/52** Tiny buttons are hard to tap on mobile
- SEO** Some links cannot be followed by Google
- 41%** Add quotations so AI engines cite this page
- 2189KB** Page is heavy and slow on mobile data



3.6s

Main content is slow to appear on phones

cvr

No email capture or newsletter detected

FIXING NEXT

TAP TARGETS, PAGE WEIGHT AND MAIN CONTENT IS SLOW.

5 HOURS

3 small changes, on the pages people actually land on: Tiny buttons are hard to tap on mobile; Page is heavy and slow on mobile data; Main content is slow to appear on phones. We re-measure the same samples after.

AI SEARCH VISIBILITY

How visible is austincapitalmortgage.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](#)

Findings, ranked by what hurts conversion most

SEVERITY	FINDING	HOW WE KNOW
HIGH	Tiny buttons are hard to tap on mobile MOBILE ACCESSIBILITY (WCAG) CONVERSION 8 ELEMENTS 28 of 52 tappable items on this page (54%) measure under 24 pixels on their shorter side, below the 24px floor WCAG 2.5.8 sets for accessibility and well under the platform minimums (Apple recommends 44pt, Android 48dp) for reliable tapping, and the same ones came up small on every test load. When visitors can't hit what they expect to, they get frustrated and many of them leave instead of trying again. THE EXACT ELEMENTS WE FOUND: • a 20x10 "Skip to main content" • a 20x10 "Skip to footer" • button 20x16 "Open mobile menu" • button 16x48 "Purchase Sub menu" • button 16x48 "Refinance Sub menu" • button 16x48 "Resources Sub menu" • button 16x48 "About Sub menu" • a 188x15 (no visible label)	
MEDIUM	Page is heavy and slow on mobile data BOTH PERFORMANCE Each visit downloads about 2.2 megabytes, roughly 2189 KB of images and 0 KB of JavaScript across 33 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. How we know: median across loads	

LOW

No email capture or newsletter detected

BOTH

CONVERSION

No email input field was found in the page, and no email-marketing tag (Klaviyo, Mailchimp, Substack, ConvertKit, Beehiiv, MailerLite, ActiveCampaign, Omnisend, Brevo, Drip or Buttondown) was detected. A form that loads after JavaScript runs, or one behind a popup or a separate page, will not be visible to this check. 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.

HIGH

Some links cannot be followed by Google

BOTH

SEO

Links that are not real anchors with an href cannot be crawled, so the pages they point to may never get indexed.

HIGH

Add quotations so AI engines cite this page

BOTH

AI SEARCH

SEO

Generative engines (ChatGPT, Perplexity, AI Overviews) lift sourced, attributed quotes almost verbatim, and quotations are the single strongest citation lever (studies measure roughly +41%). Add 1-2 attributed expert quotes or blockquotes to the pages below. (Found across a sample of 8 pages from your sitemap, a partial crawl rather than your full site.)

LOW

No advertising pixel detected

BOTH

TRACKING

Analytics is present but no Meta/Google/TikTok ad pixel was found. If you run paid ads, conversion tracking should be installed before the next campaign so the platforms can optimize toward buyers, not clicks.

MEDIUM

Main content is slow to appear on phones

BOTH

For the slowest quarter of real Chrome visitors, the largest visible item on this page takes 3.6 seconds to show up. Google's "good" threshold is 2.5 seconds, and this misses it. That number is also one of the signals Google uses to decide where to rank your page in search.

How we know: real-user field data

LOW

3 potential dead-click targets

BOTH

CONVERSION

ACCESSIBILITY (WCAG)

TRACKING

3 ELEMENTS

Elements styled like buttons but with no anchor, no <button> wrapper, no role="button", and no click attribute. Real visitors tap these expecting something to happen, then leave. Examples on this page: "Read more" (span.brxe-plabos), "Read more" (span.brxe-plabos), "Read more" (span.brxe-plabos).

THE EXACT ELEMENTS WE FOUND:

- "Read more" (span.brxe-plabos)
- "Read more" (span.brxe-plabos)
- "Read more" (span.brxe-plabos)

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.

LOW

10 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

4 interactive elements have no stable, accessible identity

BOTH

ACCESSIBILITY (WCAG)

TRACKING

4 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:

- "Read more" (`span.brxe-plabos`) (div/span used as a button, no role)
- "Read more" (`span.brxe-plabos`) (div/span used as a button, no role)
- "Read more" (`span.brxe-plabos`) (div/span used as a button, no role)
- (`a.bricks-link-wrapper`) (no accessible name)

LOW

Headings skip levels

BOTH

ACCESSIBILITY (WCAG)

Skipping a heading level breaks the document outline that screen readers and search engines rely on. On this page the outline jumps to an H3 without the level above it, at "\$7B+". Lighthouse flagged 2 headings out of order.

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)	54 ms	44 ms	LAB
FCP (lab median)	168 ms	264 ms	LAB
LCP (lab median)	168 ms	264 ms	GOOD
Page weight (median)	2.2 MB	2.2 MB	WATCH
Real LCP (p75, origin)		3.6 s	NEEDS WORK
Real INP (p75)		n/a	
Real CLS (p75)		0.00	GOOD

Google Lighthouse (lab): Performance **68** mobile / **86** desktop, SEO **85**, 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

28 of 52 tappable items on this page come in below the platform minimums for reliable tapping on a phone (Apple recommends 44pt, Android 48dp; WCAG 2.5.8 sets 24px as the hard accessibility floor). 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 20x10 "Skip to main content"
- a 20x10 "Skip to footer"
- button 20x16 "Open mobile menu"
- button 16x48 "Purchase Sub menu"
- button 16x48 "Refinance Sub menu"
- button 16x48 "Resources Sub menu"
- button 16x48 "About Sub menu"
- a 188x15 (no visible label)

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 44x44 pixels. No redesign, no new assets.

04

Technical SEO & structured data

CHECK	RESULT
Title	Austin Capital Mortgage TX Top Mortgage Brokers Since '96 (59 chars)
Meta description	139 chars
H1	1 on page
Canonical	PRESENT
Structured data (JSON-LD)	1 block(s)
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.



Tiny buttons are hard to tap on mobile

MOBILE

CSS ONLY



Page is heavy and slow on mobile data

BOTH

SMALL

☐ No email capture or newsletter detected BOTH VARIES

☐ Some links cannot be followed by Google BOTH VARIES

☐ Add quotations so AI engines cite this page BOTH VARIES

☐ No advertising pixel detected BOTH DEV AFTERNOON

☐ Main content is slow to appear on phones BOTH SMALL

☐ 3 potential dead-click targets BOTH CSS ONLY

☐ Security headers are missing or weak BOTH VARIES

☐ 10 generic CTA links/buttons ("Click here", "Learn more", "Submit") BOTH VARIES

☐ 4 interactive elements have no stable, accessible identity BOTH DEV AFTERNOON

☐ Headings skip levels BOTH VARIES

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.

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

- **4 mobile + 1 desktop loads** of one URL from headless Chrome (iPhone viewport at 390px, desktop at 1366px), August 31, 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 31, 2026.