

# 22 MONEY MURDERING MISTAKES



**NO WEB DESIGNER  
WOULD DARE  
TELL YOU**

# Introduction

Your website is, hands down, the most important asset of your business. The face of your company. Your website is most likely the first chance you'll have to make an impression on your potential clients or customers and, like it or not, they're 100% going to judge the quality of your business based on the quality of your website.

The diagram consists of two vertical columns of text. The left column has a light green background. The right column has a white background with a large green arrow pointing right between the two columns. The text in the left column is 'Awesome Website' and in the right column is 'Awesome Company'. The text in the left column is 'Crappy Website' and in the right column is 'Well, you get the picture.'.

**Awesome  
Website**

**Awesome  
Company**

**Crappy  
Website**

**Well, you get  
the picture.**

Which is why it's important to invest in creating a website that will not only WOW your website visitors, but will convert them into customers.

Now, most companies' first instinct is to hire a web designer. But that first instinct? It's wrong.

Now, we've got nothing against web designers. They're great at what they do. But remember how we said your website is the face of your company? It's also your chief salesperson. A salesperson that works 24 hours a day, 7 days a week, 365 days a year and never needs to take a break, call in sick, or head out of town for two weeks on holiday.

But the problem with hiring a web designer to create your website is that a web designer is NOT a salesperson. They know nothing about how to effectively sell your products and services.

Look, we've got nothing against web designers. They mean well. And if all you want is a "pretty" website, then by all means - hire one.

But let us be the first to tell you - if you hire a web designer to create your website, you're murdering your money.

If you want a website that WORKS, you need to hire someone who understands how to take your website traffic and convert it into cash in your pocket. You need a team of digital marketing warriors who will stop at NOTHING to get you an insane ROI on your investment.

Because it doesn't matter that your website is pretty. It matters that it's effective.

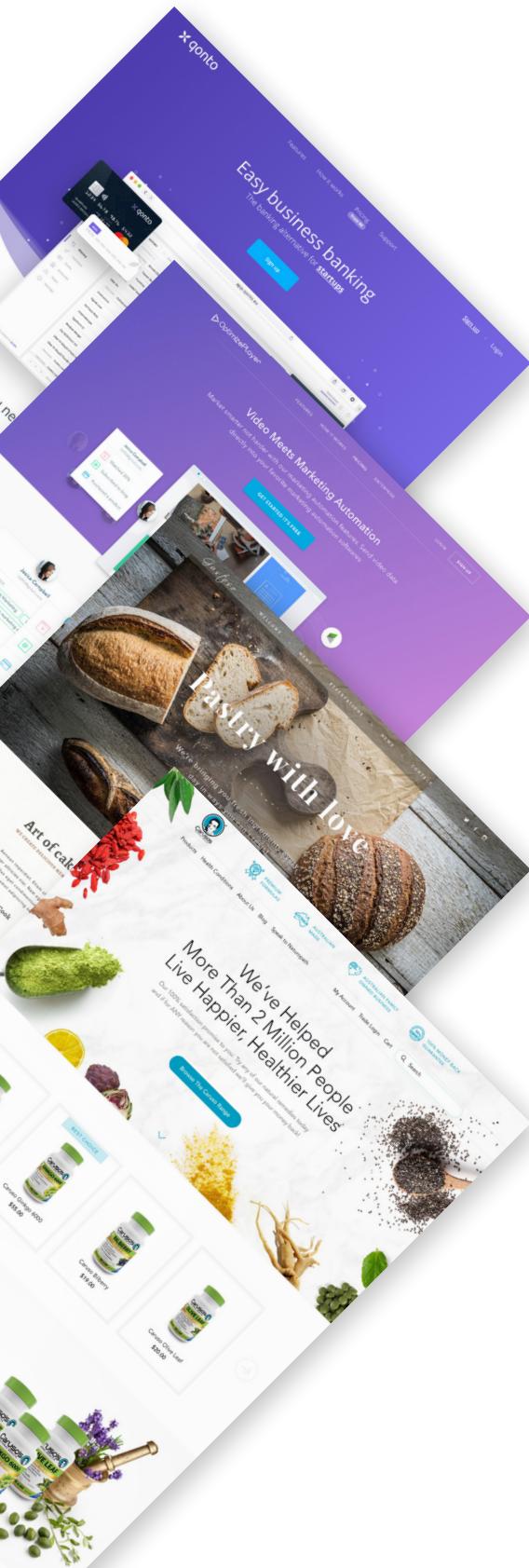
## DON'T BELIEVE US?

Here are 22 money  
murdering mistakes no  
web designer will tell  
you not because they  
hate you... just because  
they don't know)

# Mistake #1

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**Designing A Home Page...  
And That's It**



There's no denying you need a homepage. You need a corner of the internet to call home and house all of your content, your products, and all that jazz.

But your homepage is NOT the place where you're going to make money.

Most web designers will spend their time, energy, and focus (not to mention your money) on creating a homepage. It'll be fancy, beautifully designed, totally on-brand... and drive minimal, if any, revenue.

What web designers don't know is that your homepage just isn't your moneymaker. It lacks any and all elements needed to, you know, drive sales.

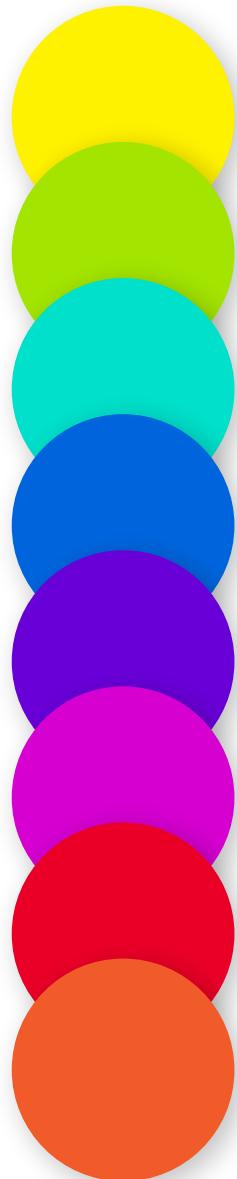
So if you want to drive revenue, you must, must, MUST create targeted landing pages.

Sending traffic to landing pages optimized to convert those visitors into paid customers is the best way to make the most out of your traffic - and your advertising dollars. If you're sending people to a generic landing page - even if you're web designer has done a crackerjack job and created an awesome page - is like taking your hard earned cash, throwing it in a pile, and lighting that pile on fire.

# Mistake #2

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**Choosing Colors Based  
On Attractiveness, Not  
Effectiveness**



During the design process, whoever's creating your website is going to need to decide a lot of things. And one of those things they'll need to decide? Which colors to use.

Obviously, some of the colors used are going to fall in line with your brand color palette. But what about everything else?

Well, if you go with a web designer, you'll get a lot of colors that look great together. "Well, we should use this shade of blue because it complements the gray we used in the background..."

Which is fine. Who doesn't like to look at pretty colors?

But choosing colors to use on your website is so much more than just seeing what's on the other side of the color wheel or picking the color combinations that are easiest on the eye.

You shouldn't be worried about whether the colors on your website look good. You should be worried about whether they CONVERT.

