

● SITE TEARDOWN · PORNHUB

Pornhub: a phone-and-desktop teardown

We loaded <https://pornhub.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, then cross-checked it against real Chrome users from Google's field data. No login, no insider access, no Harvv pixel needed. Here is what repeated visits already show, sorted by how we know it.

August 18, 2026 · External scan + real-user field data

4 MOBILE + 2 DESKTOP LOADS + GOOGLE CRUX

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.** 60 of 127 tappable items on this page (47%) 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. When visitors can't hit what they expect to, they get frustrated and many of them leave instead of trying again.

47%

TAP TARGETS UNDER THE
44PX MINIMUM (60 OF 127)

388ms

LARGEST CONTENTFUL PAINT
(LAB MEDIAN)

2.5 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 pornhub.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](#)

00

What's already working

Start here so the problems below are in context. These held up across the test loads:

- **Speed is good.** Real Chrome visitors see the main content in 1.8s (Google's "good" bar is 2.5s). This is field data from actual users, not a lab guess.
- **Layout stays put as it loads.** Real visitors see only 0.00 of layout shift (good is under 0.10), so the page is not jumping under their finger.
- **No JavaScript errors on load.** Nothing threw a script error across the test loads, so buttons and tracking are not silently breaking mid-session.
- **Layout holds on phone and desktop.** Nothing spilled past the edge at either 390px (phone) or 1366px (desktop), so the structure is responsive.

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 60 of 127 tappable items on this page (47%) 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. 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 89x16 "Cookie Notice" - a 101x16 "Lexis Star Show" - a 65x16 "Pillow Talk" - a 74x16 "Pornhub TV" - a 344x22 "Get Ready with me : Asa Akir" - a 82x16 "Holly Randall" - a 53x16 "Pornhub" - a 344x22 "Amateur Couple's First Time "	median across loads
HIGH	A floating widget is covering a clickable element BOTH CONVERSION ACCESSIBILITY (WCAG) 6 ELEMENTS 7 clickable elements are sitting underneath a fixed overlay (div.modalMTubes over button), so a visitor who tries to tap them hits the widget on top instead. The element is there and looks fine in a preview, it just can't be reached. Move the floating widget to a clear corner, lower its z-index, or add spacing so it never overlaps your links and buttons. THE EXACT ELEMENTS WE FOUND: - button under div.modalMTubes - a "LIVE CAMS" under div.modalMTubes - a "VOD" under div.modalMTubes - a "SEXY CHAT" under div.modalMTubes - a "FLING HOOKUPS" under div.modalMTubes - a "Pornhub Cares" under div.modalMTubes	

SEVERITY	FINDING	HOW WE KNOW
HIGH	Google Analytics tracking broken BOTH The Google Analytics request failed to complete on every one of the 4 test loads. If real visitors hit the same failure, GA is missing those visits and the dashboard has no way to flag it. Conversion numbers, audience counts, and channel attribution are all undercounting. Worth checking the tag loading order and any consent banner that might be blocking the request.	
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.	
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.	
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	Page is heavy and slow on mobile data BOTH PERFORMANCE Each visit downloads about 2.5 megabytes, roughly 1883 KB of images and 568 KB of JavaScript across 170 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	The page has no main heading BOTH There is no <h1>. Search engines and screen readers use the H1 to understand what the page is about. Add exactly one that states the page's purpose.	
MEDIUM	2 form fields have no label BOTH ACCESSIBILITY (WCAG) CONVERSION TRACKING 2 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="email" (input) placeholder="Email" - name="password" (input) placeholder="Password"	

