

Where the Conversion Leaks Are

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The site's primary conversion mechanism is the emotional purchase of porcelain keepsakes, but it is bleeding value because the homepage and collection pages fail to communicate the product category and unique value proposition, while the cart page dead-ends with no next step, and the site's heavy script load and slow LCP on mobile cause visitors to bounce before they can be converted.

B

Overall (82/100)

10

Findings

3

Verified by measurement

1.9–8.8 orders / 1k visits

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Slow mobile LCP Lab LCP of 5.0s on mobile homepage and 5.7s on /collections/cake-toppers exceeds the 2.5s good threshold...	Urgent	Medium	5/10
2	Heavy third-party script load The homepage loads 160 scripts, causing slow interaction readiness and contributing to poor performance.	High	Medium	5/10
3	Prices lack currency symbols Prices appear as bare numerals without currency symbols, eroding trust and clarity.	High	Medium	5/10
4	Homepage lacks product clarity The homepage H1 focuses on occasion, not product, leaving visitors to infer the category.	High	Medium	5/10
5	High Total Blocking Time Lab TBT of 1,230ms on mobile homepage and 1,940ms on /collections/cake-toppers exceeds the 200ms good...	High	Medium	5/10
6	Competing CTAs on homepage The homepage has six distinct CTAs with no clear primary action, making the next step ambiguous.	Medium	Medium	5/10
7	Duplicate navigation menus The site renders the same navigation structure twice on every page, doubling cognitive load.	Medium	Medium	5/10
8	Empty cart dead-ends The empty cart page has no CTA, stalling the funnel for users who land there.	High	Medium	4/10
9	No return policy No return policy or guarantee is visible, undermining trust for first-time buyers.	High	Medium	4/10

#	Finding	Severity	Effort	PXL
10	No trust badges No secure checkout or payment trust badges are shown, which is important for a site selling to 55 countries.	Medium	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