

Acquire  
retain

# 9 common website conversion killers - and how to fix them



by Andy McKenna



# About the Author

---



## Andy McKenna

Owner & Founder, Acquitain

I'm a conversion rate optimisation expert with over 20 years' digital marketing experience. Over this time I've helped the likes of M&G, Direct Line, Churchill, Coca-Cola and WeightWatchers make their websites more profitable, in both the UK and Australia.

I specialise in:

- Conversion Rate Optimisation (CRO)
- User Experience
- Digital Analytics.

I'm certified in Google Analytics and Optimizely Platform, and with hands-on knowledge of setting up experiments and interpreting results in various optimisation tools, I know better than most what it takes to make websites convert.



@acquitaincro



[www.linkedin.com/in/andy-mckenna-267b843](http://www.linkedin.com/in/andy-mckenna-267b843)

---

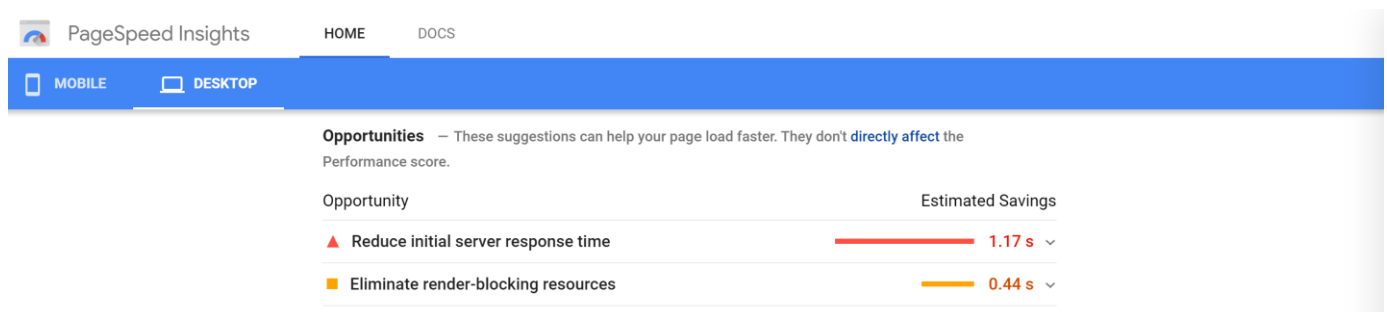
# 1. Slow page load speed

If your website's pages don't load in lightning quick time - I'm talking ideally less than 2 seconds - then you're not only going to run the risk of being penalized by Google in the search results, but also by visitors who won't think twice about clicking off to your competitors instead.

You need to be sure that your pages load quickly across all devices, too.

But how do you do that? Well, the good news is there are a number of tools that can help you, including Google's own Page Speed Insights tool.

Visit <https://developers.google.com/speed/pagespeed/insights/> and type in your domain name. Then expand the Opportunities section, and get your developer to fix up the issues that are listed. The report shows you how many seconds you can save by fixing up each one.



---

## 2. Not offering a guest checkout

If you have an e-commerce website, you should allow visitors to buy from you without forcing them to register their details first.

You can do this with a guest checkout.

A guest checkout allows the visitor to enter the checkout funnel without entering their name and email address.

While it may be tempting to try to get that information when they are about to buy from you, it's amazing how often forcing people to register results in a lost sale.

You can always contact the customer after the sale for that information. The important thing is to keep the buying process as simple and streamlined as possible.



# 3. Unnecessarily long forms

How many times have you been made to fill in a form on a website that seems like it's never going to end?

Quite a few I should imagine.

Unnecessarily long forms are notorious conversion-killers, and I've lost count of the times that I've been asked to provide information (my birthday for instance) that really isn't relevant to what I'm trying to do.

In a study, HubSpot found that by reducing the number of fields on a specific form from 4 to 3, the conversion rate increased by 50%.

My advice would be to remove any fields from your forms that aren't absolutely necessary. It's likely that lots more people will complete them.

