

● SITE TEARDOWN · VIBHINNGAUTAM

Vibhinngautam: a phone-and-desktop teardown

We loaded <https://vibhinngautam.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 12, 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: **Google is writing your search snippet for you.** 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.

0%

TAP TARGETS UNDER THE
44PX MINIMUM (0 OF 0)

142ms

LARGEST CONTENTFUL PAINT
(LAB MEDIAN)

0.0 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.

00

What's already working

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



Speed is good. Google Lighthouse scores this page 97/100 for performance on mobile. Loading is not what is costing you visitors here.

- **Light page weight.** The page is about 0.0 MB across 6 requests. That keeps it quick on mobile data and cheap to load repeatedly.
- **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 91/100. The fundamentals Google looks for are present.
- **Accessible to most visitors.** Lighthouse accessibility is 95/100, so screen-reader and contrast basics are largely handled.
- **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
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	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); clickjacking protection (X-Frame-Options or a CSP frame-ancestors rule); HSTS (Strict-Transport-Security, which forces HTTPS on return visits). 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.	

SEVERITY	FINDING	HOW WE KNOW
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.	
LOW	Images have no width or height set (layout is stable for now) BOTH PERFORMANCE SEO 1 IMAGE 1 of 1 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: me-Sr8iyQUU.png "Profile Icon"	
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 5. 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	There is very little text on this page BOTH The page has about 10 words. Thin pages give Google little to rank on and visitors little to act on. If this is a key landing page, it usually needs more substance.	

SEVERITY	FINDING	HOW WE KNOW
LOW	No third-party analytics tag detected BOTH TRACKING 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 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	No visible contact details (email or phone) BOTH CONVERSION 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	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 96 KiB.	
LOW	No robots.txt file BOTH No /robots.txt. Search engines check it first for crawl rules and your sitemap location. Without one, crawlers fall back to defaults and may miss your sitemap.	
LOW	No lms.txt file BOTH SEO 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.	

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)	25 ms	20 ms	LAB
FCP (lab median)	120 ms	118 ms	LAB
LCP (lab median)	142 ms	132 ms	GOOD
Page weight (median)	0.0 MB	0.0 MB	OK

Google Lighthouse (lab): Performance **97** mobile / **100** desktop, SEO **91**, Accessibility **95**, Best Practices **96**.

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

0 of 0 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 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	vgcom (5 chars)
Meta description	MISSING
H1	0 on page
Canonical	MISSING
Structured data (JSON-LD)	NONE
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.

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

☐ Security headers are missing or weak BOTH VARIES

☐ The page has no main heading BOTH VARIES

☐ 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

☐ There is very little text on this page 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

☐ Unused JavaScript is being downloaded BOTH VARIES

☐ No robots.txt file 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.

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 12, 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 12, 2026.