

5 WEBSITE MISTAKES THAT CAN WRECK YOUR BUSINESS ONLINE

**How To Identify These Mistakes &
What You Can Do To Fix Them.**

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If you have a website and you are struggling to get your visitors to fill out your contact form, sign up for your newsletter, chat with you through your live chat widget, make a purchase, request a quote, or take any action that will help you land new customers and increase your revenue. You are not alone.

The first thing I need you to understand is that it is not your fault that your website isn't driving your desired results or helping you achieve your goals.

Besides, you're not a tech person and may not know how to optimize your website to achieve the goals you initially had.

But what if I could reveal some secrets and share with you the common mistakes most websites owners make and how you can identify, and solve them, will you be ready to implement them?

If your answer is a big YES, then let me share with you the top 5 website mistakes that can wreck your business online and prevent you from getting your desired result.

So Why You Should Care About These Website Mistakes?

Just think back to the first time when your business website or e-commerce website went live. You were super excited and dreaming of all the traffic and new customers or sales you were going to make.

3 months goes by and not a single sale or phone call. No one has filled your contact form or requested for a quote.

You start to panic.

You feel disappointed with yourself and you start to think "maybe having a website is not such a good idea because it is just redundant and doesn't bring me any sales or new customers".

But just when you are about to give up, a friend suggests that you should try Facebook or Google advertising to help you drive more traffic to your website.

Sounds good right?

So you set up your Facebook ads with a small budget of around \$500, hoping that with all that traffic, you'll have 100s of new customers screaming at the top of their lungs to buy your products or services.

\$220 into your Facebook ad campaign, you discover that there isn't much improvement.

People are clicking on your ads quite alright but no one is buying your product or filling out your contact form, or requesting for a quote.

At this point, you start to feel like you don't know what you're doing and you should probably give up for good.

This happens quite a lot to most website owners whose desire to get more customers, new businesses and make more sales through their website.

So what could possibly be the problem? Why is your website not converting visitors to paying customers?

What can you do to improve your website so that more people are willing to buy from you or subscribe to your mailing list?

These are the mistakes I will be sharing with you in this free guide so that you know what to look out for and if possibly, change on your website.

Let's get started.

MISTAKE #1

Not Clearly Defining Your Website Goals From The Beginning.

Why do you want a website for your business in the first place?

Is it because your competition or everyone around you has a website?

Is it because you want to have it on your business card or brag to people that you have a website?

While these may seem like an odd reason why some businesses want to have a website, I can tell you for free that we have encountered these kind of businesses over the last couple of years.

These kind of businesses simply want a website because that is the new phrase in town and they don't want to feel left out.

But I know you are different.

You want your website to work for your business and that is why you are reading this free guide.

So how do you define your website goals correctly so it helps your business grow?

THE FIX

Before you start defining your website goals, it is very important to decide which user action is most crucial to the success of your business.

For example, these could be any of the following;

I want my website visitors to...

- Get in touch with us through our contact form or Whatsapp.

- Sign up for our newsletter
- Make a purchase
- View our portfolio or services page
- Create an account
- Schedule a phone call

The list is endless but you get the idea.

Once you've decided on the primary user action you want on your website, you can then notify your website designer and have them optimize your website for that singular action.

One thing to note when designing your website is that one size doesn't fit all.

You have to test different ideas and make quite a few changes before you can start to see your desired results but it all starts with clearly defining your website goals from the very beginning.

MISTAKE #2

Talking More About Yourself Rather Than To Your Customer.

Your website is a great place to showcase your amazing products and services, however, talking too much about your business may distract your website visitors from taking the right action that gives you the right result.

This happens quite often because of our human nature. We sometimes feel that our achievements will make others want to do business with us but this may not always be the case.

Although It is not completely out of place to talk about your business but as we've seen from mistake #1, defining your website goals will

help you structure your website language such that it speaks to your customers and helps them quickly take the desired action that will drive your business forward.

