ClickClick.Media

10 Hidden Website Mistakes That Are Killing Your Profits

– Here's How to Fix Them Fast

How to Spot Issues and Know When to Call for Help

Why Audit Your Website?

Even the best websites can suffer from hidden problems that affect their speed, visibility, and ability to convert visitors into customers. This simple guide will help you identify common issues with your website. If you find problems or feel unsure about how to fix them, our expert team is ready to help.

Ads Not Converting?

It's frustrating to invest in paid advertising—Google Ads, Facebook campaigns, or LinkedIn promotions—only to see poor results. But here's the truth: ads don't sell, your website does. You can have the most compelling ad creative in the world, but if your landing page or website isn't aligned, your results will fall flat. **Think of your website as the closer in your sales funnel**. Your ads open the door—but your website must seal the deal. If conversion rates are low despite good traffic, it's time to audit your site before spending more on ads.

SECTION 1

Speed & Performance

Checklist

Does your site load in under 3 seconds?

- ✓ **Optimized Images:** Compress images for faster loading.
- ✓ **Minimise HTTP Requests:** Reduce elements on each page.

Have you tested it with [Google PageSpeed Insights](#) or [GTmetrix](#)?

- ✓ **Performance Score:** Aim for a high score (above 90).
- ✓ **Specific Recommendations:** Follow detailed improvement suggestions.

Why it matters

Slow-loading sites drive customers away. Speed is also a key SEO ranking factor.

If you see problems

"Not sure how to fix a slow site? We offer a free performance audit. [Contact us](#) today."

SECTION 2

Mobile Responsiveness

Checklist

Does your website look great on all devices (phones, tablets, desktops)?

- ✓ **Viewport Meta Tag:** Set correctly to scale content by device width.
- ✓ Fluid Layout: Use flexible units for widths to ensure content adapts.

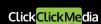**Have you tested on different devices and browsers?**

- ✓ **Device Emulators:** Simulate various devices for responsiveness.
- ✓ **Cross-Browser Testing:** Check compatibility with major browsers.

Why it matters

Most users browse on mobile. A poor mobile experience can lose leads and harm SEO.

If you see problems

"Responsive design is essential. Let us help optimise your mobile experience. Book a free consultation."

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SECTION 3

SEO Health

Checklist

Are your key pages indexed on Google?

✓ **XML Sitemap:** Submit it to Google Search Console.

✓ **Fetch as Google:** Verify page indexing and identify issues.

Do your pages have meta titles and descriptions?

✓ **Unique Titles:** Include relevant keywords.

✓ **Compelling Descriptions:** Summarise content and encourage clicks.

Are there any broken links?

✓ **Crawl Errors:** Use tools like Google Search Console.

✓ **Regular Checks:** Ensure all links are functioning properly.

Why it matters

SEO drives visibility. Without it, potential customers won't find you.

If you see problems

"SEO can be complex. We can conduct a full SEO audit to boost your traffic. Schedule your audit now."

SECTION 4

Content & Messaging

Checklist

Does your content clearly explain what you do?

✓ **Clear Headlines:** Use concise, informative headlines.

✓ **Structured Content:** Organise information with clear sections.

Is your messaging current and compelling?

✓ **Unique Titles:** Include relevant keywords.

✓ **Compelling Descriptions:** Summarise content and encourage clicks.

Is there a clear value proposition?

✓ **Unique Selling Points (USPs):** Clearly state what sets you apart.

✓ **Benefits Highlight:** Articulate customer benefits clearly.

Why it matters

Outdated or unclear content confuses visitors and reduces conversions.

If you see problems

"We can refresh your content to engage your audience and drive action. Talk to our content experts."

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SECTION 5

Conversion Pathways

Checklist

Is it easy for customers to contact you, buy, or inquire?

✓ **Visible Contact Information:** Display prominently on every page.

✓ **Simplified Forms:** Streamline for ease of use.

Are calls-to-action clear and visible?

✓ **Contrasting Colors:** Use standout colours.

✓ **Actionable Text:** Use clear, action-oriented language.

Have you tested your user journey?

✓ **User Feedback:** Gather insights from users.

✓ **A/B Testing:** Experiment with layouts and CTAs.

Are you using the right number of CTAs and do they guide users naturally?

✓ **Focus on Key Actions:** Place strategically.

✓ **Avoid Clutter:** Keep CTAs clear and focused.

Are your CTAs accessible (easy to see and interact with on all devices)?

✓ **Responsive Design:** Test across devices

✓ **Touch-Friendly:** Ensure easy interaction.

Why it matters

CTAs (calls-to-action) are what drive users to act. Too few CTAs and your audience may not know what to do next; too many CTAs can overwhelm them. CTAs should be strategically placed, relevant, and easy to use across devices to drive conversions.

How to choose the right CTAs

Think about the key actions you want visitors to take on each page (buy, inquire, sign up) and make sure CTAs are focused on those outcomes. Use clear, action-driven language.

If you see problems

"Our team specialises in conversion optimisation and CTA strategy. Let's make your site a sales machine."

SECTION 6

Security & Technical Hygiene

Checklist

Is your site secure (uses HTTPS)?

✓ **SSL Certificate:** Ensure it's installed and valid.

✓ **Mixed Content:** Resolve any issues promptly.

Are there 404 errors?

Have you updated your plugins and CMS recently?

✓ **Plugin Updates:** Patch security vulnerabilities.

✓ **CMS Updates:** Maintain security and performance.

Why it matters

An insecure or broken site damages trust and can be penalised by search engines.

If you see problems

"We offer comprehensive technical health checks. Protect your site today."

FINAL THOUGHTS

Performing a self-audit is a great start. But fixing the issues often requires technical expertise. If you spotted any concerns - or if you're unsure about the results - don't risk losing customers.

Let's help you unlock your website's full potential.

Click here to book your free website consultation today!