The 10 Most Overlooked Website Mistakes That Kill Conversions

1. No Clear Call to Action

- Problem: Visitors don't know what to do next
- Fix: Use bold, clear CTAs like 'Get My Free Quote' or 'Buy Now'
- Each page should have ONE goal

2. Confusing Navigation

- Problem: Overwhelming menus and structure
- Fix: Simplify to 3-7 top-level menu items
- Group items logically

3. Slow Load Times

- Problem: Users leave before your site loads
- Fix: Compress images, use fast hosting, lazy-load videos
- Tools: GTmetrix, PageSpeed Insights

4. Poor Mobile Experience

- Problem: Layout breaks or text too small
- Fix: Use mobile-first design, test on real devices
- 60%+ of web traffic is mobile

5. Cluttered or Overwhelming Design

- Problem: Too much info = decision paralysis
- Fix: Use white space, chunk content, guide the eye
- Design for simplicity and clarity

6. No Trust Signals

- Problem: Visitors don't feel safe
- Fix: Add testimonials, reviews, badges, real photos
- Trust = higher conversion

7. Weak or No Value Proposition

The 10 Most Overlooked Website Mistakes That Kill Conversions

- Problem: No clear reason to stay
- Fix: Strong headline + subheadline combo
- Example: 'We Help Coaches Build 6-Figure Websites Without Tech Overwhelm'

8. Lack of Visual Hierarchy

- Problem: Users don't know what's important
- Fix: Use headings, bold text, contrast, spacing
- Test: 10-second scroll test

9. No SEO Basics

- Problem: Not showing up in search
- Fix: Optimize titles, descriptions, image names
- Use keyword-rich, helpful content

10. No Ongoing Testing or Data Use

- Problem: Guessing instead of measuring
- Fix: Use Google Analytics, Hotjar, A/B tests
- Start small: test CTA text or page layout