

Where the Conversion Leaks Are

hostinger.com · CRO Recommendations · August 2026

The single most valuable conversion mechanism on this site is the funnel from homepage hero to plan selection, but it is bleeding value because the hero presents multiple competing CTAs that fragment attention, and pricing sections hide the total upfront cost and renewal rates, creating ambiguity and risk at the point of decision.

B

Overall (84/100)

10

Findings

5

Verified by measurement

1.8–8.2 orders / 1k visits

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Missing security headers 6 of 6 standard security headers are absent, weakening protection against XSS, clickjacking and downgrade...	Medium	Medium	6/10
2	Lab LCP 14.2s mobile Mobile lab LCP is 14.2s, far above the 2.5s good threshold, causing most visitors to bounce before content...	Urgent	Medium	5/10
3	Competing CTAs on homepage Hero presents multiple unrelated CTAs, fragmenting attention and obscuring the primary action.	High	Medium	5/10
4	Lab TBT 1800ms mobile Mobile lab TBT is 1800ms, freezing the main thread and making the page unresponsive during load.	High	Medium	5/10
5	Lab LCP 23.4s on /website-builder Mobile lab LCP on /website-builder is 23.4s, even worse than homepage, causing extreme bounce risk.	High	Medium	5/10
6	Customer reviews absent from decision pages No customer testimonials, review counts, or star ratings are visible on key decision pages despite a 4.7...	Medium	Medium	5/10
7	Weak page metadata Search and social previews are degraded: meta description, Open Graph tags are missing or outside recommended...	Medium	Medium	5/10
8	Pricing ambiguity at selection Promotional monthly prices are shown without upfront total or renewal rates, creating ambiguity and risk at...	High	Medium	4/10
9	No visible guarantee or refund signal No mention of money-back guarantee or refund policy appears near purchase decision points, increasing...	Medium	Medium	4/10

#	Finding	Severity	Effort	PXL
10	Trustpilot widget mislabeled as title Every page's document title reads 'Trustpilot Custom Widget', misrepresenting page identity and undermining...	High	Low	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