SEVERITY	FINDING	HOW WE KNOW
MEDIUM	1 input uses the wrong type attribute BOTH CONVERSION 1 ELEMENT Mobile keyboards adapt to the input type (email shows @ key, tel shows numeric pad). Generic type="text" gets a generic keyboard and visitors mis-type. Switch to the correct type. ----- THE EXACT ELEMENTS WE FOUND: name="email" → use type="email"	
MEDIUM	Click activity may be invisible inside the Facebook in-app browser BOTH TRACKING Patterns on this page (34 inline onclick handlers) tend to suppress click events inside Android Webview and iOS in-app browsers. Visitors arriving from Meta ads may register as zero-interaction sessions even when they're actively using the page. Add a server-side landing tracker so you don't lose that audience entirely.	
MEDIUM	21 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: (button.globalCookieBanner_close) (no accessible name) (button.gtm-event-age-verification) (no accessible name) (button.gtm-event-age-verification) (no accessible name) (div.moreActionKebabMenuButton) (no accessible name) (div.moreActionKebabMenuButton) (no accessible name) (div.moreActionKebabMenuButton) (no accessible name) (div.moreActionKebabMenuButton) (no accessible name) (div.moreActionKebabMenuButton) (no accessible name)	
MEDIUM	No XML sitemap found BOTH No sitemap.xml at the standard location and none listed in robots.txt. A sitemap tells search engines every page you want indexed; without it they rely on link discovery and may miss pages.	

SEVERITY	FINDING	HOW WE KNOW
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); 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.	
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 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.	
LOW	No email capture or newsletter detected BOTH CONVERSION 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	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 177 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 76 KiB.	

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)	171 ms	172 ms	LAB
FCP (lab median)	352 ms	366 ms	LAB
LCP (lab median)	388 ms	366 ms	GOOD
Page weight (median)	2.5 MB	2.7 MB	WATCH
Real LCP (p75, url)		1.8 s	GOOD
Real INP (p75)		263 ms	NEEDS WORK
Real CLS (p75)		0.00	GOOD

Google Lighthouse (lab): Performance **66** mobile / **87** desktop, SEO **85**, Accessibility **83**, Best Practices **81**.

Lab numbers are from a headless mobile browser on an unthrottled connection: treat them as a floor, not a typical experience.

03

Tiny buttons are hard to tap on mobile

60 of 127 tappable items on this page come in below 44×44 pixels, the size Apple and Google both recommend for reliable tapping on a phone.

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 89x16 "Cookie Notice"
- a 101x16 "Lexis Star Show"
- a 65x16 "Pillow Talk"
- a 74x16 "Pornhub TV"
- a 344x22 "Get Ready with me : Asa Akir"
- a 82x16 "Holly Randall"
- a 53x16 "Pornhub"
- a 344x22 "Amateur Couple's First Time "

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	Free Porn Videos & Sex Movies - Porno, XXX, Porn Tube Pornhub (63 chars)
Meta description	157 chars
H1	0 on page
Canonical	PRESENT
Structured data (JSON-LD)	Organization
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

☐ A floating widget is covering a clickable element BOTH CSS ONLY

☐ Google Analytics tracking broken BOTH DEV AFTERNOON

☐ Some links cannot be followed by Google BOTH VARIES

☐ Some buttons have no accessible name BOTH VARIES

☐ Add quotations so AI engines cite this page BOTH VARIES

☐ Page is heavy and slow on mobile data BOTH SMALL

☐ The page has no main heading BOTH VARIES

☐ 2 form fields have no label BOTH VARIES

☐ 1 input uses the wrong type attribute BOTH VARIES

☐ Click activity may be invisible inside the Facebook in-app browser BOTH VARIES

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

☐ No XML sitemap found BOTH VARIES

☐ Security headers are missing or weak BOTH VARIES

☐ Links to this page will look bare when shared **BOTH** **1 LINE**

☐ No advertising pixel detected **BOTH** **DEV AFTERNOON**

☐ No email capture or newsletter detected **BOTH** **VARIES**

☐ Unused JavaScript is being downloaded **BOTH** **VARIES**

☐ Unused CSS is being downloaded **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 + 2 desktop loads** of one URL from headless Chrome (iPhone viewport at 390px, desktop at 1366px), August 18, 2026. Enough loads to separate real defects from random noise, not a full-site crawl.
- **Lab numbers, not real-user numbers**, except the CrUX rows, which are real Chrome users. 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.
- **This page rotates its content** load to load, which is on its own a reason a single-shot scan can't be the last word on it.

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 18, 2026.