# 9 WAYS YOUR WEBSITE IS LOSING YOU CUSTOMERS

and what to do about it

# Introduction – Why Many Business Websites Suck!

Do you own a website but feel that it's underperforming?

For some reason or another you know you're not getting enough leads, customers or meeting your monthly targets.

You're far from alone.

According to a survey by Hubspot (a popular online marketing company) 78% of businesses are unhappy with their conversion rates (your conversion rate is the percentage of site visitors that are converted into paying customers).

20 years ago, when I built my first website for a client, websites were considered something of a novelty and very few businesses depended on them for their success. But a lot has changed in the last 20 years.

In 2021, virtually everybody uses the internet to find the products and services they need, and most businesses rely almost 100% on their website or other online marketing strategies to find new customers.

Therefore, if you want to have a successful business without the continuous stress of worrying about where you're going to find your next few customers then it's vital to have an effective website and online marketing strategy.

But the truth is, a lot of websites are nowhere near as effective as they could be, and the primary reason for that may surprise you a little.

The shocking truth is that most web designers don't understand what an effective website is either.

The problem is, many web designers are either graphic designers with a bit of tech knowledge, or they are tech experts with some design skills, but they are rarely marketing experts as well.

And you can't build an effective website if you don't have a solid understanding of effective online marketing strategies.

In fact, I believe there are many web designers out there who are partly, or even mostly, responsible for a lot of businesses either failing or not being as successful as they could be.

The fact is business owners usually put a lot of trust in web designers because they themselves don't know much about the subject.

But here's the thing, web design is a completely unregulated industry. Absolutely anybody can call themselves a web designer, and using modern easy-to-use tools like Wordpress, virtually anybody can learn to create websites that at least look professional.

However, it requires a lot more skill and know-how to create an effective website that has a high conversion rate. And it's not rocket science, it's not complicated. But a lot of web designers haven't developed those skills.

Don't get me wrong, I'm not saying all web designers are bad. There are many skilled web designers out there who really know what they are doing, but often they (quite rightly) charge a lot of money.

And unfortunately, a lot of people starting out in business, quite understandably don't have piles of cash, so they cut corners and do things as cheap as possible.

So, they hire one of the cheapest web designers they can find, or they do it all themselves using Wix, and then 6 months later they're left wondering why they're not getting many new customers from it.

And if they're not getting enough customers from using other promotional or marketing methods, then before long they're out of business and wondering what the hell went wrong!

One of the things that likely went wrong is that their website didn't do its job properly. For a variety of reasons, the website wasn't converting enough visitors into customers for the business to be profitable.

There can be dozens of reasons why websites fail to convert visitors into customers but in the following pages I'm going to outline what I consider to be the 9 main reasons why your website might be failing you and causing people to click away instead of call you.

So, without further ado, let's get in to it!

## 9 Ways Your Website Is Losing You Customers

# 1. You're SEO is Bad or Non-existent

**Did you know:**

- 93% of online experiences begin with a search engine.
- 92% of global traffic comes from Google
- 46% of all searches on Google are for a local business or local service
- 75% of people never scroll past the first page of search engine results.
- Leads from search engines have a 14.6% close rate, while outbound leads (eg. cold-calling, direct mail, etc.) have a 1.7% close rate.
- 70-80% of people ignore paid search results, choosing to only click on organic search results.
- SEO drives 1000%+ more traffic than organic social media.

It doesn't matter how incredible your website is, if nobody can find it then it may as well not exist.

Every single day there's going to be people searching Google for what you offer, and more than 75% of all those people looking for you will never look past the first page of search results.

In fact, most people will never look past the top 5 search results.

Ranking on the first page, and especially in the top 5, is undoubtedly the best way for you to increase your traffic which will almost certainly result in a lot more leads and customers.

But obviously that's easier said than done.

To increase your search engine rankings, you need a solid SEO strategy.

SEO stands for "**Search Engine Optimization.**" In simple terms, it means the process of improving and optimizing your site to increase its visibility for relevant searches in search engines such as Google.

Without effective Search Engine Optimisation your website will be very difficult for people to find, and you will only get a fraction of the customers you would otherwise be getting if you have a top ranking.

**How to Fix This**

SEO is not rocket science. If you have enough spare time and if you're not in a competitive market you could possibly learn how to do it yourself.

AHREFS, a company that provides popular SEO tools has a free course that teaches you all the basics of SEO. https://ahrefs.com/academy/seo-training-course

However, the more competitive your market is, the harder and more time consuming it gets, and you'll almost certainly need to employ the services of a professional SEO agency or freelancer.

