

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.

0.6s Speed is good.

0.9MB The page is about 0.9 MB across 101 requests. That keeps it quick on mobile data and cheap to load repeatedly.

0 No JavaScript errors on load.

COSTING YOU

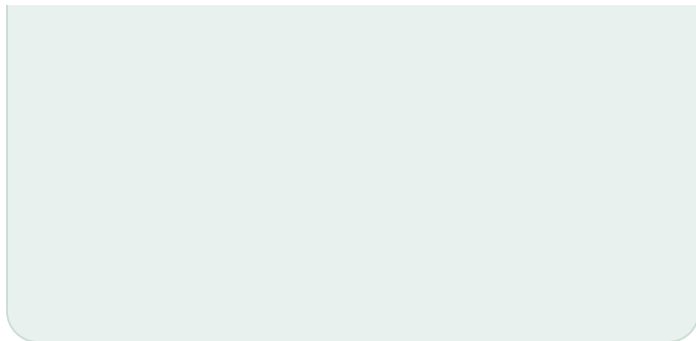
Ranked by what hurts conversion most. Full evidence below.

17/34 Tiny buttons are hard to tap on mobile

SEO Some links cannot be followed by Google

404/410 Broken internal links

faint Some text is low-contrast and hard to read



76% Expose a last-updated date (freshness)

fix Page overflows the desktop window

FIXING NEXT

TAP TARGETS, PAGE OVERFLOWS THE DESKTOP AND IMAGE SIZES.

3 HOURS

3 small changes, on the pages people actually land on: Tiny buttons are hard to tap on mobile; Page overflows the desktop window; Images have no width or height set (layout is stable for now). We re-measure the same samples after.

AI SEARCH VISIBILITY

How visible is parpacific.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](#)

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 17 of 34 tappable items on this page (50%) measure under 24 pixels on their shorter side, below the 24px floor WCAG 2.5.8 sets for accessibility and well under the platform minimums (Apple recommends 44pt, Android 48dp) 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: • <u>a 1x1 "Skip to main content"</u> • <u>a 316x19 "Learn more"</u> • <u>a 316x19 "Learn more"</u> • <u>a 316x19 "Learn more"</u> • <u>a 64x18 "About Us"</u> • <u>a 77x18 "Operations"</u> • <u>a 92x18 "Sustainability"</u> • <u>a 62x18 "Investors"</u>	

LOW

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

BOTH

PERFORMANCE

SEO

5 IMAGES

5 of 9 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:

- [logo.png](#) "Header logo"
- [sustainability_0.png](#) "Sustainability"
- [investors_0.png](#) "Investors"
- [sustainability_0_1.png](#) "Careers"
- [delivered-by-investis-white%202.png](#) "IDX"

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 57 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 72 KiB.

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

Some links cannot be followed by Google

BOTH

SEO

Links that are not real anchors with an href cannot be crawled, so the pages they point to may never get indexed.

MEDIUM

Expose a last-updated date (freshness)

BOTH

AI SEARCH

SEO

ChatGPT cites recently-updated pages roughly 76% of the time and passes over stale, undated ones. These pages expose no machine-readable dateModified. Refresh the content and add dateModified (Article schema / meta). (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 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.

HIGH

Broken internal links

BOTH

SEO

CONVERSION

1 EXAMPLE

1 internal link target returned an error (404/410/5xx) or did not respond. Broken links waste crawl budget, frustrate visitors, and leak ranking signal. (Found across a sample of 8 pages from your sitemap, a partial crawl rather than your full site.)

THE EXACT EXAMPLES WE FOUND:

- <https://www.parpacific.com/cdn-cgi/l/email-protection> (404)

MEDIUM

Page overflows the desktop window

DESKTOP

On a 1366px desktop window something still extends past the right edge and gets clipped or forces a horizontal scrollbar. That is almost always a fixed-width element or an image without a max-width, and it reads as broken on the device most buyers research from.

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

Sitemap URL redirects

BOTH

SEO

1 EXAMPLE

A URL listed in your sitemap redirects to a different URL. Sitemaps should list final destination URLs; redirected entries waste crawl budget and dilute ranking signals. (Found across a sample of 8 pages from your sitemap, a partial crawl rather than your full site.)

THE EXACT EXAMPLES WE FOUND:

- <https://www.parpacific.com/operations/products/pricing> -> <https://www.parpacific.com/operations/products>

LOW

No llms.txt file

BOTH

SEO

No /llms.txt. Optional: some AI tools read this file (Anthropic, Vercel, Stripe, Cloudflare and Hugging Face publish one, and AI coding assistants use it to find docs), so adding one is a cheap courtesy to them. Google has said in writing that Google Search and its AI features do not use llms.txt, so do not expect a search-ranking or AI Overviews benefit from it.

LOW

No Organization or WebSite schema

BOTH

SEO

No site-wide Organization or WebSite structured data found on any crawled page. This is the schema that tells Google and AI engines who you are (name, logo, social profiles) for the knowledge panel and brand recognition in AI answers. (Found across a sample of 8 pages from your sitemap, a partial crawl rather than your full site.)

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.

MEDIUM

13 interactive elements have no stable, accessible identity

BOTH

ACCESSIBILITY (WCAG)

TRACKING

8 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:

- "Open link menu" (`span.we-mega-menu-link-button`) (`div/span` used as a button, no role)
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LOW

3 generic CTA links/buttons ("Click here", "Learn more", "Submit")

BOTH

ACCESSIBILITY (WCAG)

CONVERSION

3 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:

- "Learn more" (a)
- "Learn more" (a)
- "Learn more" (a)

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)	319 ms	392 ms	LAB
FCP (lab median)	560 ms	620 ms	LAB

METRIC	MOBILE	DESKTOP	READ
LCP (lab median)	608 ms	688 ms	GOOD
Page weight (median)	0.9 MB	0.9 MB	OK

Google Lighthouse (lab): Performance **42** mobile / **68** desktop, SEO **85**, Accessibility **96**, Best Practices **81**.

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

17 of 34 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 1x1 "Skip to main content"
- a 316x19 "Learn more"
- a 316x19 "Learn more"
- a 316x19 "Learn more"
- a 64x18 "About Us"
- a 77x18 "Operations"
- a 92x18 "Sustainability"
- a 62x18 "Investors"

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	Home Par Pacific (18 chars)
Meta description	141 chars
H1	1 on page
Canonical	PRESENT
Structured data (JSON-LD)	NONE
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.

☐ 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

☐ Unused JavaScript is being downloaded BOTH VARIES

☐ Unused CSS is being downloaded BOTH VARIES

☐ No email capture or newsletter detected BOTH VARIES

☐ Some links cannot be followed by Google BOTH VARIES

☐ Expose a last-updated date (freshness) BOTH VARIES

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

☐ No advertising pixel detected BOTH DEV AFTERNOON

☐ Broken internal links BOTH VARIES

☐ Page overflows the desktop window DESKTOP CSS ONLY

☐ No structured data for rich search results BOTH VARIES

☐ Sitemap URL redirects BOTH VARIES

☐ No llms.txt file BOTH VARIES

☐ No Organization or WebSite schema BOTH VARIES

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

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

☐ 3 generic CTA links/buttons ("Click here", "Learn more", "Submit") 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.