THE FIX

Think about what problems your business solves for your customers and build your website content around that.

For example; If you are an architect and a potential customer lands on your website for the first time, they shouldn't be greeted with;

We are the best architectural firm in Africa

but rather, something like this;

We utilize every bit of space to build your dream home.

MISTAKE #3

Your Website Is Not Mobile Friendly

This is a hidden mistake that eludes most people often times.

You might get carried away just viewing your website on your laptop device and saying to yourself, "Oh, this looks good" while in reality, more than 75% of people will find your business on their smartphone devices.

According to StatsCounter 2021 data on internet usage by devices, global internet traffic from mobile devices accounts for 54.25% while desktop accounts for 42.9%.

But in Africa, the internet traffic from mobile devices stands at 70% while desktop is at 27.28%

Still not convinced?

Let's drill down a little bit to Nigeria.

In Nigeria, the internet traffic from mobile devices as at 2021 stands at 78.91% while internet traffic from desktop devices is at 20.01%.

See the records for yourself here:

<https://gs.statcounter.com/platform-market-share/desktop-mobile-tablet>

You don't need a soothsayer to tell you that your website MUST be mobile friendly and easy to navigate.

Furthermore, a website that isn't mobile friendly will be penalized by Google. Meaning, your website wouldn't show up on Google search because Google considers it not mobile friendly.

THE FIX

Always ensure you check your website on different mobile devices and all the pages render well before your website designer hands over the website to you.

Click on the menu to ensure that all the menu items are correct, also, test your contact form to ensure that it is working as expected.

MISTAKE #4

Your Website Loads Slowly

Did you know that average attention span of people on the internet is 3 seconds?

Shocking right?

You have just 3 seconds to attract and engage with a potential customer on your website. If you don't, you have lost your opportunity.

Studies have shown that people are generally impatient online and would rather spend their data on entertaining activities.

If you have a website that takes too long to load, your visitor might lose interest and abandon your website.

Slow website are frustrating to the user. It dampens the user experience and reduces any opportunity for them to engage with your business and drive your desired result.

Also, slow websites get penalized by Google just as in the case of websites that are not mobile friendly.

THE FIX

Luckily, you can test if your website is fast enough and ready to take on the world.

There are free tools online that can help you check your website speed but I will show you 2 of my personal favourites.

1. <https://developers.google.com/speed/pagespeed/insights>
2. <https://gtmetrix.com>

Simply click on any of the links above, type in your website url and once the test is done, you will be given a score.

You can then share your website score with your website designer if it is not good enough for further optimizations.

If your website is built on WordPress, you can improve the speed of your website by installing and activating a few plugins.

2 of my personal favourites are;

- 1.W3 Total Cache
- 2.WP Super Cache

MISTAKE #5

Improper Use Or No Call-To-Action

The final mistake I will be sharing with you is improper use or no call-to-action.

So what does a call-to-action (commonly referred to a CTA) mean?

A Call-To-Action or CTA is the action you want your visitors to perform when they land on your website.

