

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 25, 2026

· External scan

· 4 MOBILE + 2 DESKTOP LOADS · NO PIXEL DATA

WORKING

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

0.2s Speed is good.

0.8MB The page is about 0.8 MB across 11 requests. That keeps it quick on mobile data and cheap to load repeatedly.

0 No JavaScript errors on load.

92/100 Lighthouse scores SEO 92/100. The fundamentals Google looks for are present.

COSTING YOU

Ranked by what hurts conversion most. Full evidence below.

9/15 Tiny buttons are hard to tap on mobile

SEO The site runs on a platform subdomain, not its own domain

1 1 form field has no label

2/2 Images have no width or height set (layout is stable for now)



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

none

No third-party analytics tag detected

link

No canonical tag, so duplicate URLs split the page's ranking

FIXING NEXT

TAP TARGETS, IMAGE SIZES AND THE CANONICAL.

3 small changes, on the pages people actually land on: Tiny buttons are hard to tap on mobile; Images have no width or height set (layout is stable for now); No canonical tag, so duplicate URLs split the page's ranking. We re-measure the same samples after.

3

HOURS

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 9 of 15 tappable items on this page (60%) 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 22x22 "View source on GitHub" • button 20x20 "About Discovery Gauge" • button 20x20 "About Passive Tracking" • button 20x20 "About Milestones" • button 20x20 "About Explore Travelers" • button 46x16 "Privacy" • button 38x16 "Terms" • button 48x16 "Contact"	
LOW	Images have no width or height set (layout is stable for now) BOTH PERFORMANCE SEO 2 IMAGES 2 of 2 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: • download-on-the-app-store.svg "Download on the App Stor" • en_badge_web_generic.png "Get it on Google Play (c"	

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:

- `(input) placeholder="Not approved yet? Join the wai"`

HIGH

The site runs on a platform subdomain, not its own domain

BOTH

SEO

CONVERSION

Visitors see "imprint-wheat.vercel.app" in the address bar instead of a custom domain. It reads as unfinished, weakens brand recall and trust (especially for higher-value purchases), and splits SEO authority with the platform. Register a domain and set it as the primary so the vercel.app URL redirects to it.

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 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

2 potential dead-click targets

BOTH

CONVERSION

ACCESSIBILITY (WCAG)

TRACKING

2 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: "Features" (div.section-tag), "How it works" (div.section-tag).

THE EXACT ELEMENTS WE FOUND:

- "Features" (div.section-tag)
- "How it works" (div.section-tag)

LOW

Sitemap not listed in robots.txt

BOTH

A sitemap exists but is not referenced in robots.txt. Adding a "Sitemap:" line to robots.txt helps crawlers find it reliably.

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

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:

- `"Features" (div.section-tag) (div/span used as a button, no role)`
- `"How it works" (div.section-tag) (div/span used as a button, no role)`
- `(div.cta-glow) (no accessible name)`
- `"Download on the App Store (coming soon)" (div.cta-actions) (div/span used as a button, no role)`

LOW

Some text is too small to read on phones

MOBILE

ACCESSIBILITY (WCAG)

CONVERSION

8 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)	12 ms	15 ms	LAB
FCP (lab median)	128 ms	124 ms	LAB
LCP (lab median)	214 ms	236 ms	GOOD
Page weight (median)	0.8 MB	0.8 MB	OK

Google Lighthouse (lab): Performance **n/a** mobile / **96** desktop, SEO **92**, Accessibility **94**, Best Practices **100**.

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

9 of 15 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 22x22 "View source on GitHub"
- button 20x20 "About Discovery Gauge"
- button 20x20 "About Passive Tracking"
- button 20x20 "About Milestones"
- button 20x20 "About Explore Travelers"

- button 46x16 "Privacy"
- button 38x16 "Terms"
- button 48x16 "Contact"

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	Imprint — How Much of the World Have You Seen? (46 chars)
Meta description	102 chars
H1	1 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

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

☐ 1 form field has no label BOTH VARIES

☐ The site runs on a platform subdomain, not its own domain BOTH VARIES

☐ No third-party analytics tag detected BOTH DEV AFTERNOON

☐ 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

☐ 2 potential dead-click targets BOTH CSS ONLY

☐ Sitemap not listed in robots.txt BOTH VARIES

☐ Security headers are missing or weak BOTH VARIES

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

☐ 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.

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 25, 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 August 25, 2026.