

● SITE TEARDOWN · DELEKUS

Delekus: a phone-and-desktop teardown

We loaded <https://delekus.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 17, 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: **A floating widget is covering a clickable element.** 12 clickable elements are sitting underneath a fixed overlay (div#cm_disclaimer-header over button "Previous slide"), so a visitor who tries to tap them hits the widget on top instead. The element is there and looks fine in a preview, it just can't be reached. Move the floating widget to a clear corner, lower its z-index, or add spacing so it never overlaps your links and buttons.

33%

TAP TARGETS UNDER THE
44PX MINIMUM (20 OF 61)

410ms

LARGEST CONTENTFUL PAINT
(LAB MEDIAN)

13.5 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.

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 2.1s (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.
- **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	A floating widget is covering a clickable element ACCESSIBILITY (WCAG) 6 ELEMENTS 12 clickable elements are sitting underneath a fixed overlay (div#cm_disclaimer-header over button "Previous slide"), so a visitor who tries to tap them hits the widget on top instead. The element is there and looks fine in a preview, it just can't be reached. Move the floating widget to a clear corner, lower its z-index, or add spacing so it never overlaps your links and buttons. THE EXACT ELEMENTS WE FOUND: • <u>button "Previous slide" under div#cm_disclaimer-header</u> • <u>button "Next slide" under div#cm_disclaimer-header</u> • <u>a "SIGN UP FOR EMAIL ALERTS (0" under div#cm_disclaimer-header</u> • <u>a "About Us" under p</u> • <u>a "Business Operations" under p</u> • <u>a "Investors" under p</u>	BOTH CONVERSION
HIGH	Page contains "Lorem ipsum" placeholder text Real visitors see this rendered text. It almost always means a template variable, localization string, or third-party widget failed to render. Search the page for the exact pattern and fix the source.	BOTH CONVERSION SEO

SEVERITY	FINDING	HOW WE KNOW
MEDIUM	Tiny buttons are hard to tap on mobile MOBILE ACCESSIBILITY (WCAG) CONVERSION 8 ELEMENTS 20 of 61 tappable items on this page (33%) measure under 24 pixels on their shorter side, below the WCAG minimum, and well under the 44 pixels Apple and Google recommend 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: • <u>button 30x20 "close disclaimer"</u> • <u>button 30x20 (no visible label)</u> • <u>a 93x20 (no visible label)</u> • <u>a 93x20 (no visible label)</u> • <u>button 8x8 "Go to slide 1"</u> • <u>button 8x8 "Go to slide 2"</u> • <u>button 8x8 "Go to slide 3"</u> • <u>a 88x18 "READ MORE REFINING"</u>	
MEDIUM	Google is writing your search snippet for you BOTH SEO This page has no meta description, so Google grabs whatever text it finds on the page and shows that under your title in search results. Usually it's not the pitch you'd write yourself. Adding a 120 to 160 character summary is one of the easier wins for search click-through.	
MEDIUM	Page is heavy and slow on mobile data BOTH PERFORMANCE Each visit downloads about 13.5 megabytes, roughly 12150 KB of images and 1353 KB of JavaScript across 115 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	JavaScript crashed while the page was loading BOTH CONVERSION TRACKING 1 ERROR 1 script error fired during page load. When a script crashes, buttons sometimes stop working, analytics stop firing, and the visitor has no warning. Worth opening the browser console to find which script failed. ----- THE EXACT ERRORS WE FOUND: • <u>\$(...).counterUp is not a function</u>	median across loads

SEVERITY	FINDING	HOW WE KNOW
MEDIUM	The page has no main heading BOTH	
	There is no <h1>. Search engines and screen readers use the H1 to understand what the page is about. Add exactly one that states the page's purpose.	
LOW	Images have no width or height set (layout is stable for now) BOTH PERFORMANCE SEO 6 IMAGES	
	18 of 18 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: • Delek-Logo-Long-cropped.png "Delek US Logo" • Delek-Logo-Long-cropped.png "Delek US company logo" • about-us-nav.png • business-operations-nav.png • investors-nav.png • careers-nav.png	
LOW	No canonical tag, so duplicate URLs split the page's ranking BOTH	
	When the same content is reachable at multiple URLs (think tracking parameters or session IDs), Google can split your ranking signal across them. A single canonical tag tells Google which version counts.	
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: Content-Security-Policy (the main defense against injected and cross-site scripts). 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	Links to this page will look bare when shared BOTH	
	The page is missing its Open Graph title and image, so when someone shares it on Facebook, LinkedIn, iMessage, or Slack the preview has no title and image. A flat grey link gets far fewer clicks than one with an image and headline.	
LOW	No structured data for rich search results BOTH	
	The page has no schema.org markup. Adding the right type (Product, Article, Organization, FAQ) lets Google show rich results like star ratings and prices, which lift click-through for free.	