Color is powerful. People have all sorts of emotional attachments to color, and if you understand the principles of color psychology, you can use those attachments to influence your audience like a straight up color ninja.

Want people to take action and click your CTA button? Use red, which will rev up your audience, grab their attention, and convert like crazy (Hubspot found that a red CTA button generated 21% more clicks than the same button in green). Want people to immediately think you're a brand they can trust? Throw blue on the page, which has been shown to inspire feelings of trust (not to mention blue is the heavy favorite of men and women alike, so that never hurts!).

If you want to make the most out of your website, you need to use color to your advantage and choose colors that drive results. Whether they look pretty should be an afterthought.



# Mistake #3

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**Putting Up A Website And  
Hoping For The Best**

When you work with a web designer, there's no denying they'll work hard to get your site up, running, and looking good. But once a web designer is finished with your design, in their eyes, the job is done.

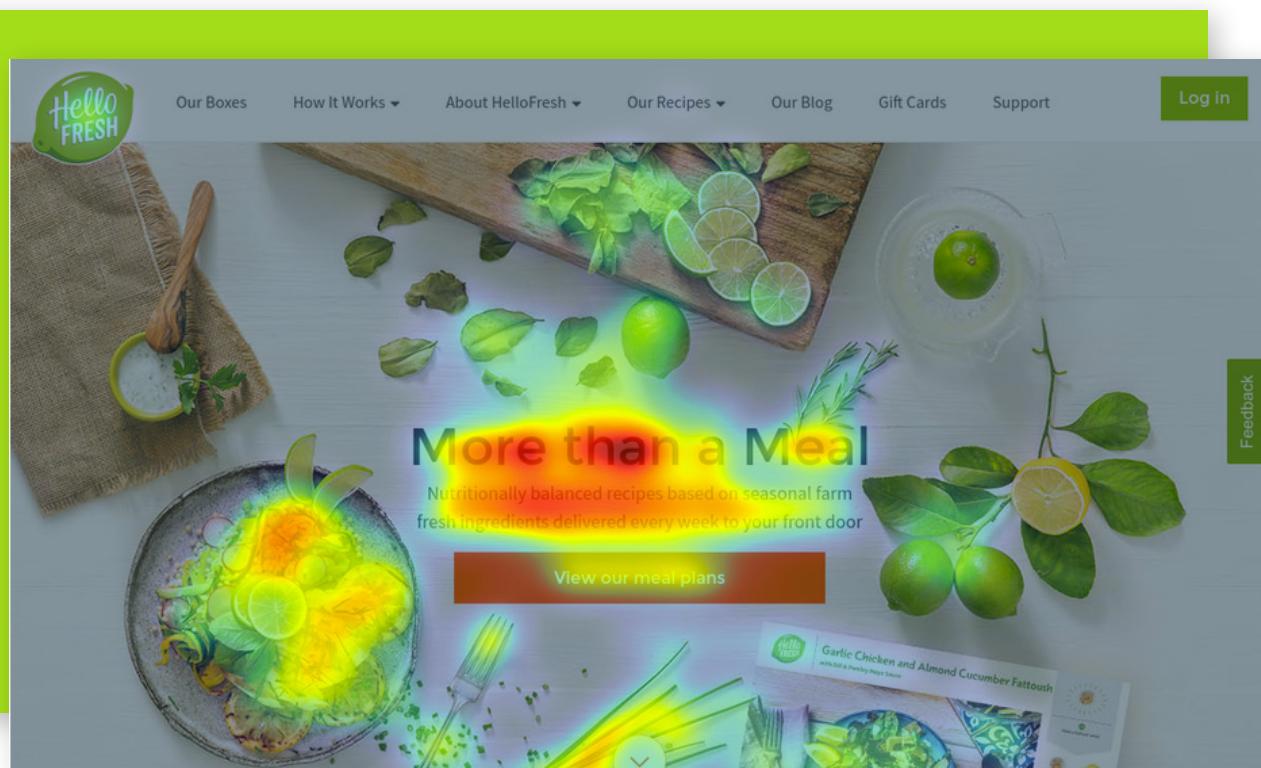
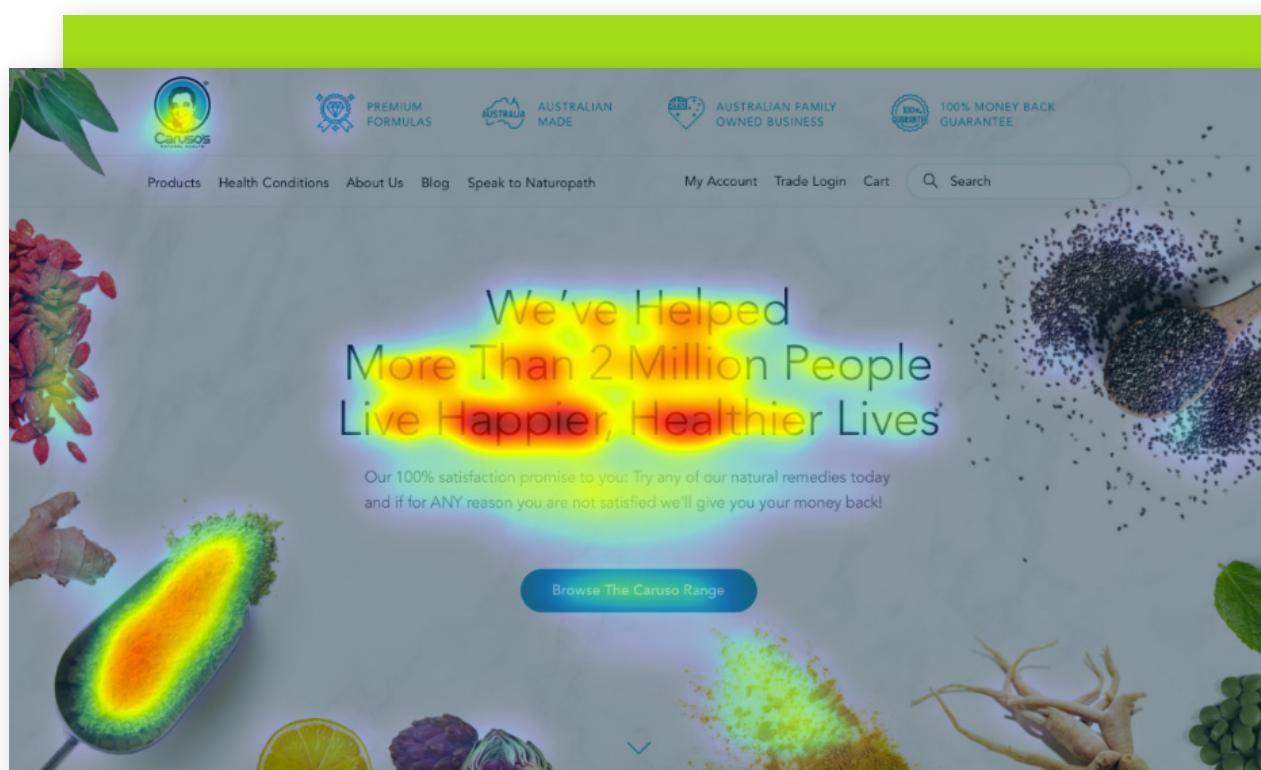
But real talk: getting your website up is just the beginning of the process.

