

Top 10 Mistakes That Kill Website Leads

A Practical Checklist to Boost Your Website's Performance

By Devrai Web Solutions

1. Talking About Yourself, Not Your Visitor

Why it hurts: Visitors want solutions, not your company's story.

What to do: Speak directly to their problems and show how you help — use “you” more than “we.”

2. No Clear Call to Action (CTA)

Why it hurts: Confused visitors leave without doing anything.

What to do: Use simple, emotional CTAs like “Get My Free Checklist” or “Boost My Leads Today.”

3. Poor Mobile Experience

Why it hurts: Most users browse on phones; a bad mobile site drives them away.

What to do: Test on different devices; ensure buttons, fonts, and images look great and load fast.

4. Slow Loading Speed

Why it hurts: Visitors won't wait more than 3 seconds.

What to do: Compress images, enable caching, and use fast hosting.

5. 📁 No Lead Magnet

Why it hurts: Not all visitors are ready to call or buy immediately.

What to do: Offer a free resource like this checklist in exchange for their email.

6. 📄 Text Overload, No Visual Flow

Why it hurts: Walls of text overwhelm readers and cause quick exits.

What to do: Break content into short paragraphs, use bullet points and headings.

7. 🤖 Lack of Personalization

Why it hurts: Generic websites feel cold and forgettable.

What to do: Greet visitors by name or tailor content based on their industry or needs.

8. 📷 Overused Stock Photos

Why it hurts: Generic images don't build trust or credibility.

What to do: Use authentic photos of your team, workspace, or clients.

9. 🔍 Poor SEO Basics

Why it hurts: If people can't find your site, leads won't come.

What to do: Use clear title tags, meta descriptions, and local SEO to get noticed on Google.

10. 🧭 Too Many Choices, No Guided Journey

Why it hurts: Visitors get overwhelmed and leave confused.

What to do: Guide visitors step-by-step toward the goal you want — like Devrai's SMART Website flow.

 Bonus Tip:

Test and Improve Regularly!

Use tools like **Google Analytics** and **Hotjar** to understand visitor behavior and tweak your site for better results.

Need help fixing these?

[Devrai Web Solutions](#) can create a SMART, lead-friendly website tailored to your business.

Meanwhile, **keep this checklist handy and start improving today!** 