

Where the Conversion Leaks Are

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The single most valuable conversion mechanism on this site is page load speed, as evidenced by lab Largest Contentful Paint values of 5.3–6.1 seconds on mobile across multiple key pages, which is more than double the recommended 2.5-second threshold. This slow load time is bleeding value by causing visitors to bounce before they can engage with content or convert.

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Overall (72/100)

10

Findings

10

Verified by measurement

12,031,800–54,462,546
orders/yr

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Slow LCP on homepage Lab LCP of 5.9s on mobile homepage exceeds the 2.5s threshold, causing high bounce rates.	High	Medium	6/10
2	Slow LCP on mobile Lab LCP of 6.1s on mobile homepage exceeds the 2.5s threshold, causing high bounce rates.	Urgent	Medium	5/10
3	Lab Largest Contentful Paint of 6.1 s on mobile Measured in a lab load: the page's main content takes this long to appear on a mid-range phone; most visitors...	Urgent	Medium	5/10
4	Slow LCP on article Lab LCP of 5.3s on mobile article page exceeds the 2.5s threshold, causing high bounce rates.	High	Medium	5/10
5	Slow LCP on news Lab LCP of 5.3s on mobile news page exceeds the 2.5s threshold, causing high bounce rates.	High	Medium	5/10
6	Slow LCP on TV Lab LCP of 5.5s on mobile TV article page exceeds the 2.5s threshold, causing high bounce rates.	High	Medium	5/10
7	Weak page metadata Missing or suboptimal meta descriptions and Open Graph tags degrade search and social previews.	Medium	Medium	5/10
8	Missing trust signals above the fold The homepage shows no sign of returns policy, guarantee, security badge, so a first-time visitor has nothing...	High	Medium	5/10

#	Finding	Severity	Effort	PXL
9	Lab Largest Contentful Paint of 5.9 s on mobile on / Measured in a lab load on /: the page's main content takes this long to appear on a mid-range phone; most...	High	Medium	5/10
10	Missing trust signals Homepage lacks returns policy, guarantee, and security badge, reducing trust and conversion.	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