

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, cross-checked against real Chrome users from Google's field data. No login, no insider access, no Harvv pixel needed. The full evidence is at the bottom.

August 30, 2026 · External scan + real-user field data · 4 MOBILE + 2 DESKTOP LOADS + GOOGLE CRUX

WORKING

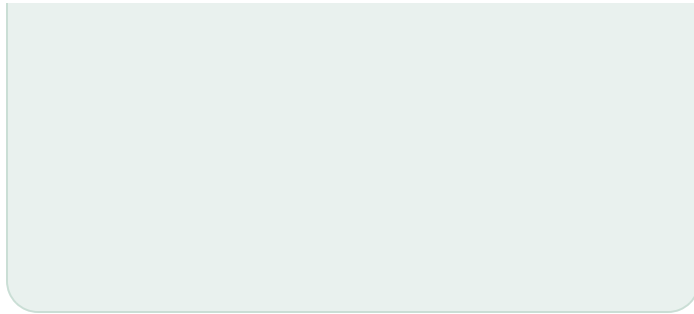
What's already working. These held up across every load.

- 1.2s** Speed is good.
- 0** No JavaScript errors on load.
- ✓** Nothing spilled past the edge at either 390px (phone) or 1366px (desktop), so the structure is responsive.

COSTING YOU

Ranked by what hurts conversion most. Full evidence below.

- tags** Meta Pixel (Facebook) is installed but misconfigured
- SEO** Some links cannot be followed by Google
- 41%** Add quotations so AI engines cite this page
- 4** Google Analytics tracking broken



0.48

Page shifts under the visitor's finger as it loads

faint

Some text is low-contrast and hard to read

FIXING NEXT

TAP TARGETS AND PAGE WEIGHT.

2 small changes, on the pages people actually land on: Tiny buttons are hard to tap on mobile; Page is heavy and slow on mobile data. We re-measure the same samples after.

3 HOURS

AI SEARCH VISIBILITY

How visible is zong.com.pk 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
MEDIUM	Tiny buttons are hard to tap on mobile MOBILE ACCESSIBILITY (WCAG) CONVERSION 8 ELEMENTS 69 of 229 tappable items on this page (30%) 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: - a 86x18 "Online Shop" - a 86x18 "My Zong App" - a 86x18 "Recharge" - a 86x18 "Join Zong 5G" - a 86x18 "Prepaid" - a 86x18 "Postpaid" - a 86x18 "Calculator" - a 247x23 "MONTHLY PRO MAX PLUS"	
MEDIUM	Page is heavy and slow on mobile data BOTH PERFORMANCE Each visit downloads about 7.0 megabytes, roughly 338 KB of images and 2331 KB of JavaScript across 175 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	

MEDIUM

The server is slow to respond

BOTH

PERFORMANCE

The first byte took about 0.9 seconds to arrive across 4 loads on a clean connection. Everything else on the page waits behind that. It usually points at slow server-side rendering, an overloaded host, or a missing cache.

How we know: median across loads

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 1,268 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 165 KiB.

LOW

The page loads from a lot of third-party services

BOTH

Around 30 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

MEDIUM

1 form field has no label

BOTH

ACCESSIBILITY (WCAG)

CONVERSION

TRACKING

1 ELEMENT

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="g-recaptcha-response" (textarea)`

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

Meta Pixel (Facebook) is installed but misconfigured

BOTH

TRACKING

Meta Pixel installed but no Lead/Purchase/Checkout event fires on this page, only PageView. Your Meta ad sessions can't be optimized for conversions until you track at least one downstream event.

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

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.)

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.

HIGH

Page shifts under the visitor's finger as it loads

BOTH

Real Chrome visitors see 0.48 of layout shift on this page. Google's bar for "good" is anything under 0.10, and this is above it. Usually it's images, ads, or fonts loading in without their space reserved.