It doesn't matter how awesome your web designer is. No one (and we mean NO ONE) creates a perfect website on the first shot. And if you design a website, put it up on the internet, and hope for the best you're literally throwing money away.



**The key to a high-performing website  
is testing, testing, testing.**

Split testing (also known as A/B testing) is the key to conversions. To run a split test, you create two versions of your landing page that are completely identical save one core element. Then, you test both versions against each other to see which brings in higher conversions. Then, once you have your winner, you repeat the same process with another element. Rinse and repeat until you have a page that's converting like crazy.



There are a huge number of elements you can split test, including:

**Call-to-action**

**Offer**

**Offer copy**

**Headlines**

**Colors**

**Font**

**Font size**

**Button color**

**Button size**

**Images**

**Bonuses**

Web designers are great at creating the first draft of your website. But if you rely on that first draft, you'll never get the results you're looking for. It takes a huge amount of testing in order to assemble the right combination of elements that will drive serious conversions.

# Mistake #4

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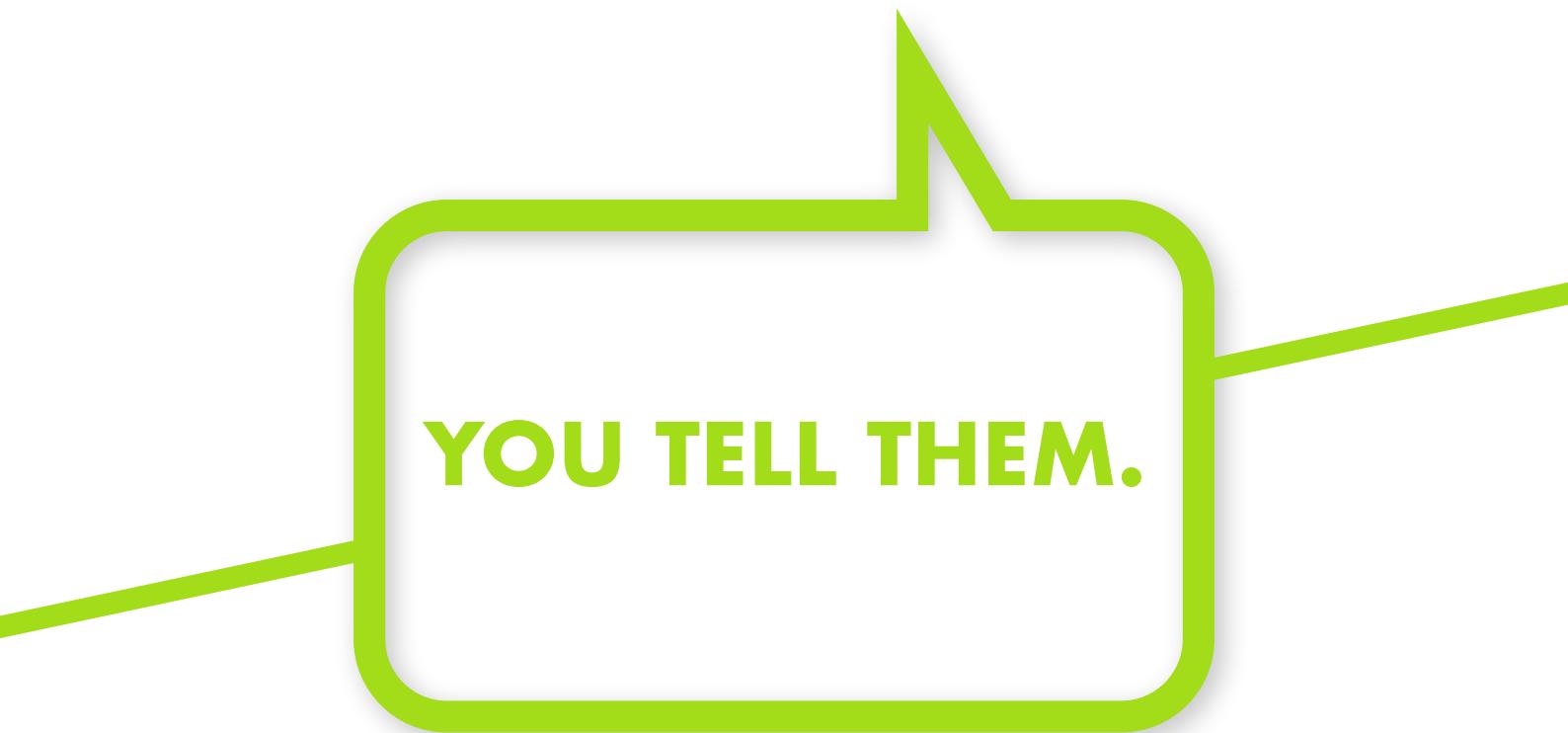
**Not Telling People  
EXACTLY What To Do**

As a business owner, you're not getting a website designed "just because." You're getting a website designed because you have a goal. There's something you want to get out of the whole deal.

Maybe you want to sell more of a specific product or service. Maybe you want to build your email list for a future launch. Maybe you want to collect data on your audience and drive them to complete a survey.

Whatever the case may be, your website has a clear purpose. And there's something very specific you want your audience to do - like buy your product, hand over their email, or fill out your survey - to fulfill that purpose.

So, everything on your website should be driving your visitors to do whatever it is you want them to do. And how do you drive them to do what you want them to do?



**YOU TELL THEM.**

Web designers will create websites that look great. They showcase your products in a gallery, they have a well-designed opt-in form for visitors to leave their email address, the survey page is well-branded.

But it doesn't matter how your products are showcase or how pretty your opt-in form is if your audience doesn't know what they're supposed to do.

People are simple creatures. If you want them to do something, you need to make it crystal clear. It's not enough to put an opt-in form on your website. You need to show your visitors "Hey! Look at this opt-in form! I want you to put your email address right here!" There's no room for ambiguity or assuming that your audience will figure things out on their own.

If you want a certain behavior from your audience, you need to tell them in the form of a clear call-to-action.

Without a clear CTA, you're just kind of hoping that your audience will figure things out. Which, in most cases, they won't. If you want your website to convert, you need your CTA to be front and center, loud and clear.



**Click here**

# Mistake #5

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**Designing A Site That  
Looks Great On A Laptop  
- And Not Much Else**



Back in the day, it was safe to assume that the vast majority of your website visitors were looking at your website from a home computer. So, if your page looked great on a laptop or a desktop, you were good to go.

But times have changed. In 2016, mobile web browsing officially became more prominent than desktop browsing, which means that more people are looking at your website on-the-go courtesy of their smartphone or tablet than are sitting at their desks at home.

Which means if you're not designing your website to cater to a mobile experience, you're making a **HUGE** money-murdering mistake.

In 2017, if your website isn't fully responsive - meaning it works just as well on a smartphone as it does on a tablet as it does on a desktop - you're going to lose potential customers hand over fist.

