



# 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**").

## 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.

## 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.

## 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.

# 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:

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