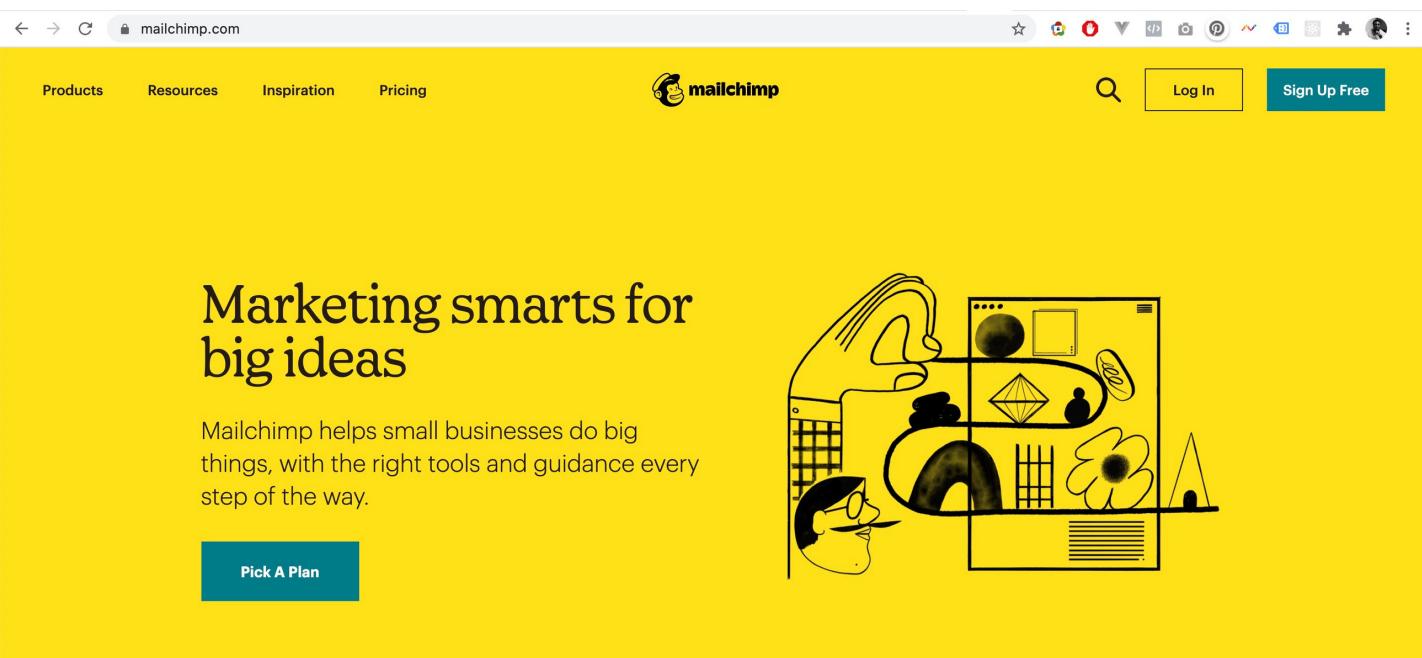
This is usually represented as a link or button, placed strategically on your website to help visitors take certain actions.

For example;

- Sign Up

- Join my mailing list
- Request a quote

I'm sure you can already see how this ties in with the mistake #1 that I shared with you earlier and why it is important to clearly define your website goals early on so you can use the proper call-to-action that drives your desired results.



The screenshot shows the Mailchimp homepage with a yellow background. At the top, there's a navigation bar with links for Products, Resources, Inspiration, and Pricing. The Mailchimp logo is in the center, followed by a search bar and a 'Log In' button. A prominent 'Sign Up Free' button is located on the right side. The main headline reads 'Marketing smarts for big ideas'. Below it, a subtext says 'Mailchimp helps small businesses do big things, with the right tools and guidance every step of the way.' There's also a 'Pick A Plan' button. To the right of the text is a stylized illustration of a person's head filled with various icons like a gear, a diamond, a flower, and a person, symbolizing big ideas.

As you can see from the image above, the MailChimp homepage uses 2 call-to-action, **Pick a plan** or **Sign Up Free**. This will quickly help visitors know that there is a paid plan and a free plan, and they are free to choose either.

THE FIX

- First, take a look at your website to ensure that there is a clear call-to-action that is relevant to your business.
- Secondly, ensure that the colour of the button or links stands out from other elements on the page
- Thirdly, ensure that your CTA is above-the-fold. Meaning, visitors don't have to scroll down before they see your CTA.
- Finally, don't use more than 2 different call-to-action on the same page.

Conclusion

So there you have it. You now have the knowledge required to take a closer look at your website and identify areas that need improvement so you can get better results from your website.

If you have any questions, please feel free to reach out to us via email hello@clickmedia.com.ng

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