Because mobile is such a common way to look at websites - and because most companies recognize that and invest in responsive design - consumers don't have patience for websites that don't function perfectly on a mobile device. Which means if your website isn't optimized for mobile, you'll lose out on the 51.3% of people who use smartphones or tablets to interact with brands - the majority of web surfers.

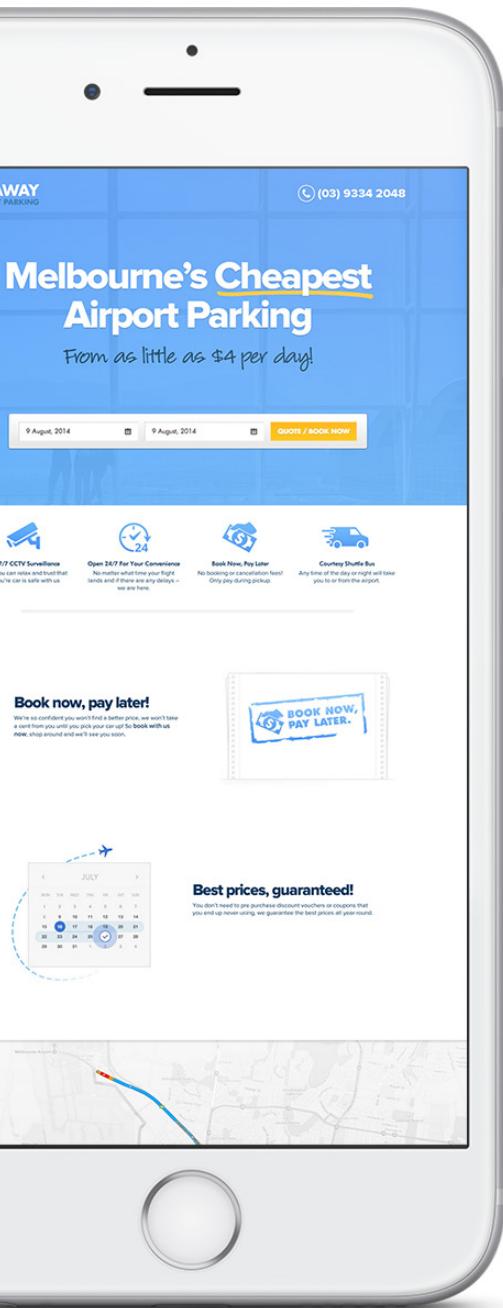
A web designer might create a site that looks amazing on a desktop. But if that same site doesn't look just as good or work just as well on a mobile? Say bye-bye to your cash flow.



# Mistake #6

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**Designing Based On  
“Feelings” and Not Data**



Designers tend to be creative folks. And don't get us wrong - being creative is awesome. But creative types tend to do things based on feelings. Like "I feel this image would look best over here" or "I feel like this button would look best in blue."

But we've got a newsflash for you: feelings aren't facts. And if you base your design on "feelings" rather than data, you're putting your conversions at risks.

It doesn't matter if we feel a certain design element will work better than another. What matters is if there's facts to support it.

There's so much data out there on everything from the best colors to drive conversions to which areas on websites get the most clicks. With so many facts out there, there's zero reason to make any decisions about your website based on feelings.

To get the most out of your website, you need someone who looks at it from an analytical and data-driven point of view, not a feelings and design-driven one.

# Mistake #7

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**Worrying Only About  
Design - And Not About  
Copy**

Have you ever been to a website and thought to yourself “Hmm... the header on this website has a really interesting and well-thought out design. I think I’ll buy their products!”

# Yea... We didn't think so.

Design is important. But no one ever landed a conversion solely based on a well-placed gallery or an attractive layout.

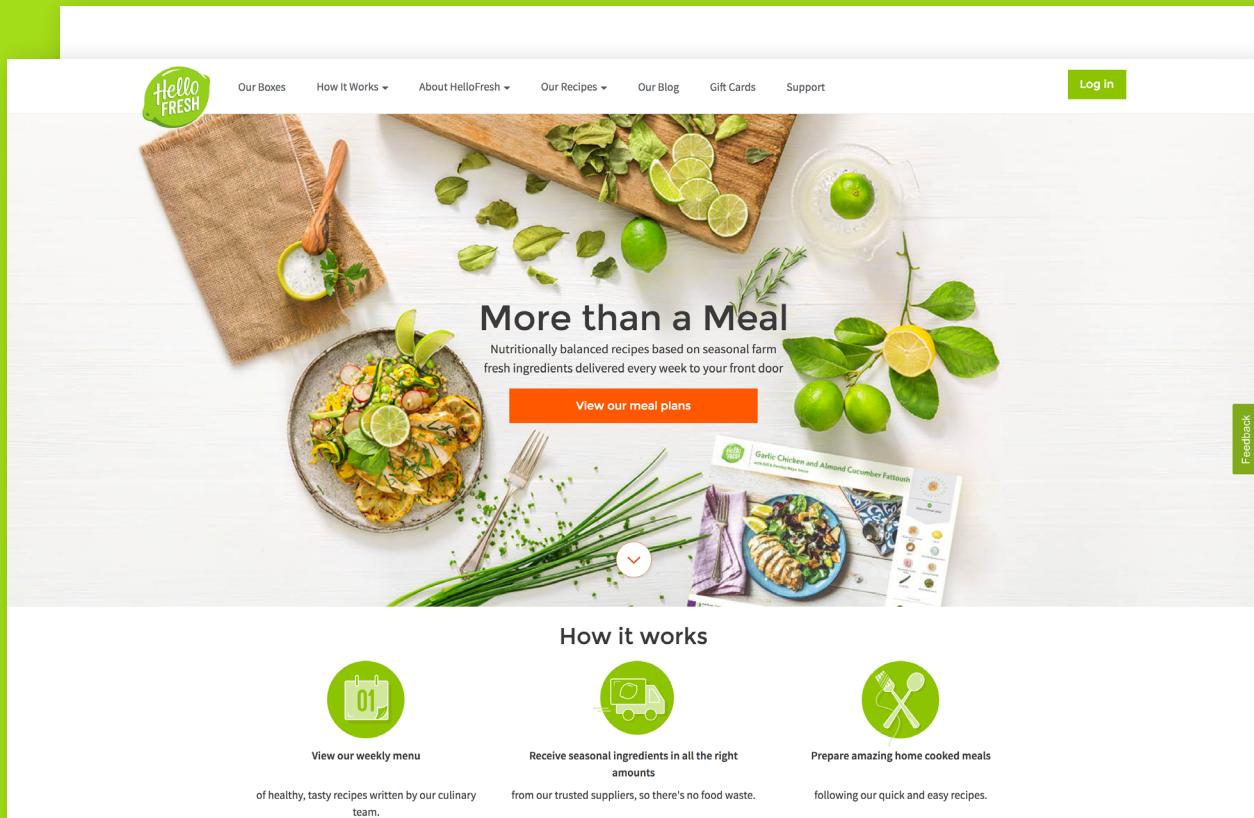
If you want to convert your website visitors, you need to convince them you’re worth giving up their email or spending their hard-earned cash. And while you can 100% leverage design to make that happen, it’s only half of the equation.

