



17 MOST COMMON WEBSITE MISTAKES

How exactly did I end up writing this

Last month, I reviewed over 180 websites, analyzing them for conversion elements. It was tasking, but the findings have been worth every minute spent. The analysis made me realize that most website mistakes follow a similar pattern. So, if we know where to look, fixing them is fairly simple.

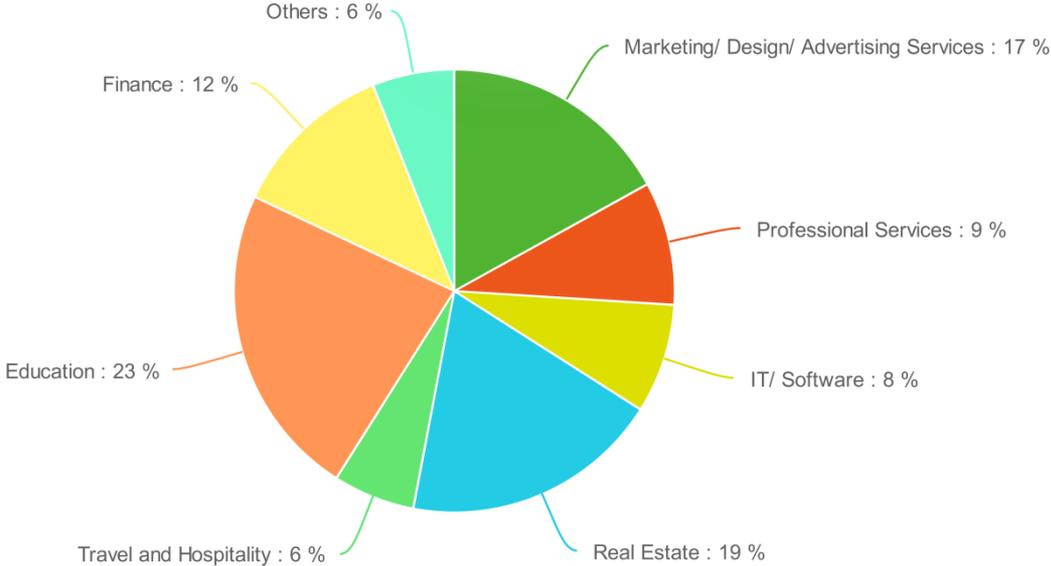
With this e-book, I want to help you look in the right direction.



Rajat Arora

Conversion Spiker at LeadSquared

Which websites did I analyze?

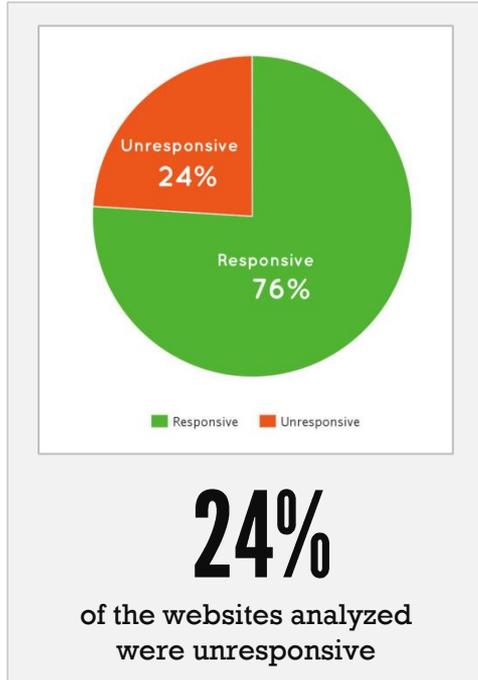




THE
MOST COMMON
MISTAKES

Mistake #1) Non responsive website

Today more people use mobile phones than desktop, and that's not going to change. So, you need responsive design.



