

Where the Conversion Leaks Are

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The single most valuable conversion mechanism on this site is a clear, dominant primary CTA on the homepage and pricing page, but it is being diluted by multiple competing CTAs and a lack of trust signals, causing choice overload and reducing conversion. Evidence shows the homepage and pricing page present numerous CTAs (Sign in, Start now, Contact sales, Watch now) without a clear primary action, and the homepage lacks trust signals such as customer logos or security badges near the CTA, which is critical for a financial infrastructure product.

B

Overall (84/100)

10

Findings

4

Verified by measurement

2.0–9.4 orders / 1k visits

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Lab LCP 10.4s on mobile Mobile lab LCP is 10.4s, far above the 2.5s good threshold, causing most visitors to bounce before seeing...	Urgent	Medium	5/10
2	Missing trust signals above the fold Homepage shows no sign of guarantee or security badge, so a first-time visitor has nothing to offset purchase...	High	Medium	5/10
3	Lab TBT 1,950 ms on mobile Lab Total Blocking Time is 1,950 ms, far above the 200 ms good threshold, causing taps and scrolls to freeze...	High	Medium	5/10
4	Pricing transparency gap above fold Homepage headline does not state what is sold or why it is better in the visitor's words, and pricing details...	Medium	Low	5/10
5	Ambiguous primary CTA hierarchy Multiple competing CTAs on homepage and pricing page create choice overload and dilute the conversion path.	High	Medium	4/10
6	Pricing page lacks clear next step Pricing page splits CTAs between starting, contacting sales, and learning more, with no dominant path for a...	High	Medium	4/10
7	Trust signals absent above fold Homepage and pricing page lead with product and pricing copy but show no visible trust signals such as...	High	Low	4/10
8	Pricing page lacks transparent fee details Pricing page shows headline rates but lacks itemized fee breakdown, cross-border charges, and refund fee...	High	Low	4/10

#	Finding	Severity	Effort	PXL
9	Multiple sign-in entry points create dead ends Repeated 'Sign in' links divert anonymous visitors to the dashboard instead of advancing them toward signup.	Medium	Medium	3/10
10	Controls without accessible names 11 of 31 buttons expose no text label, so screen readers and voice control cannot address them and the...	High	Low	2/10

How to read this

Findings marked **verified** were measured directly and are reproducible. Everything else is a hypothesis derived from inspecting the live pages, which is why the PXL evidence questions score zero for those items. Sized opportunities describe the prize if a change works, not expected revenue: roughly 10–30% of A/B tests produce a significant win, and winners tend to overstate their true effect.

Full report, evidence and developer specifications: [open index.html](#) from this bundle