## 2. Your Website Fails The "Five Second Rule"

**Did you know?**

- **5 seconds is about how long the average person will look at a website before deciding whether it's useful to them or not.**

One of the main rules of web design is speed: If a visitor doesn't figure out your content, your product or what your website is about in about 5 seconds, then you've probably lost them.

Therefore, the 5 second rule states that you have about 5 seconds to get your visitors attention.

So, how do you test the 5 second rule on your website?

You can't test it yourself because you already know everything you do. Try and find a friend, family member or acquaintance who doesn't already know about your business. If possible, put them in front of your website for 5 seconds and then turn it off. Then ask them to describe what they understood from those 5 seconds of looking at your website.

If they were unable to describe what your website, product, or service is then you need to make some big improvements.

**How to Fix This**

My recommendation is that you have a strong **hero section** on your home page.

The hero section is the area that immediately shows up on the screen under your logo and menu. This portion of the page should ideally include information about four things:

What you have to offer

Why people should trust you

The benefits of working with you

What action they should take next

Ideally, it should also contain a captivating image that's relevant to your offer, and not something that looks like a stereotypical stock photograph that people have likely seen on a dozen other websites.

Also, don't use a rotating image banner in your hero section. Research has found that they typically harm conversions more than help.

# 3. You Don't Have a Clear Call to Action (CTA)

**Did you know?**

- 70% of small business websites lack a Call to Action on their homepage and across their website
- Making CTAs look like buttons can create a 45% boost in clicks

A Call To Action (or CTA for short) is a key element of any webpage, and it acts as a signpost that lets the user know what to do next.

Without a clear CTA, the user may not know the next steps to take and is more likely to leave the site without accomplishing what you want them to do.

Therefore, you should always tell people exactly what you want them to do next.

Call-to-actions are essential to the success of your website's aims and objectives. And they should always be tested to provide the best possible user experience.

**How to Fix This**

First, make sure you are clear about what is the main thing that you want your visitor to do. Do you want them to call you? Book an appointment? Fill in a form?

Then make sure you have a clear call to action on every page that tells the visitor what it is you want them to do next. It's usually better to use buttons and make sure they stand out from the rest of your design.

It's also a good idea to test and experiment with new colours, styles, layouts, placement, and text so that you can achieve an improved conversion rate on your website.

## 4. You're Not Using Conversion Focused Sales Copy.

**Did you know?**

- **Professional copywriters have been known to increase sales by 1000%+**

**"Copywriting is the art and science of strategically delivering words (whether written or spoken) that get people to take some form of action."** – Copyblogger

I can't emphasize enough how important it is to use effective copywriting on your website (or any kind of promotional materials for that matter). It is one of the most critical elements of any and all forms of marketing and advertising.

Copywriting is all the words that you use to get people's attention, explain what you do, how it will benefit them, and then get them to take a desired action such as call you, book an appointment or sign-up to your mailing list.

Good copywriting is how you connect with your prospects and get them to trust you and want to buy from you.

It doesn't matter how amazing your service is, if your copywriting sucks, most people will never get to experience how amazing you are because they will likely be calling one of your competitors who did a much better job of connecting with them on their website.

Sometimes people have a negative impression of what copywriting is. Some people think of it as being pushy, or being overly salesy or manipulative.

It certainly can be those things if it's done badly. But I'm not going to recommend any of the bad stuff at all. Good copywriting should always feel totally honest and authentic.

**How To Fix This**

The best thing you can do is to hire a professional copywriter. It's a skill that can take many years to fully develop and become truly effective at getting results.

However, if you currently have no budget for this then there are many books and resources that can teach you the art of persuasive copywriting for almost nothing.

There are now dozens of great books on the subject of copywriting, but a good place to start would be [The Ultimate Salesletter by Dan Kennedy](#) and [The Copywriters Handbook by Robert Bly](#).

Another good e-book that you can download for free is [Make Your Words Sell.](#)

# 5. You Fail to Gain Trust or Provide Social Proof

**Did you know?**

- 87% of buying decisions begin with research conducted online before the purchase is made.
- 92% of consumers are more likely to trust non-paid recommendations than any other type of advertising.
- The average consumer reads 10 online reviews before making a purchase decision.
- 88% of consumers trust user reviews as much as personal recommendations.
- Buyers require an average of 40 online reviews before believing a business's star rating is accurate.
- 85% of consumers think that online reviews older than 3 months aren't relevant.

Trust and credibility is everything to a business! Given a choice, people won't do business with you if they don't trust you… *period!*

Building trust and demonstrating social proof are not always the same thing, but they are intertwined.

Social proof is basically the concept that people will follow the actions of the masses. The idea is that since so many other people behave in a certain way, it must be the correct behavior.

You may have heard the saying 'Nothing draws a crowd quite like a crowd'. Well, that's basically social proof in action.

