

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 + 2 desktop loads. No login, no insider access, no Harvv pixel needed. The full evidence is at the bottom.

August 29, 2026

· External scan

· 4 MOBILE + 2 DESKTOP LOADS · NO PIXEL DATA

WORKING

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

0.4s Speed is good.

0 No JavaScript errors on load.

92/100 Lighthouse scores SEO 92/100. The fundamentals Google looks for are present.

92/100 Lighthouse accessibility is 92/100, so screen-reader and contrast basics are largely handled.

COSTING YOU

Ranked by what hurts conversion most. Full evidence below.

41% Add quotations so AI engines cite this page

4 Google Analytics tracking broken

392KB Page is heavy and slow on mobile data

34 34 interactive elements have no stable, accessible identity



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

30/31

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

668

Unused JavaScript is being downloaded

FIXING NEXT

PAGE WEIGHT AND IMAGE SIZES.

2 small changes, on the pages people actually land on: Page is heavy and slow on mobile data; Images have no width or height set (layout is stable for now). We re-measure the same samples after.

3 HOURS

AI SEARCH VISIBILITY

How visible is thecarycompany.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
MEDIUM	Page is heavy and slow on mobile data BOTH PERFORMANCE Each visit downloads about 2.7 megabytes, roughly 392 KB of images and 1869 KB of JavaScript across 487 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. How we know: median across loads	

LOW

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

BOTH

PERFORMANCE

SEO

6 IMAGES

30 of 31 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.svg](#) "The Cary Company"
- [loader-1.gif](#) "<?= /* @escapeNotVerifie"
- [inventory-pails.jpg](#)
- [inventory-pails-mobile.jpg](#)
- [drums.jpg](#) "Drums"
- [plastic-bottles.jpg](#) "Plastic bottles"

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 668 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 224 KiB.

LOW

The page loads from a lot of third-party services

BOTH

Around 28 separate outside domains load on this page (analytics, ads, chat widgets, fonts). Each one is a connection that can be slow, fail, or change behavior outside your control.

How we know: median across loads

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

HIGH

Google Analytics tracking broken

BOTH

TRACKING

CONVERSION

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.

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

2 potential dead-click targets

BOTH

CONVERSION

ACCESSIBILITY (WCAG)

TRACKING

2 ELEMENTS

Elements styled like buttons but with no anchor, no <button> wrapper, no role="button", and no click attribute. Real visitors tap these expecting something to happen, then leave. Examples on this page: "Account" (span.skip-link), "Search Keyword, SKU, Product ID" (span.skip-link).

THE EXACT ELEMENTS WE FOUND:

- "Account" (span.skip-link)
- "Search Keyword, SKU, Product ID" (span.skip-link)

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.)

MEDIUM

34 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:

- `"Account" (span.skip-link) (div/span used as a button, no role)`
- `"Toggle Nav" (span.action) (div/span used as a button, no role)`
- `(a.skip-link) (no accessible name)`
- `(span.skip-link) (no accessible name)`
- `"Search Keyword, SKU, Product ID" (span.skip-link) (div/span used as a button, no role)`
- `(span.skip-link) (no accessible name)`
- `(div.action) (no accessible name)`
- `(span.action) (no accessible name)`

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); 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.

LOW

Some links do not describe where they go

BOTH

ACCESSIBILITY (WCAG)

CONVERSION

Links like "click here" or "read more" tell screen-reader users and search engines nothing about the destination. Lighthouse measured: 1 link found.

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)	187 ms	174 ms	LAB

METRIC	MOBILE	DESKTOP	READ
FCP (lab median)	310 ms	326 ms	LAB
LCP (lab median)	352 ms	382 ms	GOOD
Page weight (median)	2.7 MB	23.2 MB	WATCH

Google Lighthouse (lab): Performance **41** mobile / **69** desktop, SEO **92**, Accessibility **92**, Best Practices **73**.

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

6 of 44 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 90x14 "630.629.6600"
- a 138x16 "Terms & Conditions"
- a 99x16 "Privacy Policy"
- a 166x16 "Accessibility Statement"
- button 30x14 (no visible label)
- button 30x14 (no visible label)

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	The Cary Company - Your Committed Partner Since 1895! (53 chars)
Meta description	125 chars
H1	1 on page
Canonical	PRESENT
Structured data (JSON-LD)	Organization, WebPage, WebSite
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.

☐ Page is heavy and slow on mobile data BOTH SMALL

☐ 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

☐ The page loads from a lot of third-party services BOTH DEV AFTERNOON

☐ Add quotations so AI engines cite this page BOTH VARIES

☐ Google Analytics tracking broken BOTH DEV AFTERNOON

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

☐ 2 potential dead-click targets **BOTH** **CSS ONLY**

☐ No llms.txt file **BOTH** **VARIES**

☐ No Organization or WebSite schema **BOTH** **VARIES**

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

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

☐ Some links do not describe where they go **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 29, 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.
- **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 29, 2026.