If you really want to drive conversions, you need to pack the one-two punch of optimized design AND great copy.

The power of great copy is immeasurable. You can persuade people to do just about anything with the right combination of words. You can use copy to instill emotional reactions, create a sense of scarcity, incentivize people to complete your CTA... the possibilities are endless.

Web designers are focused on the design element of your website. And that's important. But if you're not equally focused on the copy that goes with that design, what you'll end up with is a lot of people who think you have a great looking website... and then leave it without converting.

If you want to convert your audience, you need to focus just as much on creating conversion-friendly copy as you do on design.

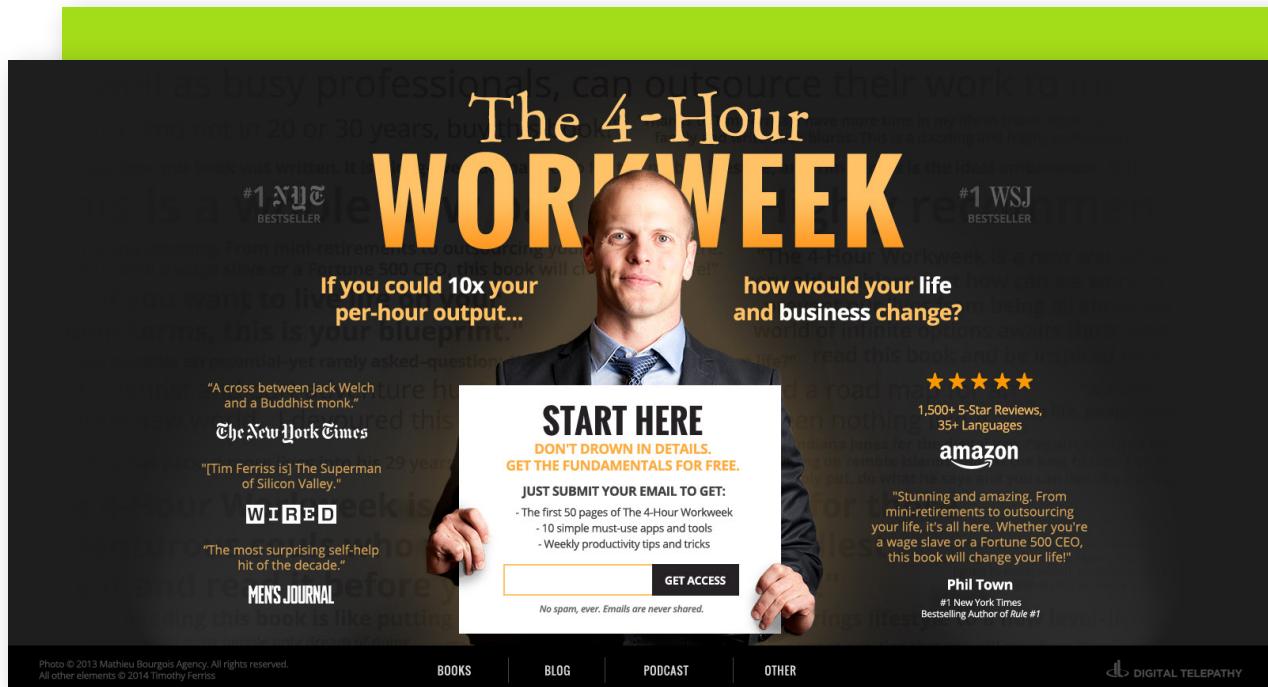


The image shows the homepage of the HelloFresh website. At the top, there is a navigation bar with links for "Our Boxes", "How It Works", "About HelloFresh", "Our Recipes", "Our Blog", "Gift Cards", and "Support". There is also a "Log in" button. The main visual is a top-down photograph of a meal preparation scene on a white surface. It includes a plate of food with lime slices, a small bowl of dressing, a cutting board with lime slices and herbs, a glass of juice, and some lemons and limes. The text "More than a Meal" is overlaid on the image, followed by the subtitle "Nutritionally balanced recipes based on seasonal farm fresh ingredients delivered every week to your front door". A red "View our meal plans" button is visible. Below the main image, the heading "How it works" is centered, followed by three circular icons with text underneath: "View our weekly menu" (calendar icon), "Receive seasonal ingredients in all the right amounts" (truck icon), and "Prepare amazing home cooked meals" (fork and spoon icon). A small "Feedback" link is located on the right side of the page.

# Mistake #8

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**Letting Visitors Slip  
Through The Cracks**



When it comes to sales, here's the truth: Most people won't make a purchase the first time they visit your site. In fact, most of them aren't even looking to make a purchase: according to a recent survey, a whopping 92% of people visit a brand's website for the first time for some reason OTHER than making a purchase.

So if your website isn't setup to capture those first-time visitors and continue to engage them after their first visit, you're going to let a TON of visitors - visitors that could have become customers - fall through the cracks.

Digital marketing warriors know that in order to drive sales, you have to optimize your website in a way that doesn't let those 92% of visitors slip through the cracks. Even when they don't buy, you need to capture them. That's why instead of making opt-ins an afterthought like many web designers, digital marketing warriors make capturing visitors' email addresses a top priority. From opt-in forms to pop-ups, lead magnets to layouts, every element of a website designed by someone who knows how to convert traffic is set up to capture emails. That way, it's ok if a visitor doesn't purchase your product or service on the first shot - once you have their email address, you can continue to market to them - and drive future sales - from now until kingdom come.

# Mistake #9

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**Focusing on Design  
Features Instead of  
Functionality**



There are all sorts of bells and whistles that web designers will throw on your website that, from a design perspective, are pretty cool.

But if those design features mess with your site's functionality? You've got a big problem.

There's nothing more important than a positive user experience. In order to drive conversions - and keep your visitors coming back for more - your website needs to be easy to use, easy to understand, and easy to navigate.

But unfortunately, a lot of the design features that web designers love to tack onto your site can actually make it harder to use, understand, and navigate for your visitors. So even if a feature, like an interesting navigation bar or a pop-up gallery, are cool in theory and design, if they mess with your user experience, they'll tank your conversions.

Your audience wants a website that they don't need a user's manual to figure out how to navigate. And if you try to add too many bells, whistles, and design features to your website, you risk confusing and alienating your audience.