Nobody wants to eat at the empty restaurant, and the nightclub with the crazy line must be awesome. Similarly, nobody wants to take a chance (and risk losing money) to work with a business that doesn't have any clients

How this works with regards to your marketing efforts, basically revolves around showing that other people like what you're offering, so they should too.

Essentially, it's borrowing third-party influence to sway potential customers.

**How to Fix This**

Use as many ways to increase trust and demonstrate social proof as possible. This includes:

- Prominently display your star ratings from Google, Yelp, Facebook and any other business review sites (that's assuming you have at least a 4-star rating).
- Display Testimonials (And continually update these because recent ones are considered more trustworthy).
- Write case studies.
- Display media & press mentions, even if it's just local media.
- If you have a large social media following, display your follow counts.
- Display logos of professional organizations and trade associations you're a member of.
- Display certification and trust badges.
- If you're B2B, display logos of clients you've helped.

## 6. You're Not Collecting Email Leads

**Did you know?**

- **80 to 90% of people visiting your website are in research mode and not ready to call or purchase from you immediately.**

Sometimes as much as 90% of people visiting your website are researching and not ready to contact you or purchase from you immediately.

Chances are, they're also researching some of your competitors too. And the odds of them making it back to your site are not usually all that high.

You'll almost certainly get many more customers if you have a system in place to follow-up with those people who are just browsing for now, but potentially interested in your service.

One of the best ways to do that is to try and capture their email address and build a mailing list so that you can continue to follow-up and educate them about your products or services.

However, most websites do this the wrong way. The worst thing you can do is to say something like "**Subscribe to Our Newsletter**". Nobody cares about your newsletter and very few people will subscribe. Instead, you have to offer them something of value. In marketing speak we usually call this a **'lead magnet'**.

There are dozens of types of lead magnets you can use but the best type of lead magnet will depend entirely on your business. A good idea would be to start researching other similar companies and see what kinds of lead magnets are being offered.

**How To Fix This**

The first thing you're going to have to do is develop a strong lead magnet. It must be something that your target market would consider to be useful or valuable in some way and it must deliver that value. If you give away something that ultimately disappoints people, then they will associate their feeling of disappointment with your business. A common type of lead magnet is to give people access to some kind of discount on their first purchase; however, that's not necessarily the best type of lead magnet.

Then you're going to need an email marketing service. There are about a dozen popular email marketing services and most of them do pretty much the same thing. One of my favorites is [Active Campaign](#).

All these services charge a subscription fee to use; however, there is one that allows you to use nearly all their features for free until you reach 1000 subscribers. And that's **MailerLite**. Sign-up for free at [https://www.mailerlite.com/](https://www.mailerlite.com/)

# 7. Your Website is Too Slow

**Did you know?**

- 40% of people will abandon a website that takes more than 3 seconds to load.
- Conversion rates fall by 7% for every extra second that it takes your website to load.
- 39% of people will stop engaging with a website if images won't load or take too long to load.

Speed can be a real killer! However, when it comes to your website, it's **slow speeds** that can kill your business.

If your website loads too slowly, most people will abandon it before they even see what you have to offer. So, it's imperative you have a fast-loading website.

The speed of your website is important for three reasons.

Firstly, most visitors will only wait up to about 3 seconds for a page to load – if there's nothing for them to look at within 3 seconds, there's a good chance they're gone!

Secondly, your page speed can also impact your Google ranking. The Google algorithm now checks your page speed and if Google detects that your pages are loading slowly then it simply won't rank your pages very high. So, even if your SEO is good, if you have a really slow loading website, then you likely won't achieve high rankings.

Finally, as a consequence of ranking lower and/or losing your visitors early, it's going to heavily affect your conversions. Simply put, a slow website will generate far fewer leads and customers.

**How To Fix This**

The first thing you need to do is measure your site speed to find out whether it's acceptable or not.

There are a few good tools you can use to check your site speed. One of the most straight forward comes from Google.

It's called [Google PageSpeed Insights](#). Just go to that page and enter your URL and Google will give you a score for both mobile and desktop.

Another one I like to use which provides even more info is [https://gtmetrix.com/](https://gtmetrix.com/)

If your speed is less than optimal you need to get that fixed because it could be costing you a lot of customers.

I would advise getting a professional to fix this issue for you; however, if that's not affordable then you can make significant improvements on your own, or at least if you use Wordpress.