The image shows a screenshot of a web form divided into several sections:

- Data service order:** Includes fields for Number of O.S., CNPJ (18.433.638/0001-81), Corporate name, Opening (23/01/2012), Status (Cadastro de Ordem de Serviço), Value of O.S. (R\$) (1,00), and Amount (R\$) (0,00).
- Data from the debtor:** Includes Type person (radio buttons for physical and legal), Name (2342342), UF (SC), Cidade (Abdon Batista), Neighborhood, CEP (34234-243), street, Complement, Number, and Phone.
- Dados veículo:** Includes Category (Particular), species (de passageiros), bicicleta, Model year (2012), Model (234234), Manufacturing year (2012), Mark (234), Fuel (Gasolina), Color (234), Cap/Pot/Cl (234), and frame (24324).
- Dados contrato:** Includes contract number (234), contract type (Reserva de Domínio), signing date (23/01/2012), release date credit (23/01/2012), UF (SC), city (Abdon Batista), share value (R\$) (234,00), value funding (R\$) (234,00), Due 1st installment (23/02/2012), last installment due (23/01/2013), rate TAC (%) (3,00), interest per month (%) (4,00), interest per annum (%) (2,00), IOP value (%), housing value (%), commission value (%), share of the consortium (%), consortium group, and description of fee.
- Anexos contrato:** Includes contract (Marti/Desktop/modelo\_de\_ordem\_de\_servico.pdf), CDF, RG, Proof of address, and sign with the certificate (CLIENTE 1). Each field has a 'File' button and a 'scan' button.

At the bottom of the form are buttons for 'New', 'Save', 'Cancel', and 'End'.

---

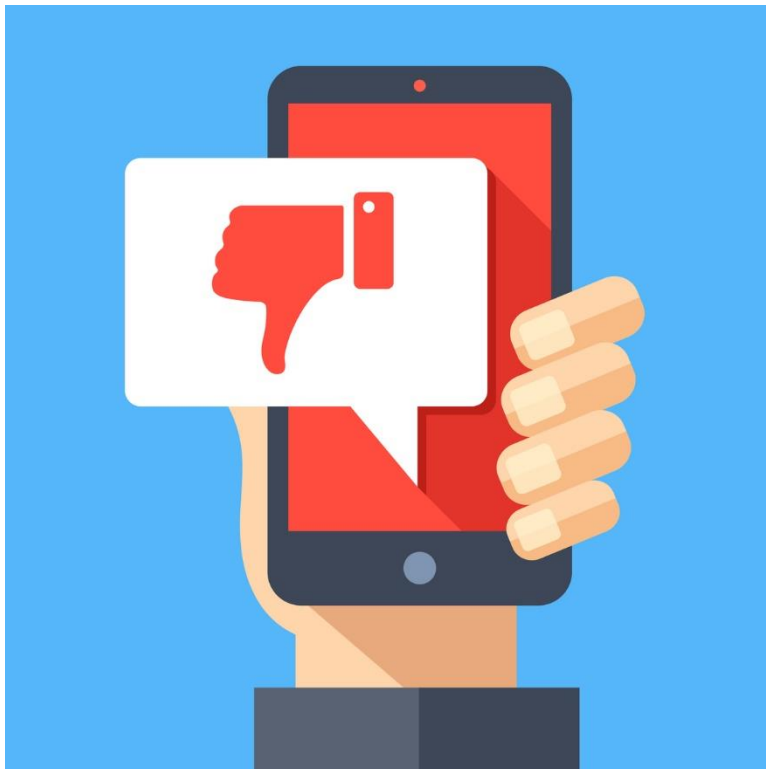
## 4. Poor mobile experience

It's all very well your website looking fantastic on a desktop device, but if it looks bad on your phone then you're losing out on a huge slice of potential customers.

Mobile now accounts for more than half of web traffic, so you'd better be sure your website renders well on these devices.

Most well-known content management systems these days are built in a way that is responsive to all device types, so the design and layout of your website will adjust accordingly.

If your website doesn't do this, then it's time to consider moving over to a platform that does, like Wordpress, Wix or Squarespace.



---

## 5. Mismatched ads and landing pages

When someone lands on your website from an ad, they expect the branding, messaging and design to be consistent between the two. If it isn't, then you run a big risk of confusing your visitor, and of them leaving your site at the landing page.

Let's say you are running Google paid search ads for one of your products. Your ad talks all about the benefits of the product, but then instead of linking through to a landing page for that specific product, it goes to a product listings page - or even the site homepage. And your click-through rates suffer.

This sounds like common sense, but you'd be amazed how often this still happens.

Both Google and your website visitors love consistency. Match up your ads and your landing pages and you'll go a long way to keeping both happy.



---

## 6. Lack of a call to action

You could write the most compelling sales copy about your product or service, but if you don't tell your visitor what you want them to do after they've read it, it's pretty much a complete waste of time and effort.

