

● SITE TEARDOWN · MISSION GATEWAY MISSIONDIGITAL CO

Mission Gateway Missiondigital Co: a phone-and-desktop teardown

We loaded <https://mission-gateway.missiondigital.co.uk/> 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 8, 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.** 4 of 6 tappable items on this page (67%) 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.

67%

TAP TARGETS UNDER THE
44PX MINIMUM (4 OF 6)

388ms

LARGEST CONTENTFUL PAINT
(LAB MEDIAN)

11.3 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.

AI SEARCH VISIBILITY

How visible is mission-gateway.missiondigital.co.uk 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](#)

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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 0.4s in our test loads, inside Google's 2.5s "good" threshold. Real networks are slower, but the page itself is not heavy.
- **Layout holds on phone and desktop.** Nothing spilled past the edge at either 390px (phone) or 1366px (desktop), so the structure is responsive.

Findings, ranked by what hurts conversion most

SEVERITY	FINDING	HOW WE KNOW
HIGH	Tiny buttons are hard to tap on mobile MOBILEACCESSIBILITY (WCAG) CONVERSION4 ELEMENTS 4 of 6 tappable items on this page (67%) 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 25x18 "here" - a 48x20 "Instagram" - a 48x20 "LinkedIn" - a 98x15 "missiondigital.co.uk"	
HIGH	3 form fields have no label BOTHACCESSIBILITY (WCAG)CONVERSIONTRACKING 3 ELEMENTS 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="fullname" (input) placeholder="Full name" - name="email" (input) placeholder="Email" - name="phone" (input) placeholder="Phone number"	
HIGH	Add quotations so AI engines cite this page BOTHAI SEARCHSEO 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.)	

SEVERITY	FINDING	HOW WE KNOW
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.	
MEDIUM	Page is heavy and slow on mobile data BOTH PERFORMANCE Each visit downloads about 11.3 megabytes, roughly 11452 KB of images and 0 KB of JavaScript across 31 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	JavaScript crashed while the page was loading BOTH CONVERSION TRACKING 1 ERROR 1 script error fired during page load. When a script crashes, buttons sometimes stop working, analytics stop firing, and the visitor has no warning. Worth opening the browser console to find which script failed. ----- THE EXACT ERRORS WE FOUND: NAV: Navigation timeout of 45000 ms exceeded	median across loads
LOW	Images have no width or height set (layout is stable for now) BOTH PERFORMANCE SEO 6 IMAGES 29 of 29 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: - mission_logo_blue_2000px_kx2nxi.png "Mission logo" - ipad_updated_graphic_mgrsia.png "iPad" - Iphone_asset_xkqghu.png "iPhone" - diagram Asset ttlsmv.png "Gateway diagram" - globe_spin_animation_asset_fhqbdb_sphwpb.webp - TPN_Logo_yacuje.png "TPN Logo"	

SEVERITY	FINDING	HOW WE KNOW
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 15. Adding the value proposition or a relevant keyword gives someone one more reason to click.	
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 form fields missing autocomplete hint BOTH CONVERSION ACCESSIBILITY (WCAG) 2 ELEMENTS Browsers can autofill name, email, phone, address from the user's saved profile only when you tell them which field is which via autocomplete="email", autocomplete="name", etc. Faster checkout, fewer typos. ----- THE EXACT ELEMENTS WE FOUND: - name="email" (type=email) - name="phone" (type=tel)	
LOW	2 generic CTA links/buttons ("Click here", "Learn more", "Submit") BOTH ACCESSIBILITY (WCAG) CONVERSION 2 ELEMENTS Screen-reader users hear a list of "click here, click here, learn more" with no context. Sighted users learn nothing about where the link goes from the label alone. Rewrite each CTA to describe the destination ("See pricing", "Read the case study"). ----- THE EXACT ELEMENTS WE FOUND: "here" (a) "Send" (button)	

SEVERITY	FINDING	HOW WE KNOW
LOW	No third-party analytics tag detected BOTHTRACKING 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 email capture or newsletter detected BOTHCONVERSION 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) BOTHCONVERSION 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	No /llms.txt file BOTHSEO No /llms.txt. This emerging standard gives AI search engines a clean, structured map of your most important content, improving how they understand and cite your site.	

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.

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Performance: phone, desktop, and real visitors

METRIC	MOBILE	DESKTOP	READ
TTFB (lab median)	75 ms	39 ms	LAB
FCP (lab median)	206 ms	196 ms	LAB
LCP (lab median)	388 ms	1.3s	GOOD
Page weight (median)	11.3 MB	11.3 MB	WATCH

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

4 of 6 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 25x18 "here"
- a 48x20 "Instagram"
- a 48x20 "LinkedIn"
- a 98x15 "missiondigital.co.uk"

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	Mission Gateway (15 chars)
Meta description	MISSING
H1	1 on page
Canonical	MISSING
Structured data (JSON-LD)	NONE
Open Graph	INCOMPLETE

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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

☐ 3 form fields have no label BOTH VARIES

☐ Add quotations so AI engines cite this page BOTH VARIES

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

☐ Page is heavy and slow on mobile data BOTH SMALL

☐ JavaScript crashed while the page was loading BOTH DEV AFTERNOON

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

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

☐ 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 form fields missing autocomplete hint BOTH VARIES

☐ 2 generic CTA links/buttons ("Click here", "Learn more", "Submit") BOTH VARIES

☐ No third-party analytics tag detected BOTH DEV AFTERNOON

☐ No email capture or newsletter detected BOTH VARIES

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

☐ No llms.txt file 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.

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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 8, 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 8, 2026.