

INGOT PRESENTS

11 Money Draining Mistakes That Need Fixing on Your Website Today

Learn how to take your mediocre website and turn it into a profitable asset for your business that works 24hrs a day 7 days a week.

Turn your website into a profit generating machine



Having a high converting website that brings leads to your sales team on a regular basis is a truly magical thing. You spend money driving traffic to your site and in order for that traffic to convert profitably into sales your website needs to do its job – convert cold website visitors into potential customers knocking down your door, wanting to work with you.

If your website has a decent amount of traffic but a high bounce rate, short session duration or few leads being generated **you will be missing some key opportunities to maximise the profit from your site.**

To truly demonstrate how much money you could be losing from your site, let me give you an example: we once started working with a client who had an existing website he had built himself.

He was working with a PPC agency who were driving traffic to his site through Google Ads, however he wasn't getting any leads. We reviewed the site and decided it was doing more harm than good so we changed the Google Ads to use his phone number and dial his phone directly.

Guess what happened... he started getting leads. So his website was doing the opposite of what he needed: putting people off and sucking money out of his business.

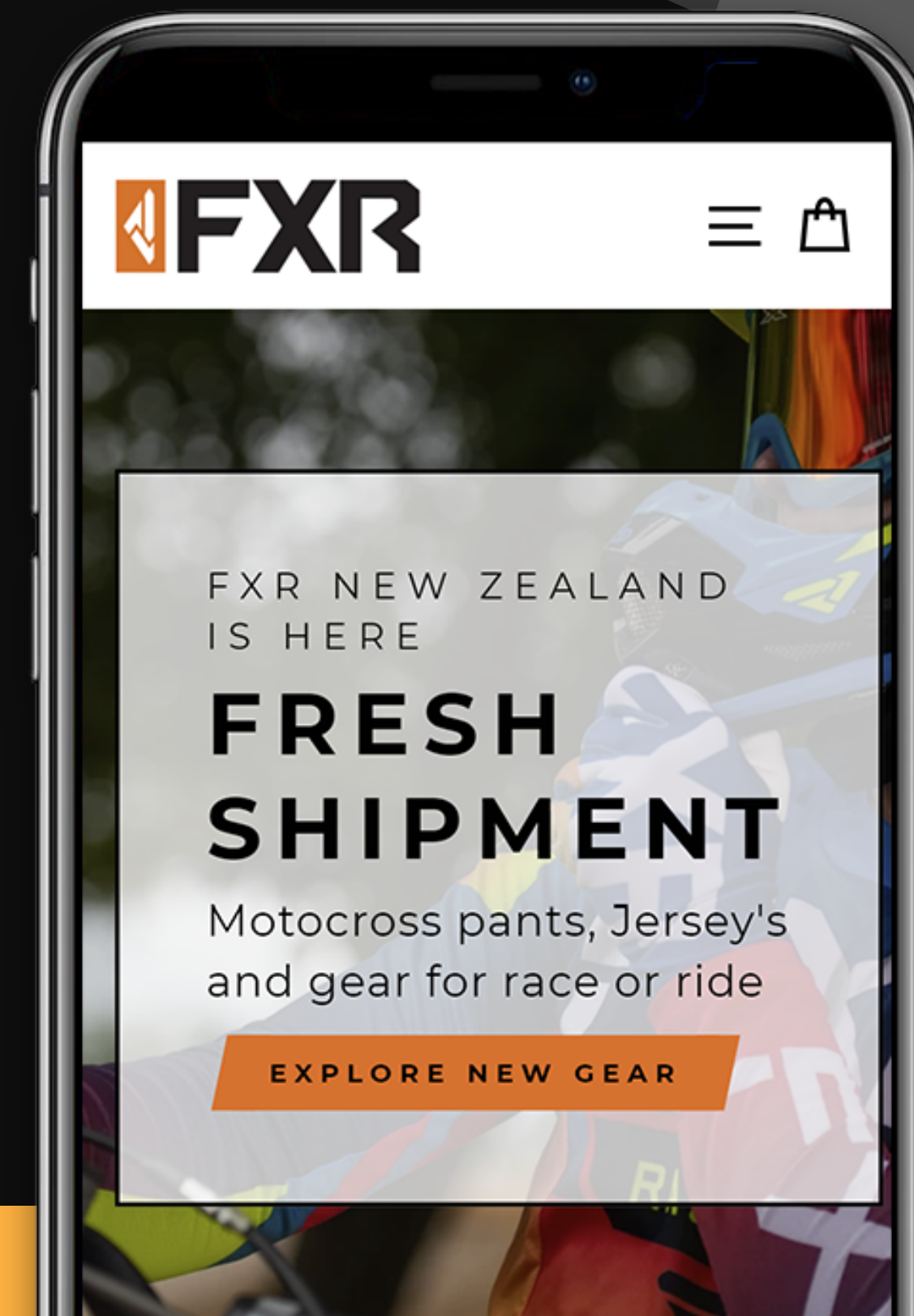
Unfortunately this is all too common. **Let's look at 12 ways that we can turn a money draining website into a profit generating machine.**

MONEY DRAINING MISTAKE #1:

Your website is not mobile optimised

Did you know that the average adult spends 5 hours and 24 minutes on their smartphone a day. People are checking their phones 96 times a day! Our smart phones are our constant companions and website traffic is continuing to see a higher percentage on mobile every year.

The reality is that at least 60% of users will be visiting your page on mobile. This means we should be prioritising a mobile first approach to web design and your landing pages should all be tested and optimised on mobile at the very least.