There are quite a number of Wordpress plugins that can help you speed things up. Some of the best ones are:

**WP Rocket** (paid plugin) - [https://wp-rocket.me/](https://wp-rocket.me/)

**WP-Fastest-Cache** (free & paid) - [https://www.wpfastestcache.com/](https://www.wpfastestcache.com/)

**WP Smush** (free & paid) (reduces the size of your images which can heavily impact page speed). [https://wpmudev.com/project/wp-smush-pro/](https://wpmudev.com/project/wp-smush-pro/)

## 8. Your Website Is Not Mobile Friendly

**Did you know?**

- Up to 70% of web traffic happens on a mobile device
- 69% of smartphone users also say that they are more likely to buy from companies with mobile sites that easily address their questions or concerns
- 61% of mobile searchers are more likely to contact a local business if they have a mobile-friendly site.
- 3 in 4 smartphone owners turn to mobile search first to address their immediate needs
- 57% of internet users say they won't recommend a business with a poorly designed website on mobile.

This is not as common a problem as it was a few years ago. I think most businesses now have mobile friendly websites; However, if you still haven't done this yet then it's absolutely vital that you fix this ASAP!

Up to 7 out of every 10 visitors are likely looking at your website on a mobile device, and if you don't have a mobile-friendly version then most of those people will click away.

Also, even if you do have a website that's supposed to be mobile-friendly, sometimes pages haven't been optimized all that well and could still benefit from major improvements to increase usability.

**How To Fix This**

If you don't currently have a mobile friendly website, then you have a few options.

If you're already using Wordpress then what you need to do is change to what is called a "**Responsive Theme**".

Responsive Themes automatically optimize your site for whatever device is being used to view it. So, your site will look different on a mobile, a tablet and desktop. And it should be very easy for people to read no matter what kind of device they are using.

All modern Wordpress Themes are responsive now, many of them are free but the paid-for themes are typically a lot better and offer more options to customise. One of my favourites is a Wordpress Theme called [DIVI by Elegant Themes](#).

However, it's better to have a web designer do the initial setup because DIVI is quite complicated to set up.

If you're a complete novice to web design and don't have the budget to pay a web designer then the easiest option is to use one of the other common web creation services such as [Wix](#) or [Weebly](#) that will also allow you to easily create professional looking, responsive websites.

# 9. You Have an Ugly or Out-Dated Design

**Did you know?**

- Web design accounts for an overwhelming 94% of how first impressions are formed over on the web.
- It takes 0.05 seconds (50 milliseconds) for users to form an opinion about your website.
- According to web credibility research from Stanford University, 75% of users admit to making judgments about a company's credibility based on their website's design.
- 38% of people will stop engaging with a website if the content or layout is unattractive
- 88% of online visitors/consumers are less likely to return to a site after a bad experience.

We all know that we shouldn't judge a book by its cover, but let's be honest, we all do it to some degree and this is especially true of websites.

Web design accounts for an overwhelming 94% of how first impressions are formed on the web. And the fact is, first impressions are important, and you only have one chance to make the right first impression.

If you want to be seen as a business that is credible, professional, and trustworthy it's vital to have an attractive website.

Many people will judge your business based on how professional your website looks.

Consumer psychologist, Dr. Brent Coker studied the impact of attractive websites on human behavior. This is what he said:

"As aesthetically oriented humans, we're psychologically hardwired to trust beautiful people, and the same goes for websites. Our offline behaviour and inclinations translate to our online existence. Websites that are more attractive and include more trimmings create a greater feeling of trustworthiness and professionalism in consumers."

I should add that good design is not just about how your website looks, but also about the whole user experience. It includes having a clear navigation so that people can easily find what they are looking for, and basically anything that affects users experience of a website.

**How To Fix This**

There's really no excuse for having a bad looking website. Even if you're on a super tight budget, and can't afford a web designer, you can use a low-cost DIY website builder like [wix.com](wix.com) which provides you with dozens of professional looking templates to choose from (that are also mobile friendly).

However, it's always far better to work with a professional web designer who can build you a beautiful and engaging website that not only reflects your style and personality but also appeals to your target audience. And perhaps more importantly, a good web designer will also help you develop a solid online marketing strategy and basically take care of all the issues I've outlined in this book.

# Thanks For Reading!

I hope you found this short guide useful. Perhaps you recognise that your own website suffers from some of the issues I've listed.

Some of these issues can be fixed relatively easily but for most of them I would encourage you to hire a professional to ensure the job is done properly.

**Lions Roar Media** are specialists in web design and online marketing, and we love to help people improve their websites or build them new ones. You can learn about our services at https://lionsroar.media

# Does Your Website Need Fixing?
## Would You Like To Find Out?

Website issues can potentially be very costly to your business. Even just 1 or 2 issues could be losing you customers every day. And fixing these issues could result in massive increases in revenue.

**But you can't fix what you don't know is broken.**

Sometimes website issues are obvious to detect, but other issues can be trickier, particularly if you haven't studied web design and online marketing in any depth.

I'm currently offering a new website audit service where I will show you the issues that could be costing you thousands!

Get a Website Audit

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