

Where the Conversion Leaks Are

nomadinternet.com · CRO Recommendations · August 2026

The single most valuable conversion mechanism on this site is the coverage check, but it is bleeding value because the primary CTA is diluted by competing CTAs and the form asks for email and phone before any value is shown, while the page's performance (LCP 35.5s) and trust signals (missing guarantee, fee disclosure) further erode conversion.

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Overall (71/100)

10

Findings

4

Verified by measurement

331–1,574 orders/yr

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	LCP 35.5s on mobile Lab LCP of 35.5s on mobile means most visitors bounce before seeing content.	Urgent	Medium	5/10
2	Lab CLS of 0.731 on mobile Lab CLS of 0.731 on mobile causes layout shifts, leading to mis-taps on CTAs.	High	Medium	5/10
3	Lab TBT of 1,920 ms on mobile Lab TBT of 1,920 ms on mobile makes the page unresponsive, delaying interactions.	High	Medium	5/10
4	Heavy third-party script load Homepage loads 64 scripts, causing slow interaction readiness on mobile.	High	Medium	5/10
5	Duplicate plans pages split traffic Two nearly identical plans pages split conversion traffic and confuse users about the canonical URL.	Medium	Medium	4/10
6	Savings form asks contact before value Lead form collects email, ZIP, phone before any coverage or pricing value is shown, creating friction.	High	Medium	3/10
7	Coverage CTA and form mismatch Coverage CTAs lead to a form labeled UNLOCK MY SAVINGS, creating a mismatch between intent and interaction.	High	Low	3/10
8	No guarantee or return policy High-commitment purchase lacks visible money-back guarantee or return policy near CTAs.	High	Medium	3/10
9	Misleading claims undermine credibility Unsubstantiated claims like 'America's Largest' and 'SHOP WITH CONFIDENCE' conflict with external complaints.	High	Medium	3/10

#	Finding	Severity	Effort	PXL
10	Price shown without fee disclosure Monthly prices are displayed without mentioning equipment, activation, or other fees, leading to surprise...	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