

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 + 2 desktop loads. No login, no insider access, no Harvv pixel needed. The full evidence is at the bottom.

September 9, 2026 · External scan ·

4 MOBILE + 2 DESKTOP LOADS · NO PIXEL DATA

WORKING

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

0.7s Speed is good.

0 No JavaScript errors on load.

91/100 Lighthouse scores SEO 91/100. The fundamentals Google looks for are present.

✓ Nothing spilled past the edge at either 390px (phone) or 1366px (desktop), so the structure is responsive.

COSTING YOU

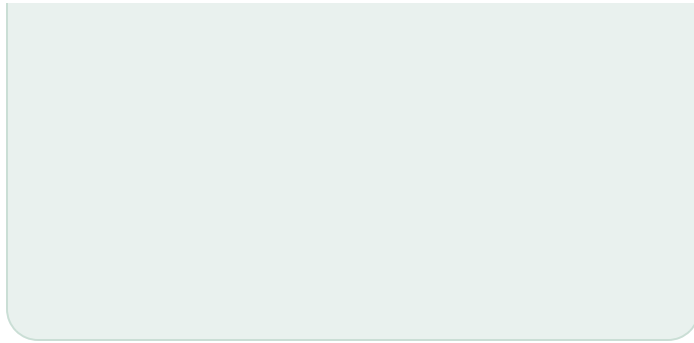
Ranked by what hurts conversion most. Full evidence below.

36/53 Tiny buttons are hard to tap on mobile

5 A floating widget is covering a clickable element

tags Meta Pixel (Facebook) is installed but misconfigured

4 Google Analytics tracking broken



faint

Some text is low-contrast and hard to read

4.9MB

Page is heavy and slow on mobile data

FIXING NEXT

TAP TARGETS, OBSCURED CONTROL AND PAGE WEIGHT.

4 HOURS

3 small changes, on the pages people actually land on: Tiny buttons are hard to tap on mobile; A floating widget is covering a clickable element; Page is heavy and slow on mobile data. We re-measure the same samples after.

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 36 ELEMENTS 36 of 53 tappable items on this page (68%) 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 (8 OF 36): - a 163x19 "Industrial Services" - a 163x19 "Green Resources" - a 163x19 "Blue Lane Freight" - a 163x19 "International Orders" - a 124x19 "Safety" - a 124x19 "Metalworking" - a 124x19 "Engineering" - a 124x19 "Government"	

HIGH

A floating widget is covering a clickable element

BOTH

CONVERSION

ACCESSIBILITY (WCAG)

5 ELEMENTS

5 clickable elements are sitting underneath a fixed overlay (img.mw-100 over a "Engineering"), 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:

- a "Engineering" under `img.mw-100`
- a "Government" under `nav.navbar`
- a "Accessibility" under `p.ps-3`
- a "Blue Lane Freight" under `p.ps-3`
- a "Safety Data Sheets" under `div.col-xs-12`

MEDIUM

Page is heavy and slow on mobile data

BOTH

PERFORMANCE

Each visit downloads about 4.9 MB, roughly 2834 KB of images and 1528 KB of JavaScript across 89 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

Images have no width or height set (layout is stable for now)

BOTH

PERFORMANCE

SEO

13 IMAGES

13 of 14 images don't declare width and height. Your layout currently stays stable (measured Cumulative Layout Shift is 0, 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 (6 OF 13):

- `fastenal.png` "FASTENAL"
- `Nut.svg` "NutIcon"
- `shop-now.svg` "Shop Now"
- `chevron-left-solid%20.svg` "Scroll Left"
- `d2-fasteners.webp` "Fasteners"
- `d2-safety.webp` "Safety"

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 726 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 57 KiB.

LOW

The page loads from a lot of third-party services

BOTH

Around 16 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.

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

Meta Pixel (Facebook) is installed but misconfigured

BOTH

TRACKING

Meta Pixel installed but no Lead/Purchase/Checkout event fires on this page, only PageView. Your Meta ad sessions can't be optimized for conversions until you track at least one downstream event.

