

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 + 1 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 + 1 DESKTOP LOADS · NO PIXEL DATA

WORKING

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

0.4s Speed is good.

0.7MB The page is about 0.7 MB across 60 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.

41% Add quotations so AI engines cite this page

a11y Some buttons have no accessible name

1 1 form field has no label

120 Google is writing your search snippet for you



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

180

Security headers are missing or weak

30/30

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

FIXING NEXT

META DESCRIPTION AND IMAGE SIZES.

2 small changes, on the pages people actually land on: Google is writing your search snippet for you; Images have no width or height set (layout is stable for now). We re-measure the same samples after.

2 HOURS

AI SEARCH VISIBILITY

How visible is mcmaster.com 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	Images have no width or height set (layout is stable for now) BOTH PERFORMANCE SEO 6 IMAGES 30 of 30 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: • MastheadLogo.svg "McMaster-Carr logo" • searchIconRefreshedLightGray.svg • Fastening%20and%20Joining%20Category@78x78.png • Sealing%20Category@78x78.png • Raw%20Materials%20Category@78x78.png • Pipe,%20Tubing,%20Hose%20and%20Fittings%20Category@78x78.png	
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 224 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 35 KiB.	

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="Search"`

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

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 1 pages from your sitemap, a partial crawl rather than your full site.)

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.

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 13. 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

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.

HIGH

Some buttons have no accessible name

BOTH

ACCESSIBILITY (WCAG)

TRACKING

A button with only an icon and no label is announced as "button" by screen readers, giving no idea what it does.

MEDIUM

Security headers are missing or weak

BOTHSECURITY

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); a stronger HSTS policy (max-age at least 180 days plus includeSubDomains); X-Content-Type-Options: nosniff (stops MIME-type sniffing attacks). 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.

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)	133 ms	108 ms	LAB
FCP (lab median)	358 ms	204 ms	LAB
LCP (lab median)	392 ms	204 ms	GOOD

METRIC	MOBILE	DESKTOP	READ
Page weight (median)	0.7 MB	1.7 MB	OK

Google Lighthouse (lab): Performance **75** mobile / **99** desktop, SEO **92**, Accessibility **92**, 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

2 of 32 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:

- button 16x16 (no visible label)
- a 246x12 "Terms and Conditions and Pri"

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	McMaster-Carr (13 chars)
Meta description	MISSING
H1	1 on page
Canonical	MISSING

CHECK	RESULT
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.

☐ 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

☐ 1 form field has no label BOTH VARIES

☐ No email capture or newsletter detected BOTH VARIES

☐ Add quotations so AI engines cite this page BOTH VARIES

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

☐ Search-result title is leaving room on the table BOTH 1 LINE

☐ 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

☐ **Some buttons have no accessible name** BOTH VARIES

☐ **Security headers are missing or weak** 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 + 1 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.

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.