

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.

August 31, 2026

· External scan

· 4 MOBILE + 2 DESKTOP LOADS · NO PIXEL DATA

WORKING

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

0.4s Speed is good.

0 No JavaScript errors on load.

100/100 Lighthouse scores SEO 100/100. 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

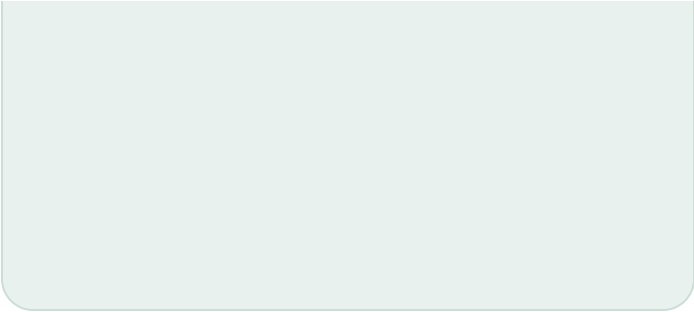
Ranked by what hurts conversion most. Full evidence below.

41% Add quotations so AI engines cite this page

faint Some text is low-contrast and hard to read

14 Click activity may be invisible inside the Facebook in-app browser

131 Unused JavaScript is being downloaded



- 12

The page loads from a lot of third-party services
- 60

Search-result title is leaving room on the table

FIXING NEXT

TITLE.

One focused change, on the pages people actually land on: Search-result title is leaving room on the table. We re-measure the same samples after.

30

MINUTES

AI SEARCH VISIBILITY

How visible is habitude.ph 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

01

Findings, ranked by what hurts conversion most

SEVERITY	FINDING	HOW WE KNOW
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 131 KiB.	

LOW

The page loads from a lot of third-party services

BOTH

Around 12 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

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

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 18. Adding the value proposition or a relevant keyword gives someone one more reason to click.

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

Social share image declared over insecure HTTP

BOTH

SEO

The Open Graph image is declared as an http:// URL, but the page also declares og:image:secure_url over https, and the big platforms (Facebook, LinkedIn, iMessage) use that fallback, so previews render. Strict scrapers and some AI crawlers only read og:image, though, and may skip the image. Hygiene fix: declare the https URL in og:image itself.

MEDIUM

Click activity may be invisible inside the Facebook in-app browser

BOTH

TRACKING

Patterns on this page (14 custom-element tags) tend to suppress click events inside Android Webview and iOS in-app browsers. Visitors arriving from Meta ads may register as zero-interaction sessions even when they're actively using the page. Add a server-side landing tracker so you don't lose that audience entirely.

HIGH

Some text is low-contrast and hard to read

BOTH

ACCESSIBILITY (WCAG)

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

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 stronger HSTS policy (max-age at least 180 days plus includeSubDomains). 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

Some text is too small to read on phones

MOBILE

ACCESSIBILITY (WCAG)

CONVERSION

10 chunks of text come in under 12 pixels on this page. Most visitors don't zoom, they just skim past anything that small. Bumping the smallest body text to 14 pixels makes the page read without effort.

How we know: median across loads

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)	23 ms	20 ms	LAB
FCP (lab median)	216 ms	208 ms	LAB
LCP (lab median)	402 ms	346 ms	GOOD
Page weight (median)	1.9 MB	1.9 MB	OK

Google Lighthouse (lab): Performance **85** mobile / **94** desktop, SEO **100**, Accessibility **97**, Best Practices **96**.

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

6 of 51 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 172x17 "Calm and Correct Duo"

- a 172x17 "Dew It All Essence"
- a 172x17 "Hydrate and Elevate Duo"
- a 172x17 "Prime, Plump, Power Trio"
- a 106x11 "Habitude Lifestyle"
- a 115x11 "Powered by Shopify"

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	Habitude Lifestyle (18 chars)
Meta description	201 chars
H1	1 on page
Canonical	PRESENT
Structured data (JSON-LD)	Organization, WebSite
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.

- ☐ Unused JavaScript is being downloaded BOTH VARIES
- ☐ The page loads from a lot of third-party services BOTH DEV AFTERNOON
- ☐ Add quotations so AI engines cite this page BOTH VARIES
- ☐ Search-result title is leaving room on the table BOTH 1 LINE

☐ No third-party analytics tag detected BOTH DEV AFTERNOON

☐ Social share image declared over insecure HTTP BOTH VARIES

☐ Click activity may be invisible inside the Facebook in-app browser BOTH VARIES

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

☐ Security headers are missing or weak BOTH VARIES

☐ Some text is too small to read on phones MOBILE CSS ONLY

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 31, 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.

- **This page rotates its content** load to load, which is on its own a reason a single-shot scan can't be the last word on it.

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.