Why responsive design

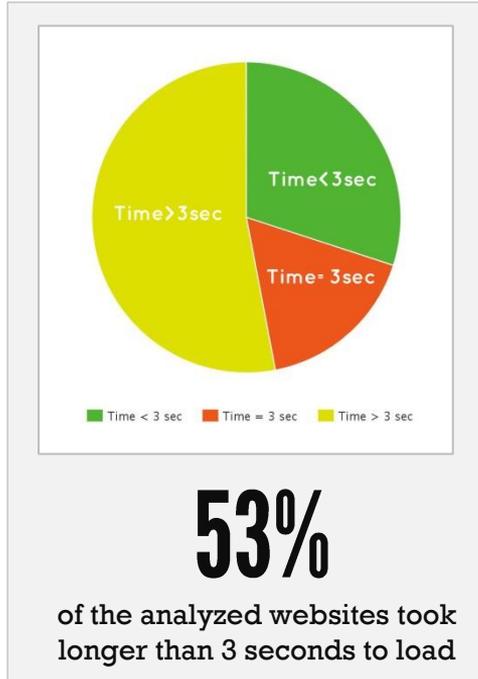
- More people in the world own smartphones than toothbrushes.
- 4 out of 5 consumers shop on smartphones – comscore
- 40% of people bounce if the website is not mobile friendly

Things to keep in mind for responsive design

- Plan it on paper before developing a prototype
- Keep the navigation simple
- Each layout needs optimized images
- On smaller devices hide the content that isn't absolutely necessary
- Check the responsiveness on different devices with mobiletest.me

Mistake #2) High website load time

Nearly half the visitors abandon a website that doesn't load in under 3 seconds. This in turn adversely affects your organic rankings.



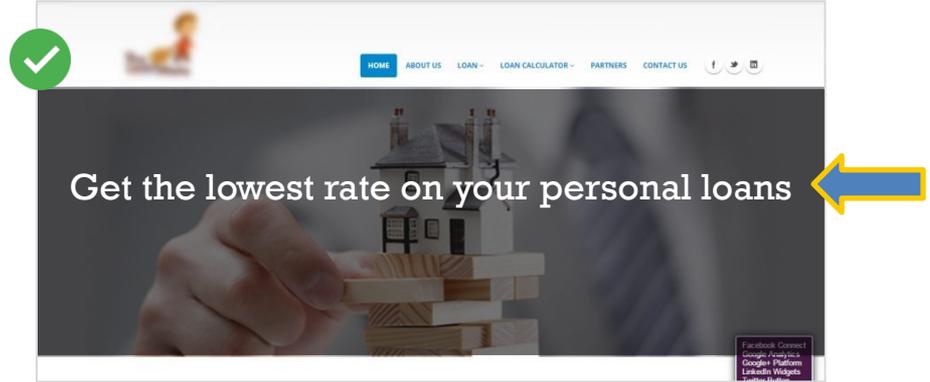
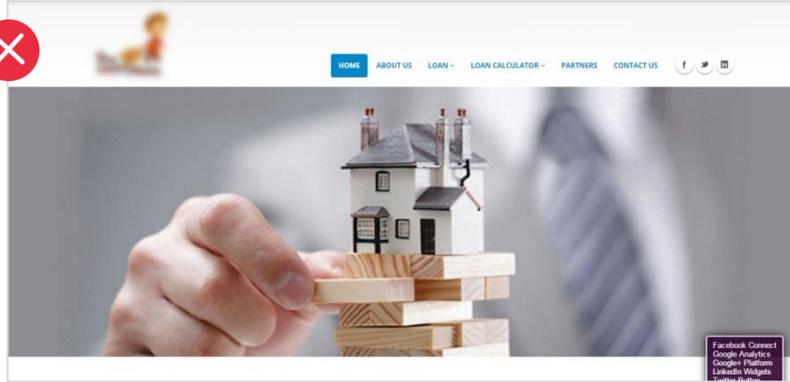
How to increase website speed

- Compress the images using smush.it
- Optimize your html and css using cssminifier.com
- Keep the java script at the bottom, just before </body> tag
- Choose a fast web host. WP Engine is one of the best ones
- Compress your website with Gzip
- Uninstall any unnecessary plugins
- Enable browser caching