# Mistake #10

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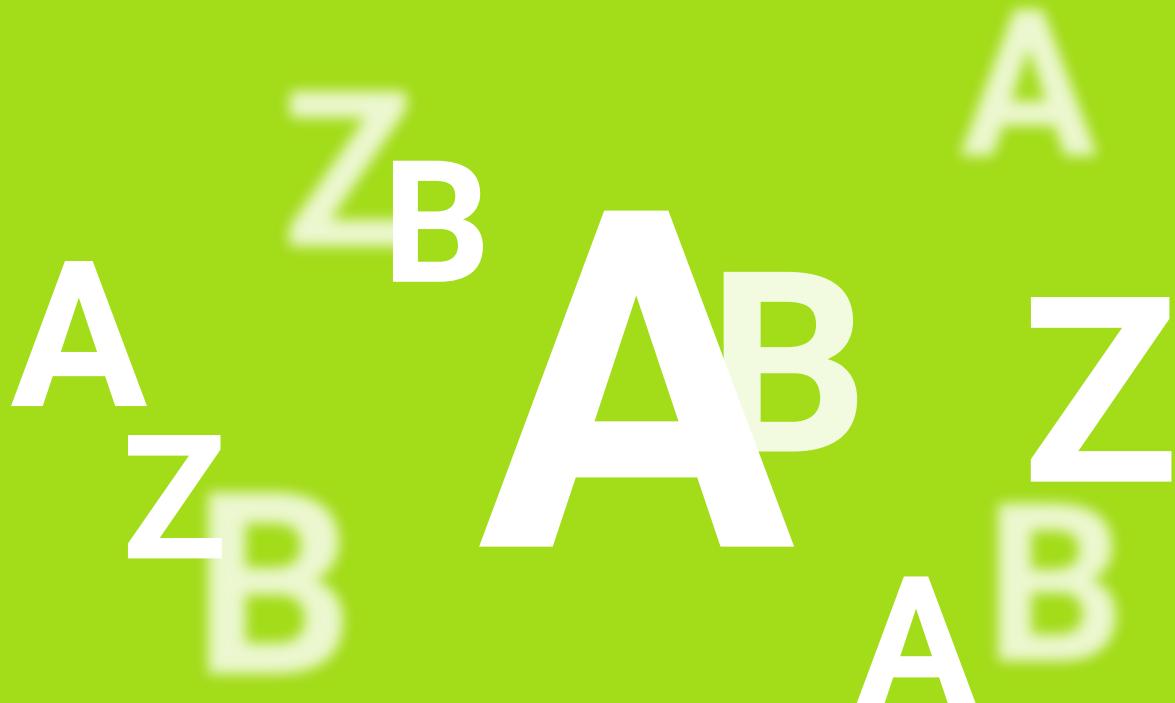
**Making Your Text Too  
Hard To Read**

There are plenty of fonts and text layouts out there that, from a design standpoint, are super awesome. But that doesn't mean you should use them on your website.

Using fonts that are oddly shaped, hard to read, or too large or too small - even if they're beautifully designed - are like repellent to your website visitors. If they can't read what's on the page, they're not going to get their reading glasses and try to decipher your text. They're just going to leave.

It can also be confusing when you switch fonts too often. If your designer uses Arial for your headlines, Helvetica for your body text, and Comic Sans for your text graphics, it's going to mess with continuity and make it hard for your audience to process your copy (side note: if your designer uses Comic Sans ANYWHERE on your website, run in the other direction)/

So while we a little variety when it comes to fonts, keep in mind that a little goes a long way.



# Mistake #11

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**Designing Before You  
Know Your Audience**

Not all audiences are created equal. There's no one-size-fits-all approach to creating websites.

Unfortunately, this is news to a lot of web designers.

Most web designers will talk to you about your brand, your goals, and your vision for your website before they hit the design board. And while all of those things are certainly important, there's a key element missing that's crucial to the design process.

Who you're designing FOR.

People want to engage with brands they feel "get" them. They want a personal connection and experience, and if they don't get one, they're likely to take their business elsewhere.

But how can you create a personal connection and experience if you have zero idea who you're creating the connection or experience for?

Getting to know your audience is the first and most important step in the design process, but it's unfortunately also a step that a lot of brands (and web designers) tend to skip. Understanding who your audience is - the things they need, the things they want, the things they struggle with - will help you create a website that connects with them on a deeper level, which will provide a serious boost to your conversions.

At a bare minimum, before you start designing your website, you should be able to answer a few basic questions about your audience, including:

**Who are they?**

**What is their  
main problem?**

**How does your product  
or service solve  
that problem?**

Without understanding your audience, you're rolling the dice when designing your website. But when you have the right information and know your audience on a personal level, you can create a website that connects with them personally.

# Mistake #12

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**Blending In Instead of  
Standing Out**

A lot of websites (and the web designers who create them) are content to blend in with the crowd. They have a site that looks nice enough and drives some results, but by no means are they making their mark.

Let us be the first to tell you: being one of those websites is a **HUGE** mistake.

The last thing you want is for your brand to be another flash in the pan, completely generic and indistinguishable from the other million websites in your niche.



**Yawn.**

If you want to drive conversions, you need a website that stands out. You don't need to reinvent the wheel, but you need a site that's a) totally on-brand, b) tailored to your audience, c) different enough to stand out from the competition, and d) optimized to convert like crazy.

The screenshot shows a dark-themed website template. At the top, there is a navigation bar with the word "CONTEXT" on the left and "SEARCH", "FILTER", "LOG IN", and "SUBMIT" on the right. Below the navigation is a large, bold title "Wilderness". The main content area features a large, dark-toned aerial photograph of a forest with a winding path. To the right of the image is a white sidebar with the text "CONTEXT / WILDERNESS" and icons for a heart and a share symbol. Below this is a section with the heading "Not all those who wander are lost" and a paragraph of placeholder text about irony and organic products. At the bottom of the sidebar is a button labeled "DOWNLOAD STYLE TILE" with a download icon. At the very bottom of the page, there is a footer with the text "MADE BY" followed by a small logo, and "SUPPORT" followed by social media icons for Facebook, Twitter, and Pinterest.

Without those elements, your website is doomed to fade into the background - and your profits will fade right along with it.

# Mistake #13

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**Using Visuals For The  
Sake Of Using Visuals**

Web designers LOVE visuals. And look - so do we! When used correctly, a well placed graph or image can create a more interactive experience, help to drive home the points in your copy, and offer a serious boost to conversions.

But the key words in that sentence are "when used correctly." Using visuals for the sake of using visuals will, at best, do nothing but add extra clutter to your website and, at worst, actually HURT your chance of converting your website visitors.

Every single visual on your website - from photos to graphs to white space to shapes like arrows or boxes - needs to have a clearly defined purpose that helps boost conversions, whether it's emphasizing one of the bullet points in your offer or calling attention to your CTA. Anything else is just clutter - and not necessarily harmless clutter either. Adding visuals with no clear point can overwhelm your audience and send them straight off your page - crashing your conversion rate in the process.

Your web designer might want to add visuals to every corner of your website, but trust us: only use visuals when they serve a purpose.