How we know: real-user field data

MEDIUM

Main content is slow to appear on phones

BOTH

For the slowest quarter of real Chrome visitors, the largest visible item on this page takes 3.8 seconds to show up. Google's "good" threshold is 2.5 seconds, and this misses it. That number is also one of the signals Google uses to decide where to rank your page in search.

How we know: real-user field data

LOW

Links to this page will look bare when shared

BOTH

The page is missing its Open Graph image, so when someone shares it on Facebook, LinkedIn, iMessage, or Slack the preview has no image. A flat grey link gets far fewer clicks than one with an image and headline.

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

7 interactive elements have no stable, accessible identity

BOTH

ACCESSIBILITY (WCAG)

TRACKING

7 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:

- `"clear results" (div.gsc-clear-button) (div/span used as a button, no role)`
- `(div.gsc-results-close-btn) (no accessible name)`
- `(a) (no accessible name)`
- `"clear results" (div.gsc-clear-button) (div/span used as a button, no role)`
- `(div.gsc-results-close-btn) (no accessible name)`
- `(img.pushDataLayer) (no accessible name)`
- `(span.close-button) (no accessible name)`

LOW

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

BOTH

ACCESSIBILITY (WCAG)

CONVERSION

5 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:

- `"Read More" (a)`
- `"Read More" (a)`
- `"Read More" (a)`
- `"Read More" (a)`
- `"Read More" (a)`

LOW

Headings skip levels

BOTH

ACCESSIBILITY (WCAG)

Skipping a heading level breaks the document outline that screen readers and search engines rely on. On this page the outline jumps to an H4 without the level above it, at "Choose an option". Lighthouse flagged 1 heading out of order.

LOW

Some text is too small to read on phones

MOBILE

ACCESSIBILITY (WCAG)

CONVERSION

103 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.

How we know: median across loads

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)	882 ms	1.2s	LAB
FCP (lab median)	1.0s	1.3s	LAB

METRIC	MOBILE	DESKTOP	READ
LCP (lab median)	1.2s	1.5s	GOOD
Page weight (median)	7.0 MB	7.1 MB	WATCH
Real LCP (p75, url)		3.8 s	NEEDS WORK
Real INP (p75)		350 ms	NEEDS WORK
Real CLS (p75)		0.48	POOR

Google Lighthouse (lab): Performance **16** mobile / **33** desktop, SEO **85**, Accessibility **89**, Best Practices **73**.

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

69 of 229 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 86x18 "Online Shop"
- a 86x18 "My Zong App"
- a 86x18 "Recharge"
- a 86x18 "Join Zong 5G"
- a 86x18 "Prepaid"
- a 86x18 "Postpaid"
- a 86x18 "Calculator"

- a 247x23 "MONTHLY PRO MAX PLUS"

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	Zong 5G Pakistan Telecommunications 5G In Affordable Price (62 chars)
Meta description	147 chars
H1	1 on page
Canonical	PRESENT
Structured data (JSON-LD)	1 block(s)
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.

☐ Tiny buttons are hard to tap on mobile MOBILE CSS ONLY

☐ Page is heavy and slow on mobile data BOTH SMALL

☐ The server is slow to respond BOTH SMALL

☐ 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

☐ 1 form field has no label BOTH VARIES

☐ No email capture or newsletter detected BOTH VARIES

☐ Meta Pixel (Facebook) is installed but misconfigured BOTH VARIES

☐ Some links cannot be followed by Google BOTH VARIES

☐ Add quotations so AI engines cite this page BOTH VARIES

☐ Google Analytics tracking broken BOTH DEV AFTERNOON

☐ Page shifts under the visitor's finger as it loads BOTH VARIES

☐ Main content is slow to appear on phones BOTH SMALL

☐ Links to this page will look bare when shared BOTH VARIES

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

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

☐ 40 generic CTA links/buttons ("Click here", "Learn more", "Submit") BOTH VARIES

☐ Headings skip levels BOTH VARIES



Some text is too small to read on phones

MOBILE

CSS ONLY

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 30, 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 30, 2026.