

Where the Conversion Leaks Are

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The most valuable conversion mechanism on this site is the homepage's ability to orient and guide first-time visitors toward a clear primary action, but it is bleeding value because the homepage lacks a clear H1 and value proposition, presents multiple competing CTAs, and is cluttered with excessive navigation links, causing decision paralysis and diluting the primary conversion path.

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Overall (78/100)

9

Findings

2

Verified by measurement

2.1–9.6 orders / 1k visits

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Pricing page redirects to homepage The /pricing URL serves the homepage content instead of a dedicated pricing page, misleading users seeking...	Urgent	Medium	5/10
2	Consent wall blocks content A consent wall appears to block the homepage content, forcing users to make a choice before seeing any value.	Urgent	Medium	5/10
3	Missing H1 and value prop The homepage lacks a clear H1 and value proposition, so visitors arriving with a specific intent are not...	High	Low	5/10
4	Multiple competing CTAs The homepage presents multiple competing primary CTAs without a clear primary action, diluting user focus and...	High	High	5/10
5	Rotating hero without clear CTA The hero area is a rotating carousel of content without a single, clear call-to-action, causing decision...	High	Medium	5/10
6	Choice overload in nav The homepage navigation presents 212 links and 141 buttons, overwhelming users with too many choices and...	High	Medium	5/10
7	No trust signals for new users The homepage lacks trust signals like user counts or testimonials, which may make new visitors question the...	High	Medium	5/10
8	Missing trust signals above the fold The homepage shows no sign of returns policy, guarantee, so a first-time visitor has nothing to offset...	High	Medium	5/10
9	Weak page metadata Search and social previews are degraded: meta description, Open Graph tags are missing or outside recommended...	Medium	Medium	5/10

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