How to check website speed and insights

- www.pingdom.com
- [Google pagespeed insights](https://pagespeed.google.dev/)
- www.gtmetrix.com

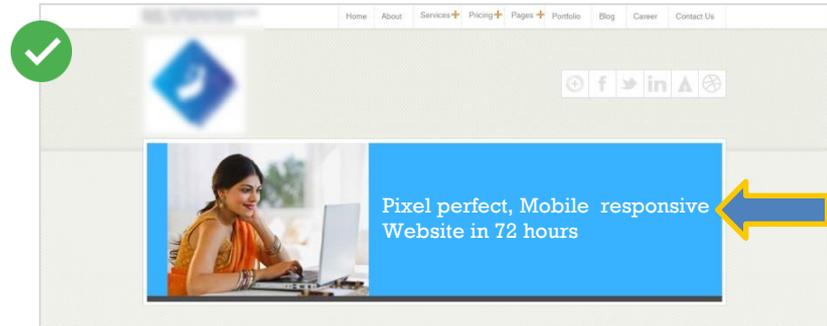
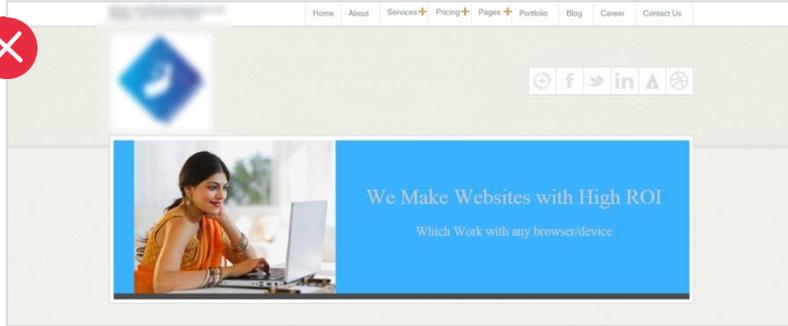
Mistake #3) No headline



*A great homepage starts with the headline. Period. Look at the example on the left. “Where am I? Why am I even here?” That’s what the visitor would think . Shockingly, of the websites I analyzed, **32% did not have a headline.***

- 8/10 people will read your headline, while only 2/10 people will read the rest of the content
- A text headline helps your website get discovered in the search results
- It also helps in getting “RSS- readers” and social bookmarking websites’ attention

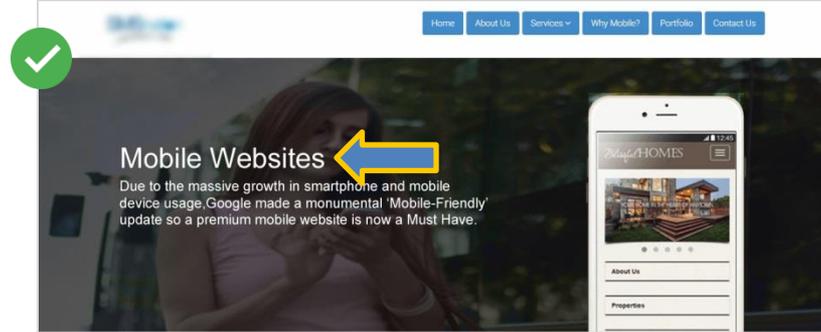
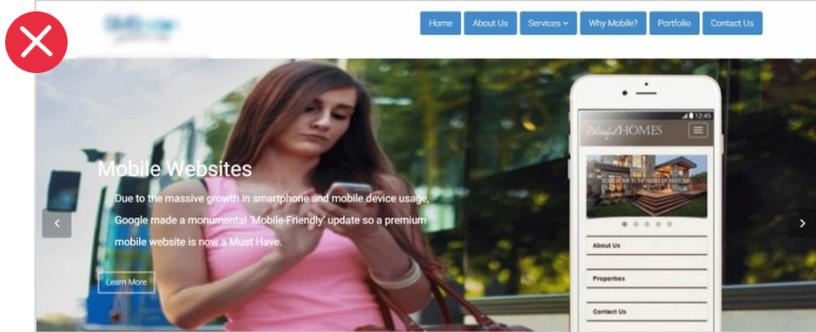
Mistake #4) Unbelievable headline



Most visitors look at a headline and decide to read on or leave. So, make it believable. Nobody will believe hyperbole that isn't supported by proof.

