

Where the Conversion Leaks Are

yahoo.com · CRO Recommendations · August 2026

The homepage's lack of a clear value proposition and primary CTA, combined with multiple competing CTAs and a rotating hero, dilutes user focus and prevents visitors from understanding Yahoo's core offering, thereby bleeding conversion potential. The most valuable conversion mechanism on this site is personalization (sign-in), but it is buried among other CTAs and not clearly communicated, so users don't see the benefit of signing in.

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Overall (71/100)

10

Findings

1

Verified by measurement

2.6–11.8 orders / 1k visits

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	No H1, no value prop The homepage lacks an H1 and any clear value proposition, leaving visitors without a reason to engage or...	Urgent	High	5/10
2	Multiple competing CTAs The homepage presents multiple competing primary CTAs without a clear primary action, diluting user focus and...	Urgent	High	5/10
3	Rotating hero without focus The homepage's hero area is a rotating carousel of unrelated content with no single clear message, diluting...	Urgent	High	5/10
4	Unclear pricing signals The homepage displays various prices without context, potentially confusing users about what is being sold...	High	High	5/10
5	No pricing page link The navigation lacks any link to a pricing page, making it difficult for users to find pricing information...	High	Medium	5/10
6	Choice overload in nav The homepage navigation presents a high number of links and multiple skip links, potentially overwhelming...	High	Medium	5/10
7	Mega-menu depth and clutter The sports article page features a deep mega-menu with many sports categories, increasing cognitive load and...	High	Medium	5/10
8	Missing trust signals above the fold The homepage shows no sign of guarantee or security badge, so a first-time visitor has nothing to offset...	High	Medium	5/10

#	Finding	Severity	Effort	PXL
9	Multiple H1s dilute page focus The sports article page has three H1s, which confuses the primary topic and weakens SEO and user focus.	High	Medium	3/10
10	No author credibility display Readers may doubt article accuracy without visible author credentials or review counts, reducing engagement...	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