A 'call to action' is a vital ingredient on any web page, as it's what drives your conversions.

You need to lead your prospects through your sales funnel, and they need to be given a clear idea of what to do next. Do this with a prominent button or link that has a succinct instruction, like 'sign up now' or 'subscribe here'.

Just make sure you don't overdo it with too many buttons, as this can look forced and unprofessional.





---

## 7. No email capture

It's hard to find a website these days that doesn't offer some kind of incentive in exchange for your email address. Getting consent to use your email address allows the company to market their products and services to you, in line with GDPR regulations.

There's a reason why so many companies do this - it works.

Lots of marketers see their email list as their most valuable asset. After all, it's made up of a group of people who have already shown an interest in their brand, and are more likely to buy from them - not just once, but again and again.

If you aren't capturing your visitors' email addresses then you're missing out on a potentially huge revenue stream.

You need to make sure you're offering something with enough value, though, to make it worth someone's while to sign up.

Gone are the days when you can just hope for someone to sign up to your newsletter with nothing in exchange, and with so many emails in people's inboxes today you need to make sure your offer stands out.

**SUBSCRIBE**

Subscribe to our free newsletter and you'll get our complimentary download, 20 Ways to Get Your Child Reading.

**Name**

**Email**

[Privacy](#)

**GO**

---

## 8. Site not working on certain browsers

Have you ever tried to do something on a website and just not been able to complete the task? You've then used a different browser to do the same thing, and managed without any problem.

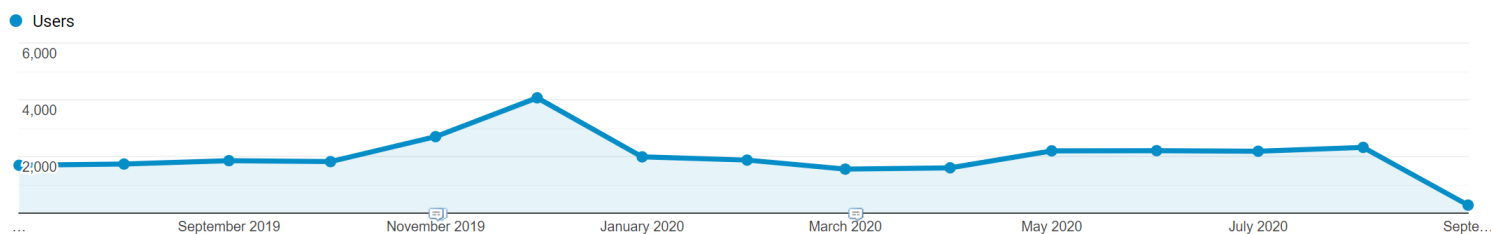
You're not alone.

Websites that don't work properly on certain browsers and operating systems are leaking money, and often it's straightforward to fix.

Fortunately Google Analytics has a report that can help here. The **Browser & OS** report shows how your site is performing across the different versions of a huge number of web browsers. If you have e-commerce tracking switched on, you can clearly see which browsers are yielding below average conversion rates. If you don't have e-commerce tracking, you can use bounce rate, exit rate and average session duration to gauge performance.

Note down the browser versions that are performing poorly, and then look at your website on these browsers to see where the issues are. You can use a tool like Browserstack to do this if you don't have them on your computer.

Odds are you'll find some bugs that you can then ask your developer to fix up, minimising any big drops in your conversion rates.



---

## 9. Not using persuasive web copy

A website's copy - in simple terms the words on the pages - is arguably its most valuable asset.

This is because it has to do so many different jobs; search engine optimisation, brand guardian, but most importantly, salesperson.

But so often web copy is shoe-horned in at the last minute as an afterthought.

It's so important, in fact, that it's often worth investing the money in a top-quality web copywriter to write persuasive website copy for you.

So few websites do a good job of writing compelling sales copy on their websites. If you can do this you can leapfrog your competitors and secure the sale.





# Thank you!

I hope these tips help you to boost your website's conversion rates.

You can learn more about conversion rate optimisation in my online course, *A Step By Step Guide to Conversion Rate Optimisation*. Learn about the CRO process, including how to gather valuable insights, set up and run A/B tests, and optimise your email marketing.

[FIND OUT MORE ABOUT THE COURSE](#)

**Acquire**  
**retain**

<https://www.acquitain.com/>