- Keep your headline clear and to the point.
- Avoid superlatives like best, amazing, world-class, state of the art etc.
- Describe your most unique feature in the headline
- Use urgency and stats in your headline

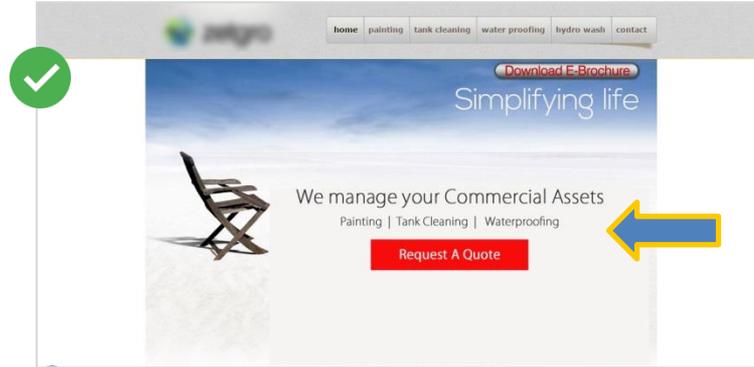
Mistake #5) Poor readability



Reading digital text is 25% slower than reading print. If your content is hard to scan though, visitors will just leave.

- Use contrast to differentiate text from the background.
- Choose universally accepted fonts like Open Sans, Proxima Nova, Helvetica, Arial etc.
- Use proper line spacing and text size.
- You can check your website readability here: <http://read-able.com/>

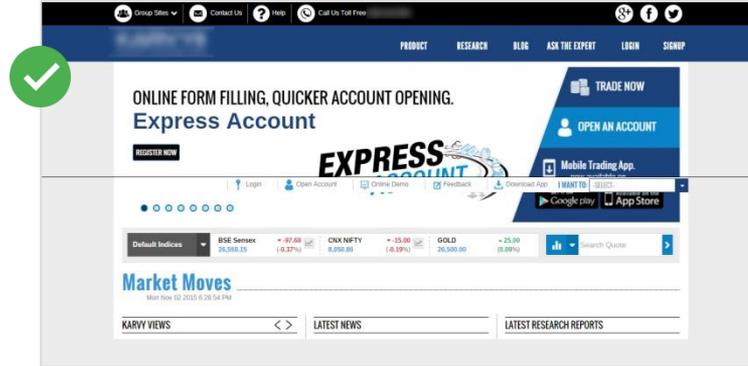
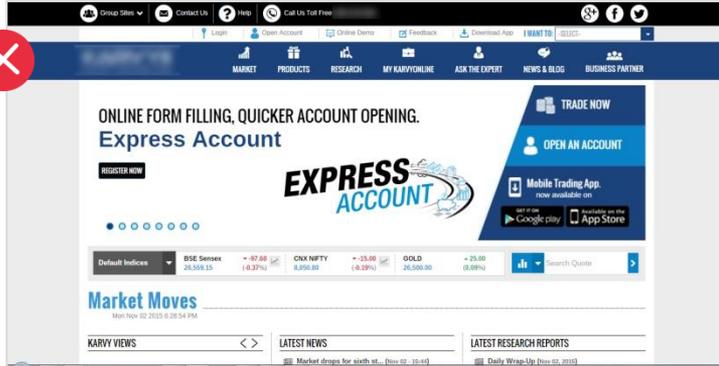
Mistake #6) Wall of words



Human attention span is really short. Too much unstructured text, is very difficult to consume

- Use short paragraphs
- Use bullet points
- Use relevant calls to action to break the “wall”
- Use white space wisely.