HIGH

Google Analytics tracking broken

BOTH

TRACKING

CONVERSION

The Google Analytics request failed to complete on every one of the 4 test loads. If real visitors hit the same failure, GA is missing those visits and the dashboard has no way to flag it. Conversion numbers, audience counts, and channel attribution are all undercounting. Worth checking the tag loading order and any consent banner that might be blocking the request.

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

The page has 3 top-level headings

BOTH

Multiple <h1> tags blur which heading is the main one. Keep one H1 and demote the rest to H2 so the page's structure is clear.

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.

HIGH

Some text is low-contrast and hard to read

BOTH

ACCESSIBILITY (WCAG)

6 ELEMENTS

Text that does not stand out enough from its background is hard to read for many visitors, and fails accessibility guidelines Google checks.

THE EXACT ELEMENTS WE FOUND:

- `h1 "Supply ChainsSimplified.": 1:1, needs 3:1 (rgb(255, 255, 255) on rgb(255, 255, 255))`
- `em "Featuring Body Guard": 1:1, needs 3:1 (rgb(255, 255, 255) on rgb(255, 255, 255))`
- `p "DIGITAL TOOLS": 1:1, needs 4.5:1 (rgb(255, 255, 255) on rgb(255, 255, 255))`
- `h2 "Simplifying procurement,unlo": 1:1, needs 3:1 (rgb(255, 255, 255) on rgb(255, 255, 255))`
- `span "unlocking analytics": 1:1, needs 3:1 (rgb(255, 255, 255) on rgb(255, 255, 255))`
- `p "Digital toolboxes should hav": 1:1, needs 4.5:1 (rgb(255, 255, 255) on rgb(255, 255, 255))`

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:

- `(a.text-decoration-none) (no accessible name)`
- `(a.text-decoration-none) (no accessible name)`
- `(a.text-decoration-none) (no accessible name)`
- `(a.text-decoration-none) (no accessible name)`

LOW

Images are missing alt text

BOTH

ACCESSIBILITY (WCAG)

SEO

Screen readers skip or read the filename of images without alt text, and search engines lose the context. Describe content images; mark decorative ones `alt=""`.

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 H6 without the level above it, at "Get a closer look at our services". 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.

02

Performance: phone, desktop, and real visitors

METRIC	MOBILE	DESKTOP	READ
TTFB (lab median)	189 ms	181 ms	LAB
FCP (lab median)	342 ms	432 ms	LAB
LCP (lab median)	662 ms	664 ms	GOOD
Page weight (median)	4.9 MB	10.7 MB	WATCH

Google Lighthouse (lab): Performance **21** mobile / **31** desktop, SEO **91**, Accessibility **74**, Best Practices **92**.

Lab numbers are from a headless mobile browser on an unthrottled connection: treat them as a floor, not a typical experience. Add a Google API key to light up real-user field data (CrUX) and Lighthouse scores.

03

Tiny buttons are hard to tap on mobile

36 of 53 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 163x19 "Industrial Services"
- a 163x19 "Green Resources"
- a 163x19 "Blue Lane Freight"
- a 163x19 "International Orders"
- a 124x19 "Safety"
- a 124x19 "Metalworking"
- a 124x19 "Engineering"
- a 124x19 "Government"

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	Fastenal Industrial Supplies, OEM Fasteners, Safety Products & More (67 chars)
Meta description	146 chars
H1	3 on page

CHECK	RESULT
Canonical	MISSING
Structured data (JSON-LD)	NONE
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.

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

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

☐ Page is heavy and slow on mobile data BOTH SMALL

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

☐ Unused JavaScript is being downloaded BOTH VARIES

☐ Unused CSS is being downloaded BOTH VARIES

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

☐ No email capture or newsletter detected BOTH VARIES

☐ Meta Pixel (Facebook) is installed but misconfigured BOTH VARIES

☐ Google Analytics tracking broken BOTH DEV AFTERNOON

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

☐ The page has 3 top-level headings **BOTH** **VARIES**

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

☐ No structured data for rich search results **BOTH** **VARIES**

☐ Some text is low-contrast and hard to read **BOTH** **VARIES**

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

☐ Images are missing alt text **BOTH** **VARIES**

☐ 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.

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), September 9, 2026. Enough loads to separate real defects from random noise, not a full-site crawl.

- **Lab numbers, not real-user numbers** (no field data was available for this run). 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 September 9, 2026.