

● SITE TEARDOWN · HFSINCLAIR

Hfsinclair: a phone-and-desktop teardown

We loaded <https://hfsinclair.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. 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 · 4 MOBILE + 2 DESKTOP LOADS · NO PIXEL DATA

TL;DR

What jumped out

Of everything we found on this scan, this is the one to start with: **Tiny buttons are hard to tap on mobile.** 20 of 25 tappable items on this page (80%) 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.

80%

TAP TARGETS UNDER THE
44PX MINIMUM (20 OF 25)

828ms

LARGEST CONTENTFUL PAINT
(LAB MEDIAN)

2.0 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.** The main content paints in about 0.8s in our test loads, inside Google's 2.5s "good" threshold. Real networks are slower, but the page itself is not heavy.

- **No JavaScript errors on load.** Nothing threw a script error across the test loads, so buttons and tracking are not silently breaking mid-session.

01

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 20 of 25 tappable items on this page (80%) 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: • a 85x22 "Homepage" • a 62x23 "93.67" • a 225x22 (no visible label) • a 225x22 (no visible label) • a 225x22 (no visible label) • a 225x22 (no visible label) • a 225x22 (no visible label) • a 29x22 (no visible label)	
HIGH	Google Analytics tracking broken BOTH 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.	
HIGH	Page contains unrendered {{ template }} variable BOTH CONVERSION SEO 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.	

SEVERITY	FINDING	HOW WE KNOW
MEDIUM	Page is heavy and slow on mobile data BOTH PERFORMANCE Each visit downloads about 2.0 megabytes, roughly 655 KB of images and 1017 KB of JavaScript across 76 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	Page is wider than the phone screen MOBILE Something on this page extends past the right edge on mobile. The visitor has to drag sideways to see it, which they won't, and anything tappable over there is essentially invisible. Usually a wide image or a fixed-width container that didn't get a max-width.	
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.	
MEDIUM	1 form field has no label BOTH ACCESSIBILITY (WCAG) CONVERSION TRACKING 1 ELEMENT Screen readers can't announce these fields, and a sighted user who clears the placeholder can't recover the prompt. Wrap each input in <label>...</label> or add aria-label. ----- THE EXACT ELEMENTS WE FOUND: name="_ctrl0\$ctl24\$txtsearchinput" (input)	

SEVERITY	FINDING	HOW WE KNOW
MEDIUM	7 interactive elements have no stable, accessible identity BOTH ACCESSIBILITY (WCAG) TRACKING 7 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: • <u>(a) (no accessible name)</u> • <u>(a) (no accessible name)</u> • <u>(a) (no accessible name)</u> • <u>(a) (no accessible name)</u> • <u>(a) (no accessible name)</u> • <u>(a) (no accessible name)</u> • <u>(a) (no accessible name)</u>	
MEDIUM	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	Images have no width or height set (layout is stable for now) BOTH PERFORMANCE SEO 6 IMAGES 11 of 11 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: • <u>search_icon.png "search"</u> • <u>logo.png "Homepage"</u> • <u>Logo_Mobile.png</u> • <u>Logo_Mobile.png</u> • <u>CheyenneRefinery.jpg</u> • <u>SinclairStation.jpg</u>	

SEVERITY	FINDING	HOW WE KNOW
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	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.	
LOW	There is very little text on this page BOTH The page has about 112 words. Thin pages give Google little to rank on and visitors little to act on. If this is a key landing page, it usually needs more substance.	
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.	median across loads
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.	
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 536 KiB.	

SEVERITY	FINDING	HOW WE KNOW
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 107 KiB.	
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	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: 1 link 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)	109 ms	95 ms	LAB
FCP (lab median)	768 ms	692 ms	LAB

METRIC	MOBILE	DESKTOP	READ
LCP (lab median)	828 ms	804 ms	GOOD
Page weight (median)	2.0 MB	2.6 MB	WATCH

Google Lighthouse (lab): Performance **54** mobile / **62** desktop, SEO **83**, Accessibility **68**, 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

20 of 25 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 85x22 "Homepage"
- a 62x23 "93.67"
- a 225x22 (no visible label)
- a 225x22 (no visible label)
- a 225x22 (no visible label)
- a 225x22 (no visible label)
- a 225x22 (no visible label)
- a 29x22 (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 44×44 pixels. No redesign, no new assets.

04

Technical SEO & structured data

CHECK	RESULT
Title	HF Sinclair Corporation Home (30 chars)
Meta description	460 chars
H1	0 on page
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

☒ Google Analytics tracking broken BOTH DEV AFTERNOON

☒ Page contains unrendered {{ template }} variable BOTH VARIES

☐ Page is heavy and slow on mobile data BOTH SMALL

☐ Page is wider than the phone screen MOBILE CSS ONLY

☐ The page has no main heading BOTH VARIES

☐ 1 form field has no label BOTH VARIES

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

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

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

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

☐ There is very little text on this page **BOTH** **VARIES**

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

☐ No advertising pixel detected **BOTH** **DEV AFTERNOON**

☐ No email capture or newsletter detected **BOTH** **VARIES**

☐ No visible contact details (email or phone) **BOTH** **VARIES**

☐ Unused JavaScript is being downloaded **BOTH** **VARIES**

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

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

☐ Some links do not describe where they go **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), August 17, 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 17, 2026.