Mistake #7) Poor navigation



The navigation should be simple and intuitive. The visitor should be able to find what they are looking for

- Keep only one navigational bar, ideally on top.
- Avoid more than 7 links on the navigation.
- Structure less important links in the drop down

Mistake #8) Irrelevant images



Not to sound like a broken record, but a picture really is worth a thousand words. A good image can keep a visitor glued on a website, while a poor image is an instant turn off.

- Use an image that supports your content.
- Compress the images using smush.it
- Say no to generic, fake stock images.
- Find free stock photos here > stocksnap.com . It contains the best free images on the internet

Mistake #9) No call to action



The call to action or a CTA button directs a visitor to the next logical action. So, you really need to think it through..

- Again a shocker, **41% of the websites did not have a call to action above the fold**
- No call to action = no leads. So, have one
- Don't keep it generic. Keep it action specific
- CTA should be short. Don't use more than 5 words.

Mistake #10) Weak call to action



Getting a visitor to the website, holding his attention, and getting him to sign up - everything boils down to the offer.

- Keep a strong, irresistible offer.
- Change your offer depending on time of the year, time of the week, festival time etc.
- Perceived Value should always be greater than Perceived Cost
- Prove your worth. Give something for free – maybe a free trial, pre consultation, e-book etc.

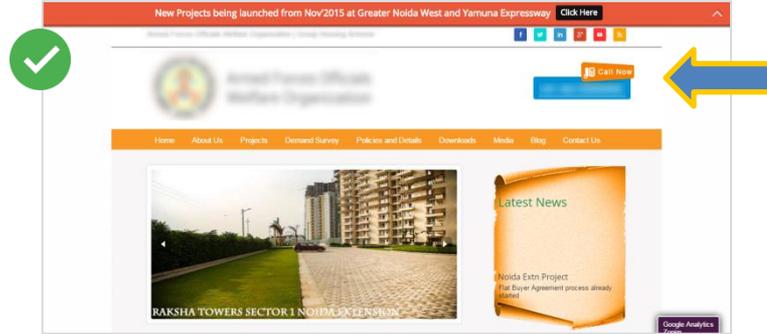
Mistake #11) “Invisible” call to action



It's important, so it should be unmissable. Do this: Blur your eyes and check if you can still detect the call to action button on the page. Yes – Good job! No – Change it!

- Use colors contrasting to the other page elements. To find great color combinations check www.kuler.com
- Keep it big enough to be visible from a distance
- Keep it above the fold (once, at least) for maximum conversion chance
- Make the CTA look clickable with highlights and shadows

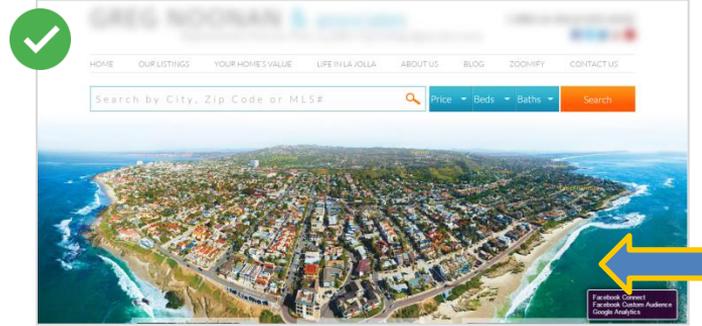
Mistake #12) Too many call to actions



Ideally, your website homepage should have just one call to action (your prime offering). But, you can use a top bar or an exit popup for a top of the funnel conversion offer. No more than two though.

- Use buttons, not links.
- Link the CTA to a landing page with a form to capture leads
- Give keyword rich alt text to the buttons to optimize for search engines

Mistake #13) Clutter



It's very easy to get greedy, and ignore the most beautiful element of the design - the white space. But, that's what gives breathing room to your page.

- Choose your background image wisely. Black on white text works the best
- Use sliders if you have more than one image to showcase. But keep it smooth and seamless to the page design
- Use contrast to highlight the most important element of your page
- Every designer's nightmare – *“Increase the logo size.”* Don't compromise on the offering to highlight the brand

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