# Mistake #14

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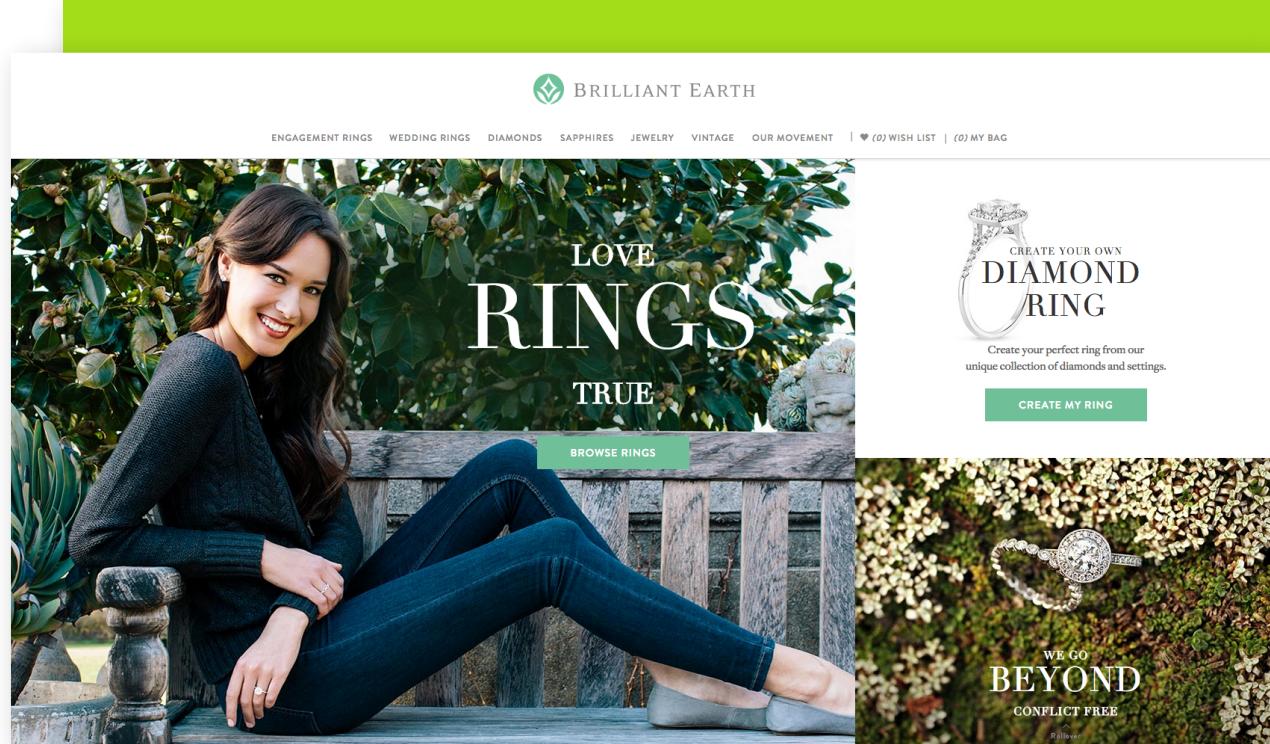
**Using Generic Stock Photos**

Building on that last point, if you DO use photos, they need to be original. So many web designers will use cheesy, generic stock photos on your website.

## And they're AWFUL.

Today's consumers are much more savvy than they used to be. They can spot a stock photo a mile away, and if they spot one on your website, it can send them running in the opposite direction.

If you want to use photos as a way to keep people engaged - and drive conversions - you need to stick to original, custom photos. No generic stock photos allowed.



The screenshot shows the homepage of Brilliant Earth. At the top, there is a navigation bar with links for ENGAGEMENT RINGS, WEDDING RINGS, DIAMONDS, SAPPHIRES, JEWELRY, VINTAGE, OUR MOVEMENT, and a WISH LIST/MY BAG section. Below the navigation is a large photograph of a woman with long dark hair, smiling and sitting on a wooden bench in a garden setting. Overlaid on the photo is the text "LOVE RINGS TRUE" and a green "BROWSE RINGS" button. To the right of the main image is a sidebar with the text "CREATE YOUR OWN DIAMOND RING" and a "CREATE MY RING" button. At the bottom right, there is a close-up image of a diamond ring on a bed of moss with the text "WE GO BEYOND CONFLICT FREE" and a small "Retailer" logo.

# Mistake #15

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**Creating All Sorts Of  
Clutter**

Building on that last point, having too much clutter of ANY kind on your website is a recipe for disaster.

Trying to fit too many elements onto your website - Multiple text boxes! 5 opt-in forms! Photos! Graphs! Illustrations! ALL THE COLORS OF THE RAINBOW! - will feel like sensory overload to your website visitors. It doesn't matter how awesome your offer is, if you've got too much going on, you're going to make your visitor's eyes hurt and send them straight to a competitor.

If you want your website to convert, simple is best. Put just enough on your website to drive conversions.

**Packing too much onto  
your site and visually  
overwhelming your visitors  
just puts your conversions  
at risk.**



# Mistake #16

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**Keeping Things Static**

Design is a great way to, in a sense, bring your website to life. A good web designer will leverage different design elements to create a page that feels lively, engaging, and dynamic.

And that's great. But even if a page is superbly designed, it can sometimes feel like it falls flat.

Do you want to know a great way to avoid that "flat" feeling and ACTUALLY bring your website to life?

# Video.

Video, when used in a strategic way, can boost your conversions an impressive 80%. And if you stick to just traditional design elements on your page, you're missing out. Videos are WAY more engaging than static design or images and can keep your website visitors on your page longer - which gives you more time to get your message across and convert that visitor into a customer.

But throwing up a random YouTube video, kicking up your feet, and expecting the conversions to roll in isn't exactly a sound strategy. Just like any other type of visuals, if you want video to boost your conversions, there needs to be a point.



ake a look at your website and ask “how can this experience be enhanced by video?” That might mean posting a Q+A video with your founder to build a connection with your audience or an explainer video that walks through FAQs about your most popular product. Whatever the case, your video should have a clear strategy behind it to drive conversions.

# Mistake #17

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**Not Showing People  
Where To Go**

We already talked about the importance of having a clear call to action.

But even if your CTA is crystal clear, it's not enough if you don't show people where it is. And sometimes that means going against the "rules" of design to point people in the right direction.

Using things like arrows and boxes to draw people's attention to your CTAs can be extremely effective in boosting conversions. But it's not always pretty and, as such, a lot of web designers won't do it.

But not doing something that will boost conversions because it's not considered "good" or "by-the-book" design? Talk about a money murderer.



# Mistake #18

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**Designing A Site That  
Loads At A Snail's Pace**



We live in a culture of instant gratification. People expect everything to happen five minutes ago and they don't want to wait for anything - not a coffee at Starbucks, not the next episode of "Game of Thrones"... and certainly not for your website to load.

Having a website that takes too long to load is a **HUGE** conversion killer. In fact, a one second delay in page response - literally just one second! - can tank conversions by as much as 7%.

So, in other words, every extra second it takes your page to load is a second that you're bleeding money.

A lot of web designers will use huge images or tack on plugins that cause your site to load slowly, thinking they add to the site from a design perspective. But it doesn't matter how much they add to your design: those time sucks are literally taking money out of your pockets.

If you want a site that converts, you need it to load, and you need it to load quickly. Anything that gets in the way of that needs to go.

# Mistake #19

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**Inspiring Analysis  
Paralysis With Your  
Design**

They say “variety is the spice of life.” And while that may be true when it comes to, say, types of cookies (in our opinion, you can NEVER have too many types of cookies), it’s not true for your website.

Give your website visitors too many choices and you’re going to inspire the dreaded “analysis paralysis.”

Analysis paralysis happens when a person is faced with so many great choices it renders them completely unable to make any sort of decision.

