

Where the Conversion Leaks Are

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The single most valuable conversion mechanism on this site is the speed of the page load, as evidenced by the lab Largest Contentful Paint of 6.2 seconds on mobile, which is more than double the recommended threshold. This slow load time is bleeding value by causing visitors to bounce before they can engage with any content or conversion elements.

C	10	10	12,658,787–59,496,301
Overall (76/100)	Findings	Verified by measurement	orders/yr
			Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Slow LCP on homepage Lab LCP of 6.3s on homepage is above threshold, hurting user experience.	High	Medium	6/10
2	Slow LCP on mobile Lab LCP of 6.2s on mobile is far above the 2.5s threshold, causing high bounce rates.	Urgent	Medium	5/10
3	Weak page metadata Missing meta descriptions and Open Graph tags degrade search and social previews.	High	Medium	5/10
4	High CLS on article Cumulative Layout Shift of 0.367 on article page causes mis-taps and frustration.	High	Medium	5/10
5	Slow LCP on article Lab LCP of 5.5s on ChatGPT article is above threshold, hurting user experience.	High	Medium	5/10
6	Slow LCP on news Lab LCP of 5.3s on news article is above threshold, hurting user experience.	High	Medium	5/10
7	Slow LCP on TV Lab LCP of 5.9s on TV article is above threshold, hurting user experience.	High	Medium	5/10
8	High TBT on mobile Lab TBT of 450ms on mobile is above threshold, causing unresponsive UI.	Medium	Medium	5/10

#	Finding	Severity	Effort	PXL
9	High TBT on TV Lab TBT of 370ms on TV article is above threshold, causing unresponsive UI.	Medium	Medium	5/10
10	Missing trust signals Homepage lacks guarantee and security badges, reducing trust for first-time visitors.	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