SEVERITY	FINDING	HOW WE KNOW
LOW	The page loads from a lot of third-party services BOTH Around 18 separate outside domains load on this page (analytics, ads, chat widgets, fonts). Each one is a connection that can be slow, fail, or change behavior outside your control.	median across loads
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	No visible contact details (email or phone) BOTH CONVERSION The page exposes no email or phone link. For higher-value or trust-sensitive purchases, a clear way to reach a human reduces hesitation. Add an email or phone link in the header or footer.	
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 1,085 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 210 KiB.	
LOW	Some links do not describe where they go BOTH ACCESSIBILITY (WCAG) CONVERSION Links like "click here" or "read more" tell screen-reader users and search engines nothing about the destination. Lighthouse measured: 4 links found.	
LOW	Headings skip levels BOTH ACCESSIBILITY (WCAG) Jumping from an H1 straight to an H4 breaks the document outline that screen readers and search engines rely on.	

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.

02

Performance: phone, desktop, and real visitors

METRIC	MOBILE	DESKTOP	READ
TTFB (lab median)	65 ms	68 ms	LAB
FCP (lab median)	396 ms	420 ms	LAB
LCP (lab median)	410 ms	434 ms	GOOD
Page weight (median)	13.5 MB	23.0 MB	WATCH
Real LCP (p75, origin)		2.1 s	GOOD
Real INP (p75)		137 ms	GOOD
Real CLS (p75)		0.01	GOOD

Google Lighthouse (lab): Performance **50** mobile / **37** desktop, SEO **83**, Accessibility **94**, Best Practices **54**.

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

20 of 61 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:

- button 30x20 "close disclaimer"
- button 30x20 (no visible label)
- a 93x20 (no visible label)
- a 93x20 (no visible label)
- button 8x8 "Go to slide 1"
- button 8x8 "Go to slide 2"
- button 8x8 "Go to slide 3"
- a 88x18 "READ MORE REFINING"

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	Delek US Holdings, Inc. - Overview (34 chars)
Meta description	MISSING
H1	0 on page
Canonical	MISSING
Structured data (JSON-LD)	NONE

CHECK	RESULT
Open Graph	INCOMPLETE

05

The fix checklist

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

☐ A floating widget is covering a clickable element BOTH CSS ONLY

☐ Page contains "Lorem ipsum" placeholder text BOTH VARIES

☐ Tiny buttons are hard to tap on mobile MOBILE CSS ONLY

☐ Google is writing your search snippet for you BOTH 1 LINE

☐ Page is heavy and slow on mobile data BOTH SMALL

☐ JavaScript crashed while the page was loading BOTH DEV AFTERNOON

☐ The page has no main heading BOTH VARIES

☐ Images have no width or height set (layout is stable for now) BOTH CSS ONLY

☐ No canonical tag, so duplicate URLs split the page's ranking BOTH 1 LINE

☐ Security headers are missing or weak BOTH VARIES

☐ Links to this page will look bare when shared BOTH 1 LINE

☐ No structured data for rich search results BOTH VARIABLES

☐ The page loads from a lot of third-party services BOTH DEV AFTERNOON

☐ No third-party analytics tag detected BOTH DEV AFTERNOON

☐ No email capture or newsletter detected BOTH VARIABLES

☐ No visible contact details (email or phone) BOTH VARIABLES

☐ Unused JavaScript is being downloaded BOTH VARIABLES

☐ Unused CSS is being downloaded BOTH VARIABLES

☐ Some links do not describe where they go BOTH VARIABLES

☐ Headings skip levels 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.

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 17, 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 17, 2026.