

Top 6 Mistakes Website Owners Make to Kill Their Conversion Rate



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Top 6 Website Conversion Optimization Mistakes

Having a website is important for your business. Everyone knows that by now. However, having a website optimized for conversions can literally double the amount of leads you get from the same number of visitors.

What are Conversions?



Conversions are when someone converts from a site visitor to a lead. So, when someone calls you, or fills out a contact form, they are converting from visitor to lead. Conversion rate is the percentage of visitors that convert into leads, and is the best indicator of how well your site is performing and the quality of the traffic you are getting to your site. If you get 10 leads for every 100 visitors to your site, you have a 10% conversion rate.

We've compiled a list of the most common mistakes people make that literally kill their conversion rate on their website.



1. No Clear Call to Action

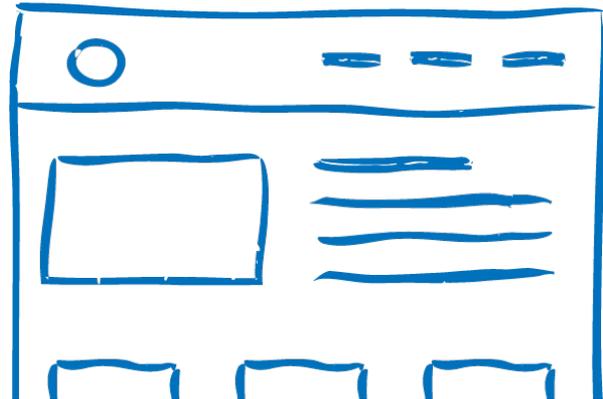
We put this first because it's really the most important. A strong and visible call to action tells your visitors exactly how to do business with you. Call Now! Click Here! Schedule an Estimate!

By placing your Call to Action front and center, so your visitors don't have to hunt for it, you make it easier for them to do business with you. So, make it big and bold so it slaps them in the face!

2. Poor Navigation

Having a well-planned navigation structure can be very important for converting visitors into leads. Although many visitors will never get past the home page before calling you or scheduling an estimate, some visitors will want to know more about you.

Your navigation should lead your visitors through the process of getting to know your business. It should be in order of importance.



For example: Home, About Us, Testimonials, Contact Us. This leads them into the process of getting to know you, hearing from past customers, and ultimately, contacting you.



3. No Testimonials

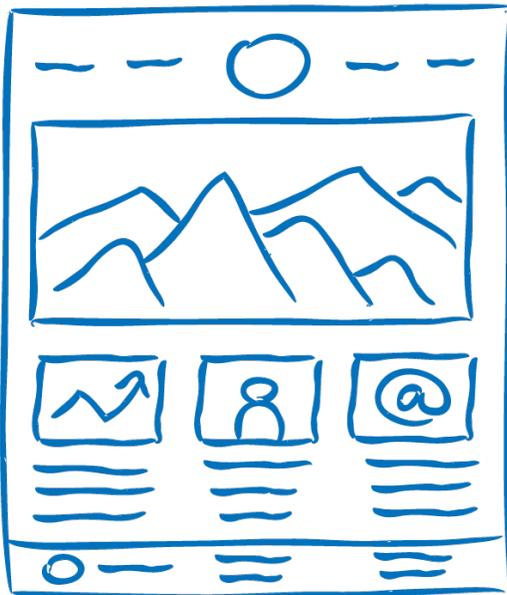
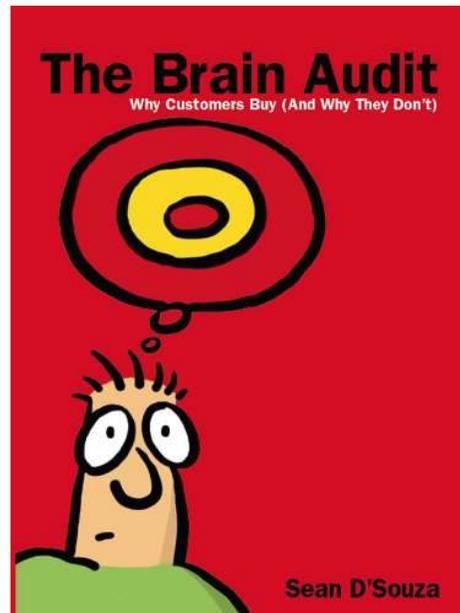
One of the greatest conversion tools you have is your previous customers. Social proof is a powerful motivator in the buying process. Before you buy a product on Amazon, what's the first thing you do? Check the reviews. If other people have had a great experience with you then it increases trust in your business, so put some reviews right there on the home page.

4. Bad Sales Copy

Your sales copy on your home page, while not the most important thing, can make an impact on conversions if written the right way. The biggest mistake we see with sales copy, is that business talk more about themselves than the customer.

In your sales copy, you want to talk about the problem your visitor is facing, then give them a picture of what life will be like after you solve their problem. Make it more about them and less about you. You want to get them excited about the outcome of hiring you.

A great book on this topic is [The Brain Audit by Sean D'Souza](#), which helps you really get into the mind of your customer.

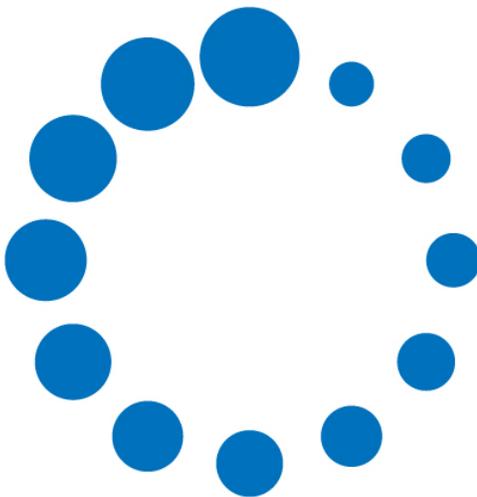


5. Poor Design or Not Mobile Optimized

A great site design can make a huge difference in how well your site converts. Although you may not need to go spend \$20,000 on your site design, a well thought out site layout and good visual design can make a big difference in how well your site converts and the quality of your leads. If you want to attract high end customers, you'll need to look like a high-end company.

Additionally, your site must look and function great on both mobile and desktop displays. More traffic will come from mobile than desktop these days so if you don't have a mobile responsive site, your visitors will leave. They don't want to have to zoom in and out to read your content.

One more thing on design. Ditch the slide show. These were popular a few years ago but testing has proven that they hurt conversion and they slow down your site. No one has the patience to sit there and watch your slideshow anyway. Get rid of it. You're better off having a nice static image with a great headline and call to action.



LOADING

6. Slow Site Speed

If a visitor must wait more than 5 seconds for your site to load, they are going to get impatient and leave. Imagine that every visitor to your site has ADHD. If you can't engage them in a few seconds they're on to the next thing and will forget all about you.

Today's modern websites are usually database driven sites, like WordPress, and come with a lot of plugins to make them do all kinds of cool things. However, this can cause a lot of bloated code and calls to third party sites, which can bring your site to a slow crawl.

Setting up proper a cache system, and optimizing images can go a long way toward speeding up your site. A good target load time is about 3 seconds.

<https://gtmetrix.com/> is a fantastic tool for testing your site speed. When using it, pay more attention to the actual Load Time than the PageSpeed score and YSlow score. While these scores will help you find what needs improvement, they are sometimes very difficult to get a high score. A PageSpeed score above 75 and a load time below 4 seconds is a good goal to shoot for.

If you can master these 6 things on your website, you will be head and shoulders above your competition and be converting more of your visitors into customers!

