

QUICK DIAGNOSIS

12 signs your website is **costing** you clients

A website can look great and still lose money every day without a sound. Here are the 12 signs that give it away, and what to do about each one. Tick the ones you recognise in yours.

12	5 min	100%
SIGNS	READ	ACTIONABLE

BEFORE YOU START

Your website does not need to be pretty. It needs to bring you clients.

Most websites are designed to be liked, and being liked is not the same as selling. Around **94% of a first impression is design**, and it forms in about 50 milliseconds. If that first glance does not land, most people never get past the top of the page.

What follows is not theory. These are the 12 things that, when they fail, make you pay for visits that leave without a trace. Read them thinking about your own site and tick the ones you recognise. If you tick three or more, your website is costing you money right now.

01

It takes more than three seconds to load

More than half of people leave a site that does not load in three seconds. Every extra second drops your conversions by roughly 7%. That is money gone before anyone reads a word.

HOW TO FIX IT

Compress your images, choose decent hosting and test your site in PageSpeed Insights. If it passes three seconds, there is work to do.

02

On mobile it breaks or crawls

Nearly 60% of your visits come from a phone, and that is where most sites fail. Text that does not fit, tiny buttons, and an average load of 8.6 seconds that scares people off.

HOW TO FIX IT

Design it for the phone first, not last. Open it on your own phone and walk through every step as if you were a customer.

03

Nobody can tell what you do in five seconds

If a visitor has to guess what you offer, who it is for and what they get by hiring you, you have already lost them. People do not stay to decode a website.

HOW TO FIX IT

One clear headline at the very top: what you do, who for, and what they get. No filler, no clever words that say nothing.

04

There is no clear action, or there are ten

A site that asks for many things at once gets none of them. If a page has five different buttons, people do not choose. They leave.

HOW TO FIX IT

One main action per page. Everything else is arranged around this question: what do you want the visitor to do?

05

The contact button is hidden

If getting in touch means hunting for it, most people will not hunt. The path to contact you has to be in view at all times, above all on mobile.

HOW TO FIX IT

A visible, sticky button (call, WhatsApp or book) that follows the visitor as they scroll. Contact in two taps, not five.

06

Zero proof that you can be trusted

With no reviews, no cases, nothing to back up what you say, your site asks for trust blind. And almost nobody gives trust blind.

HOW TO FIX IT

Add real proof: reviews, a couple of cases with results, or a before and after. Even a few are worth far more than none.

07**The copy talks about you, not the customer**

"We are a leading company committed to excellence" means nothing to anyone. People arrive to solve their own problem, not to read your resume.

HOW TO FIX IT

Rewrite it around the benefit: what problem you take away and what they gain. Copy is half the work of a website that sells.

08**Generic stock photos**

Those shots of perfect offices and people smiling over a coffee have been seen a thousand times. They take trust away instead of adding it.

HOW TO FIX IT

Use real images of your work, your team or your space, even if you only have a few. Authentic converts better than polished and fake.

09**A long form nobody fills in**

Every extra field is a reason to leave. Asking for phone, address, budget and life story on first contact scares off your best leads.

HOW TO FIX IT

Ask for the minimum to start the conversation, usually a name and a way to reach them. The rest you ask later.

10

You do not show up on Google

If your site is not built for Google to understand, the people searching for you never find you. You have a beautiful shop on a dead-end street.

HOW TO FIX IT

Technical SEO from the base: proper titles and descriptions, speed, a clear structure, and content that answers what people actually search for.

11

You measure nothing

Without analytics you do not know how many people arrive, where they leave or what converts. You work blind, and you cannot improve what you cannot see.

HOW TO FIX IT

Install proper analytics and define what counts as a conversion (a form, a call, a WhatsApp). What gets measured gets better.

12

It is the same template as a thousand other sites

When your site looks like a thousand others, you signal the opposite of what you want: that you are just one more. And 94% of a first impression is design.

HOW TO FIX IT

An identity of your own, not a reheated template. You do not need to reinvent anything, you need it to show there is judgement behind it.

YOUR RESULT

How many did you tick?

0-2

You are in good shape. Sharpen the details and keep measuring. Small adjustments will give you more than you think.

3-5

Your website is costing you clients. The good news is that almost all of this can be fixed without rebuilding it from scratch.

6+

This is not a matter of touch-ups. It is time to rethink the site properly so it works for you, not against you.

If you ticked three or more and want an honest opinion on yours, email me. I will take a look and tell you what I would change and what I would leave. **No sales pitch and no obligation.** And if there is a simpler path for your case, I will tell you that too.

WEB

marcosrobertmoreno.com

EMAIL

hola@marcosrobertmoreno.com

WHATSAPP

[+34 622 55 74 33](https://wa.me/34622557433)