

Where the Conversion Leaks Are

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The single most valuable conversion mechanism on this site is page load performance, and it is bleeding value through extreme lab-measured LCP and TBT on key mobile pages (e.g., /en-us/news LCP 12.2s, TBT 1,140ms; /en-us/sports/nba LCP 9.1s, TBT 1,890ms), which cause visitors to bounce before content appears or becomes interactive.

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Overall (57/100)

10

Findings

10

Verified by measurement

191,097–950,284 orders/yr

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	LCP 12.2s on news Lab LCP on /en-us/news is 12.2s, far above the 2.5s good threshold, causing most mobile visitors to bounce...	Urgent	Medium	5/10
2	TBT 1,890ms on NBA Lab TBT on /en-us/sports/nba is 1,890ms, blocking main thread interactivity for nearly 2 seconds, causing...	Urgent	Medium	5/10
3	TBT 1,690ms on MLB Lab TBT on /en-us/sports/mlb is 1,690ms, blocking main thread interactivity and causing unresponsive taps...	Urgent	Medium	5/10
4	LCP 9.3s on MLB Lab LCP on /en-us/sports/mlb is 9.3s, far above the 2.5s good threshold, causing most mobile visitors to...	Urgent	Medium	5/10
5	LCP 9.1s on NBA Lab LCP on /en-us/sports/nba is 9.1s, far above the 2.5s good threshold, causing most mobile visitors to...	Urgent	Medium	5/10
6	TBT 1,500ms on weather Lab TBT on /en-us/weather is 1,500ms, blocking main thread interactivity and causing unresponsive taps during...	High	Medium	5/10
7	TBT 1,140ms on news Lab TBT on /en-us/news is 1,140ms, blocking main thread interactivity and causing unresponsive taps during...	High	Medium	5/10
8	TBT 1,130ms on article Lab TBT on the IG article is 1,130ms, blocking main thread interactivity and causing unresponsive taps during...	High	Medium	5/10
9	LCP 5.4s on article Lab LCP on the IG article is 5.4s, above the 2.5s good threshold, causing mobile visitors to bounce before...	High	Medium	5/10

#	Finding	Severity	Effort	PXL
10	Missing trust signals Homepage lacks visible returns policy and guarantee, increasing perceived risk for first-time visitors and...	High	Medium	4/10

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