

Where the Conversion Leaks Are

hostinger.com · CRO Recommendations · August 2026

The single most valuable conversion mechanism on this site is the primary CTA on the homepage and website builder page, but it is being diluted by a proliferation of competing CTAs and obscured by severe performance issues. The homepage presents 12 competing CTAs above the fold, and the website builder page presents 10, with no clear hierarchy, causing ambiguity about the primary next step. Additionally, lab data shows a Largest Contentful Paint of 31.3 seconds on mobile, meaning most visitors have bounced long before the page even becomes interactive. Fixing the CTA hierarchy and addressing the performance bottlenecks would directly recover conversion revenue.

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Overall (71/100)

10

Findings

6

Verified by measurement

8,085–37,345 orders/yr

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Lab LCP 31.3s on mobile Lab Largest Contentful Paint is 31.3 seconds on mobile, far exceeding the 2.5s good threshold, causing most...	Urgent	Medium	5/10
2	Competing CTAs on homepage The homepage has 12 competing CTAs above the fold, creating ambiguity about the primary next step and...	High	Medium	5/10
3	Lab TBT 4,080ms on mobile Lab Total Blocking Time is 4,080 ms on mobile, far exceeding the 200ms good threshold, freezing the main...	High	Medium	5/10
4	Lab LCP 16.0s on builder page Lab Largest Contentful Paint is 16.0 seconds on mobile on /website-builder, causing most visitors to bounce...	High	Medium	5/10
5	Lab TBT 5,530ms on builder page Lab Total Blocking Time is 5,530 ms on mobile on /website-builder, freezing the main thread and making the...	High	Medium	5/10
6	Lab LCP 7.4s on dockge page Lab Largest Contentful Paint is 7.4 seconds on mobile on /applications/dockge, causing most visitors to...	High	Medium	5/10
7	Pricing lacks billing-term context Monthly prices are shown without clarifying that the full term is charged upfront, causing renewal shock and...	High	Medium	4/10
8	'website' searchers land on both a tutorial and a sales page Google splits queries around "website" across an educational URL (/my/tutorials/what-is-website) and a sales...	High	Medium	4/10

#	Finding	Severity	Effort	PXL
9	Ambiguous pricing CTA The 'Choose' button on pricing does not specify which plan it corresponds to, causing ambiguity in the funnel...	Medium	Low	4/10
10	Competing CTAs on builder page The website builder page has 10 competing CTAs without a clear hierarchy, making the primary conversion step...	High	Medium	3/10

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