10 Common Mistakes That Drive Customers Away

(and How to Fix Them)

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Your website is usually the first impression a customer has with your business, and it's your 24/7 salestool that's building trust with your visitors. But small mistakes can create frustration that make a visitor hit the **"back"** button before they ever get to know you.

This guide is designed to help you avoid some of the mistakes that create friction with your visitors.

Problem 1

The "Wall of Text" Overwhelm

Landing on a page with endless, dense paragraphs. Modern users don't read; they scan. A wall of text feels like a chore, and most people will just skip it.

The Fix

Break text into short paragraphs *(2–3 sentences max).*

- Use descriptive **Bold Headings** to summarize sections.

- Use bullet points for lists.

Problem 2

Robotic or AI-Generated Copy

Using generic, "**corporate-speak**" or unedited AI text. Clichés like "*innovative solutions for your needs*" tell the customer nothing and feel impersonal.

The Fix

Write like you speak. Use "**human**" language that addresses your customer's specific pains and goals. If you use AI to help, always edit it to add your unique brand voice.

Problem 3

The "Interrogation" Form

Contact forms that ask for too much information upfront (*Home address, "How did you find us?", etc.*). Every extra field is a reason for someone to quit.

The Fix

Only ask for what you *truly* need for the first step, usually just a Name and Email. You can get the rest of the details later if necessary.

Problem 4

Being "Mobile-Unfriendly"

Your site looks great on a laptop but breaks on a phone. In 2025, over 70% of local searches happen on mobile. If buttons are too small to tap, you're losing the majority of your audience.

The Fix

Open your website on your phone right now and use the thumb test. If it's a challenge, make necessary updates so navigating with just the thumb is easy and seamless.

Problem 5

The Store Without a Checkout Counter

Not having a clear "**Call to Action**" (*CTA*). If a visitor likes what they see but doesn't know what to do next, they will leave.

The Fix

Every page needs one clear goal. Use buttons with action-oriented text like "**Book a Free Call**," "**Get a Quote**," or "**Start Your Order**."

Problem 6

Playing "Hide and Seek" with Info

Hiding your location, hours, or contact info. Customers are usually on your site for a specific reason; if they can't find it in 3 seconds, they're gone.

The Fix

Put your most important info (*Phone number, Address, or Booking link*) in the header or the very first section of the homepage ("**Above the Fold**").

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Problem 7

Using "Ghost" Photos (Stock Images)

Relying on generic photos of people in suits shaking hands. People buy from people. Fake-looking photos can actually decrease trust.

The Fix

Use real photos of you, your team, your office, or your actual work. Even high-quality smartphone photos of your **"real world"** are better than perfect stock photos of a fake one.

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Problem 8

Slow Load Times

A site that takes more than 3 seconds to load. We live in an era of instant gratification; a slow site signals an outdated business.

The Fix

Large image files are the #1 culprit. Use a free tool to "**shrink**" your image file sizes before uploading them to your site.

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Problem 9

Lack of "Social Proof"

Expecting customers to take your word for it. Without reviews or testimonials, new visitors feel like they are taking a risk.

The Fix

2–3 short, powerful quotes from happy clients. Bonus points if you include their name and a photo (*with permission*) to make it more credible.

Problem 10

Inconsistent "Visual Noise"

Using too many different fonts, colors, and button styles. It makes the site feel **"cluttered"** and unprofessional.

The Fix

Stick to a simple palette: 2 fonts and 3 main colors. Consistency creates a sense of **"calm"** and professionalism that makes users feel safe.

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Final Thought

You don't need a huge budget for your website to be successful. You just need a site that is **Simple**, **Authentic**, and **Easy to Use**. If you've gone through this list and feel overwhelmed, don't worry. Pick one thing to fix this week. Small improvements lead to big results.

Need a second pair of eyes?

I love helping small businesses find their "**digital voice**." If you have a question about one of these points, feel free to reach out: **jesse@observecreate.com**.