The screenshot shows the HelloFresh website's "Our Food Boxes" section. At the top, there is a navigation bar with links for "Our Boxes", "How It Works", "About HelloFresh", "Our Recipes", "Our Blog", "Gift Cards", "Support", and a "Log In" button. Below the navigation, a green banner reads "Weekly deliveries of farm fresh ingredients and delicious recipes to your front door!"

**Our Food Boxes**

**Classic Box**  
Our classic box is filled with seasonal produce, fresh fish, meats, and balanced whole grains. From traditional favourites to new cuisine adventures, this box is a true classic!

For Omnivores  
For 2 or 4 adults

from \$ 9.50 / meal [View Box](#)

**Veggie Box**  
Our veggie box is filled with delicious seasonal vegetables, whole grains, beautiful cheeses and animal free proteins. These creative recipes will have vegetarians licking the plate clean!

For Vegetarians  
For 2 or 4 adults

from \$ 9.16 / meal [View Box](#)

**Family Box**  
Our family box is filled with fresh, natural ingredients and delicious twists on classic dishes. Our easy-to-follow recipes will get the whole family excited for dinner time - and maybe even helping with the cooking.

Child friendly recipes  
For 2 adults and 2-3 kids

from \$ 8.75 / meal [View Box](#)

A vertical "Feedback" button is located on the right side of the page.

Now, this might seem backwards. You might think "but I have so many great offers/products/ideas.... Why not put them all on my website?" And if you're working with a web designer, they'd likely agree.

But what we digital marketing ninjas know is that too many choices - even if they're A+ awesome choices - will tank your conversions.

Just look at this famous marketing study known as "the jam study." People were offered different types of jam to try. The first group was offered 24 different varieties. The second group, six.

You'd think the more jams people had to choose from, the more likely they'd be to find a jam they'd want to buy, right?

## Wrong.

Only 3% of the group with 24 jams made a purchase. The group with 6 jam choices? 30% of them made a purchase.

So what does this mean for your website?

Well, the less choices you give your visitors, the more likely they are to actually make a choice. Overwhelm them with options and they're far more likely to walk away.

Narrowing your website focus and giving your audience fewer choices is key to conversions.

# Mistake #20

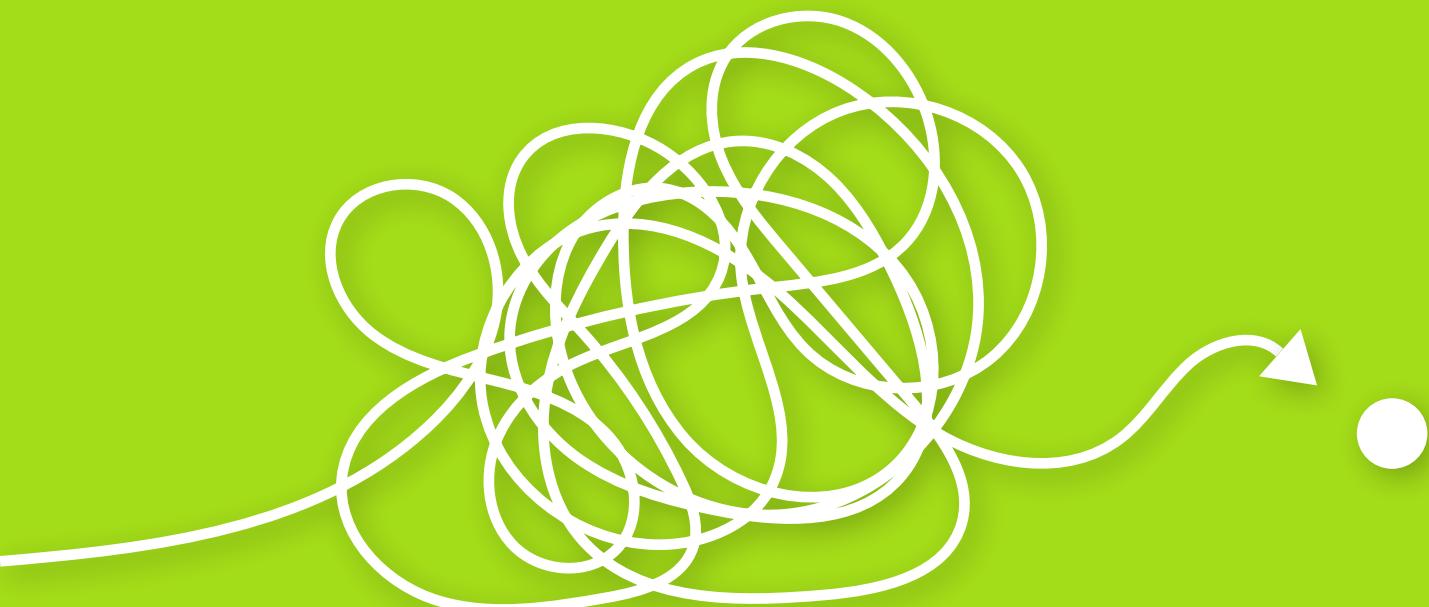
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**Overcomplicating Things**

Sometimes designers, in the name of good design, have a tendency to overcomplicate your website. And while these complications may make your site look better, you can bet your bottom dollar they'll also sink your conversions.

The more complicated your website design, the harder it is to navigate, and the more hoops you ask your audience to jump through, the more that audience will abandon ship altogether.

People like easy. People like simple. So if they have to get through a crazy flash design or a beautiful - but impossible to navigate - menu bar in order to find what they need? Yea, they've got better things to do with their time.



If you want to maximize conversions, it's important not to make things complicated. Your design should be clean, simple, and involve as few steps as possible for your audience. Because again - the more steps that are involved between your audience and your conversion, the more people you'll lose along the way.

# Mistake #21

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**Skipping The Search Bar**

...  
A series of three small white dots positioned next to the search icon on the blue bar.

Look, we get it - a search bar isn't snagging anyone major design points. There's nothing super design-forward about it.

But skipping the search bar? Bad idea.

Again, people are all about instant gratification. So, if they go to your site for something specific, like a certain product, they want to be able to find it NOW.

If people have to search high and low through your home page, your navigation bar, or your blog to find what they're looking for, chances are they're going to get frustrated and leave the page before they find what they came for.

But a search bar - even if it's not the edgiest design feature in the land - provides that instant gratification and allows your users to instantly find what they're looking for when they need it, which will help better your user experience and boost conversions.

# Mistake #22

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**Thinking The Success Of  
Your Website Begins and  
Ends With Web Design**



Like we mentioned earlier, your website is, hands down, the most important asset in your business. But designing your website is just the beginning of the process. And if you think the success of your website begins and ends with web design (as most web designers do), you might as well flush your money down the drain.

Designing your website is step one in a lengthy process to maximize the success of your website. There's split testing, advertising, content development, lead generation, conversion optimization, email marketing... the list goes on and on. If you really want your website to be successful - and continue to drive revenue for years to come - you need to look at it as an ever-evolving work in progress.

# Final Thoughts

You'd never hear about these 22 money murdering mistakes from a web designer. But don't worry, we digital marketing warriors have got your back - and we're here to help you create websites that don't just look good, but websites that actually WORK. And instead of having a website that murders your money, you can have a website that acts as your top salesman, putting money right back into your pocket.

**You're welcome.**

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