

● SITE TEARDOWN · PHILLIPS66

# Phillips66: a phone-and-desktop teardown

We loaded <https://phillips66.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: **Some text is low-contrast and hard to read.** Text that does not stand out enough from its background is hard to read for many visitors, and fails accessibility guidelines Google checks.

8%

TAP TARGETS UNDER THE  
44PX MINIMUM (10 OF 123)

582ms

LARGEST CONTENTFUL PAINT  
(LAB MEDIAN)

36.3 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 phillips66.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](#)

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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 0.6s 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.
- **Search basics are in place.** Lighthouse scores SEO 100/100. The fundamentals Google looks for are present.
- **Layout holds on phone and desktop.** Nothing spilled past the edge at either 390px (phone) or 1366px (desktop), so the structure is responsive.

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## Findings, ranked by what hurts conversion most

| SEVERITY | FINDING                                                                                                                                                                                                                                                                                                                                                                                                                    | HOW WE KNOW              |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| HIGH     | <b>Some text is low-contrast and hard to read</b><br>Text that does not stand out enough from its background is hard to read for many visitors, and fails accessibility guidelines Google checks.                                                                                                                                                                                                                          | BOTHACCESSIBILITY (WCAG) |
| HIGH     | <b>Add quotations so AI engines cite this page</b><br>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 8 pages from your sitemap, a partial crawl rather than your full site.) | BOTHAI SEARCHSEO         |
|          |                                                                                                                                                                                                                                                                                                                                                                                                                            |                          |

| SEVERITY | FINDING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | HOW WE KNOW         |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| MEDIUM   | <b>Page is heavy and slow on mobile data</b> BOTH PERFORMANCE <p>Each visit downloads about 36.3 megabytes, roughly 25560 KB of images and 271 KB of JavaScript across 70 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.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | median across loads |
| MEDIUM   | <b>Duplicate title tags</b> BOTH SEO 1 EXAMPLE <p>The same &lt;title&gt; appears on multiple pages. Duplicate titles confuse search engines about which page to rank and split relevance between them. (Found across a sample of 8 pages from your sitemap, a partial crawl rather than your full site.)</p> <p>-----</p> <p>THE EXACT EXAMPLES WE FOUND:</p> <ul style="list-style-type: none"> <li>"phillips 66 latest news and company stories" (7 pages)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                       |                     |
| LOW      | <b>Images have no width or height set (layout is stable for now)</b> BOTH PERFORMANCE SEO 6 IMAGES <p>31 of 33 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.</p> <p>-----</p> <p>THE EXACT IMAGES WE FOUND:</p> <ul style="list-style-type: none"> <li><a href="#">BAYWAYSTILLS0339.jpeg</a></li> <li><a href="#">23-0018-HoustonZoo%20%2833%20of%2037%29.jpeg</a></li> <li><a href="#">jg-0401.jpeg</a></li> <li><a href="#">1112_01A0811.jpeg</a></li> <li><a href="#">BAYWAYSTILLS0165.jpeg</a></li> <li><a href="#">Phillips66-LondonOffice00123.jpeg</a></li> </ul> |                     |
| LOW      | <b>Security headers are missing or weak</b> BOTH SECURITY <p>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). 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.</p>                                                                                                                                                                                                                                                                                                                                                       |                     |

| SEVERITY | FINDING                                                                                                                                                                                                                                                                                                                                               | HOW WE KNOW         |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| LOW      | <div><div>Some text is too small to read on phones</div><div>MOBILE</div><div>ACCESSIBILITY (WCAG)</div><div>CONVERSION</div></div> <p>61 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.</p> | median across loads |
| LOW      | <div><div>No advertising pixel detected</div><div>BOTH</div><div>TRACKING</div></div> <p>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.</p>                                        |                     |
| LOW      | <div><div>No email capture or newsletter detected</div><div>BOTH</div><div>CONVERSION</div></div> <p>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.</p>                             |                     |
| LOW      | <div><div>No visible contact details (email or phone)</div><div>BOTH</div><div>CONVERSION</div></div> <p>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.</p>                                             |                     |
| LOW      | <div><div>Unused JavaScript is being downloaded</div><div>BOTH</div><div>PERFORMANCE</div></div> <p>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 133 KiB.</p>                                                                   |                     |
| LOW      | <div><div>Unused CSS is being downloaded</div><div>BOTH</div><div>PERFORMANCE</div></div> <p>Style rules that this page never uses still block rendering while they download. Trimming them frees the paint path. Lighthouse measured: Est savings of 18 KiB.</p>                                                                                     |                     |
| LOW      | <div><div>No /lms.txt file</div><div>BOTH</div><div>SEO</div></div> <p>No /lms.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.</p>                                                                                                      |                     |

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)    | 185 ms  | 190 ms  | LAB   |
| FCP (lab median)     | 312 ms  | 350 ms  | LAB   |
| LCP (lab median)     | 582 ms  | 576 ms  | GOOD  |
| Page weight (median) | 36.3 MB | 36.3 MB | WATCH |

Google Lighthouse (lab): Performance **62** mobile / **65** desktop, SEO **100**, Accessibility **88**, 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

**10 of 123 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:

- button 16x16 "Search"
- button 16x16 "Menu"
- a 231x15 "CULTURE AND SOCIAL IMPACT"
- a 90x15 "MIDSTREAM"
- a 263x15 "FUELS, LUBRICANTS & CHEMICAL"
- a 73x15 "REFINING"
- button 114x18 "Cookies Settings"
- a 276x15 "Phillips 66 Internet and App"

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                     | Leader in Energy Solutions   Phillips 66 (40 chars) |
| Meta description          | 108 chars                                           |
| H1                        | 1 on page                                           |
| Canonical                 | PRESENT                                             |
| Structured data (JSON-LD) | WebPage                                             |
| Open Graph                | TITLE + IMAGE                                       |

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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.

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

☐ Add quotations so AI engines cite this page BOTH VARIES

☒ **Page is heavy and slow on mobile data** BOTH SMALL

☒ **Duplicate title tags** BOTH 1 LINE

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

☐ **Security headers are missing or weak** BOTH VARIES

☐ **Some text is too small to read on phones** MOBILE CSS ONLY

☐ **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

☐ **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.

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## 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.

### 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.