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M A R K E T I N G

# **5 Reasons Your Website Sucks At Getting Leads, and How To Improve It Instantly**

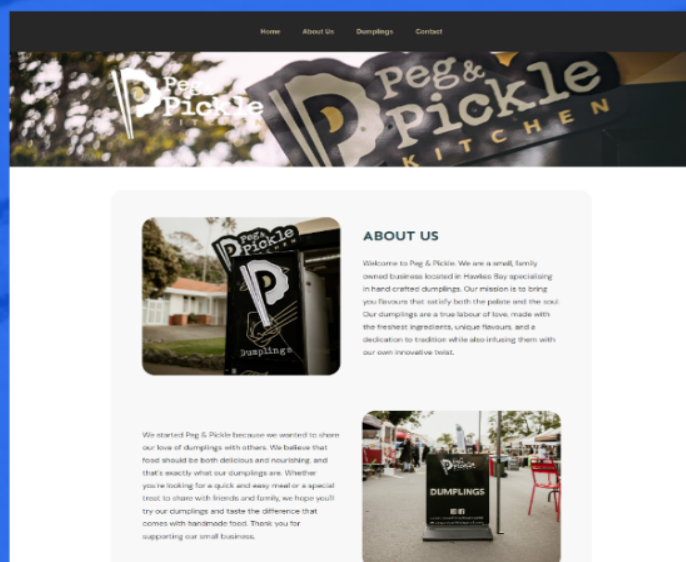
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by Jevon Quirk

# Number 1: Poor Website Design

In today's digital landscape, your website's design directly influences the first impression visitors have about your business. A cluttered, outdated, or non-intuitive design can deter potential clients and hurt your credibility.

Solution: Embrace minimalism and prioritize user experience. This doesn't mean your site should lack personality—rather, it should reflect your brand's values without overwhelming the user. Focus on a clean layout, coherent color schemes, and high-quality images. Use whitespace effectively to give your content room to breathe.





# Number 2:

## Not Mobile-Friendly

With over half of global web traffic coming from mobile devices, a mobile-unresponsive website isn't just a minor glitch—it's a monumental barrier. Mobile users expect seamless browsing, easy navigation, and quick access to information.

Solution: Ensure your website employs a responsive design that adjusts content layout based on device size. Regularly test your site's mobile experience and be attentive to elements like button sizes, text readability, and touch-friendly navigation. Google's Mobile-Friendly Test tool can be a starting point.



# Number 3:

## Weak Call-to-Actions

A Call-to-Action (CTA) serves as a guide, prompting your visitors towards your goal—be it a purchase, subscription, or inquiry. An ineffective CTA, whether due to vague language, poor placement, or lack of visibility, can halt this journey.

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**Solution:** Make your CTAs stand out with contrasting colors, but ensure they align with your overall design. Use compelling, action-oriented language like "Grab Your Deal" or "Start My Free Trial." Position CTAs strategically, placing them prominently on your landing page, at the end of blog posts, or as an exit popup.

### Not This:

Download

Submit

Buy



### But This:

Claim Your Free E-Book

Claim Free Quote

Add To Cart



# Number 4:

## Slow Load Times

In the online world, speed is of the essence. Every second a user waits for your site to load increases the chance they'll abandon it. In fact, a delay of just two seconds can increase bounce rates by over 100%.

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Optimize images without compromising on quality, use browser caching, minimize HTTP requests by limiting the number of elements on your pages, and consider using a Content Delivery Network (CDN). Regularly test your website speed with tools like Google's PageSpeed Insights.



**As Page Load Time Goes From:**

1s to 3s the probability of bounce increases to 32%



1s to 6s the probability of bounce increases to 106%



1s to 10s the probability of bounce increases to 123%



# Number 5:

## Lack of Trust Signals

Trust is a cornerstone of online business. If visitors doubt your website's credibility or safety, they're less likely to take any conversion actions, from signing up for a newsletter to completing a purchase.

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Incorporate customer reviews, testimonials, and case studies to build social proof. Display recognized trust badges, especially on transactional pages, and ensure your site has an SSL certificate (indicative by the 'https://' in your web address). Lastly, always have a clear and accessible privacy policy and terms of service.



Google  
Trusted Store  
★★★★★



**McAfee**  
**SECURE™**



## Unlock Your Website's True Potential

It's one thing to know what's hindering your website—it's another to actively transform that knowledge into real-world results. While this guide has illuminated the common pitfalls, the journey towards a high-converting website is a tailored one, unique to your business and its specific challenges.

## Why Choose Hands Free Marketing?

### Expertise:

Every successful transformation begins with an expert eye. With a proven track record of delivering exceptional results, we understand the intricacies of crafting websites that not only look good but function flawlessly.

### Customized Solutions:

No two businesses are alike. We provide solutions tailored to your specific needs, ensuring your website is a true reflection of your brand while optimizing for maximum conversions.

### Transparency:

We believe in forging genuine partnerships with our clients. From our initial consultation to the final delivery, you'll be in the loop every step of the way.

### Ready for a Change?

Don't let another potential lead slip through the cracks. Ensure your website is your most potent business tool.

**For a limited time, we're offering a FREE 15-minute consultation. This is your opportunity to discuss specific challenges, ask questions, and get expert insights into how your website can be optimized for success.**

 [Book Your Free 15-Min Consultation Now](#)

**Or, if you prefer, dive deeper into our portfolio and discover the transformations we've facilitated for businesses like yours.**

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**Your website's potential is just a click away. Seize the opportunity now.**



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