

■ Free Report: Top 5 Conversion Killers (and How to Fix Them)

Intro:

You built a website, but it's not converting. Don't worry — you're not alone. 97% of websites are basically online graveyards where good traffic goes to die. Here are the Top 5 Conversion Killers that might be lurking on your site... and how to slay them.

1. ■■■■ Slow Loading Speed

If your site takes longer to load than a microwave burrito, people bounce. No one is sticking around to watch your carousel spin endlessly.

Fix: Compress your images, ditch unnecessary scripts, and use a decent host/CDN. Aim for under 3 seconds. Faster = more money.

2. ■■ Confusing Value Proposition

If your homepage reads like corporate mumbo-jumbo, visitors will leave before they figure out what you even sell.

Fix: Put a clear headline above the fold that screams what you do and why it matters. Example: "We help gyms get 100 new members in 90 days, guaranteed."

3. ■ Weak Call-to-Action (CTA)

"Submit" buttons are about as exciting as soggy toast. If your CTA doesn't grab attention, people won't click.

Fix: Use action-driven CTAs like "Get My Free Strategy" or "Roast My Business." Make them bold, colorful, and repeated throughout the page.

4. ■■ Cluttered, Ugly Layout

Walls of text. Random fonts. Stock photos from 2006. Your site looks like it was built during the MySpace era.

Fix: Keep it clean. Use whitespace. Stick to 2–3 colors. Invest in good visuals or screenshots. Remember: ugly sites kill trust.

5. ■ No Social Proof

If no one's backing you up, visitors assume you're untested (or sketchy). Lack of testimonials or proof is like trying to sell food with no taste-test.

Fix: Add reviews, case studies, logos of clients, or even screenshots of happy DMs. People trust other people more than your sales pitch.

■ Final Word

Your website is either making you money or killing your conversions. Now that you know the Top 5 Killers, start fixing them.

And when you're ready for the full savage roast of your entire business, we'll happily tear it apart (and rebuild it stronger).

■ Get a Full Roast at RoastYourBiz.com