Principles for mobile first web design:



Keep your content centered. Users on desktop tend to look at the top left first and then scan across the middle of the screen, however on mobile users tend to look to the middle first.



Keep things direct and specific. Make sure you get straight to the point and focus the content of your page on something specific. Know your audience's primary need and keep text short and impactful, removing irrelevant content and distractions.



Keep your main tagline and call to action above the fold as users attention drops 20% once they start scrolling.

Mobile is the way of the future and it is really important that your site is designed mobile first and not just "semi" optimised for mobile.

MONEY DRAINING MISTAKE #2:

Your website looks boring and lacks visual interest

People are far less likely to engage with a brand that seems dry and lacks personality. Your website is a key touchpoint for your brand and is a place where your brand personality should be represented visually with a strong visual identity.

The most effective way to prevent your site from coming across as dull and uninteresting is by creating a brand personality that resonates with your target audience.

Achieving good results from your website branding doesn't have to require a huge upfront investment but it is worth doing a brand strategy workshop to find the overlap between your values and your customers to create the foundation for a strong visual identity. Once you have the brand foundation work completed, get a professional designer to represent your brand characteristics visually and bring this through into your website design with visual consistency. This will bring solid results and keep visitors to your site engaged and converting.

KEY REASONS WHY YOUR WEBSITE BRANDING MATTERS:

Using a signature colour can boost brand recognition by 80%

[REBOOTONLINE.COM](https://rebootonline.com)

It only takes 0.05 seconds for people to form an opinion about your brand from your website

[8WAYS.CH](https://8ways.ch)

Consistent presentation of a brand has shown to increase revenue up to 33%

[MARQ.COM](https://marq.com)

MONEY DRAINING MISTAKE #3:

Your site uses poor photography or fake stock photos

If you are selling products then high quality product photos that appear clear when zooming is a must. It creates more trust with the customer when purchasing online if they can see all of the details clearly. Additionally If it is possible to get photos of the product in action this can be very worthwhile for better explaining everything the product does (e.g. a multi-purpose power drill).

Fake looking stock photos can be a huge barrier to generating trust with your users and it is probably more effective to not use photos if this is all you have access to. There are over 1 billion websites out there and many use templated designs with fake looking stock photos. Being part of this sea of anonymity does more harm than good, especially when online security and trust is lower than ever.



MONEY DRAINING MISTAKE #4:

Your website is incredibly slow to load

This unbounce report found that most people bounce from websites after 4 seconds if the page hasn't loaded. So getting your page load speed down to 3 seconds should be top priority for acquiring high conversion rates. According to this Google research page load speed is 15.3 seconds on average for mobile websites. By achieving a fast page load speed on mobile there is an opportunity to smash the competition with a strong mobile website experience.

When it comes to improving website speed we often find that the biggest bang for your buck is reducing image size. There are many tools for compressing images that can dramatically reduce image size while having a negligible effect on image quality. Reducing image size across the entire site can be a tedious task but once done you will get significant improvement to site speed. Additional steps that can be taken to reduce speed are using an effective caching plugin like WPRocket (if WordPress) or implementing a CDN.

85%

of landing pages were slower than Google's recommendation of 5 seconds or less at a 3G connection

UNBOUNCE.COM

Google reports most people actually bounce after

3 Seconds

UNBOUNCE.COM

MONEY DRAINING MISTAKE #5:

Your website copy is overstuffed with keywords

High keyword density used to be a highly effective SEO strategy back in 2011-2012 but today Google's algorithm is far more sophisticated than it used to be. Yes keywords are still important but you no longer need to stuff your page with the keyword that you want to target.

Looking at other aspects of on page SEO such as Google's core web vitals have a more significant impact on rankings today. Keyword stuffing also generally leads to poorly written content which creates a bad user experience and can cause users to bounce.

The recommended use of keywords for on page SEO today is including your keyword in your page title, meta description and somewhere in your body copy.

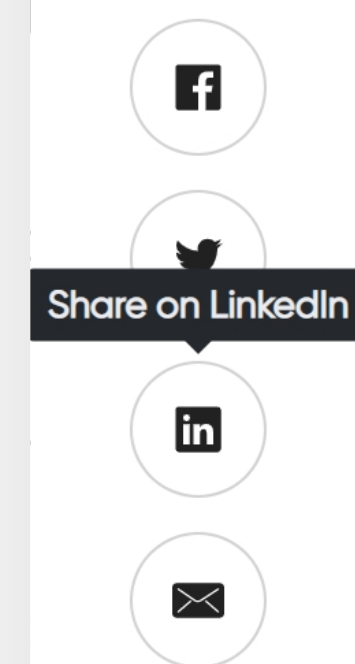


MONEY DRAINING MISTAKE #6:

Your blog doesn't have social sharing buttons

One easy way to get your website content promoted and receive backlinks for free, is social sharing buttons. Producing useful, quality content for your site takes resources and you want to get this content promoted as much as possible, social sharing buttons are a small but potentially powerful website feature to achieve this. Obviously you will need to have traffic coming to your site and reading your content. But social sharing buttons are a way to easily compound the traffic.

One of the reasons that social sharing is so effective is because it essentially works like word of mouth referrals as the shares come with a recommendation.



sees the best results when the goal is crafting a website designs are a direct result of this. If you personality and brand strategy then we highly However if all of the website stake holders are redesign!

Crafting a visually eng website

Now that we are really confident about our brand through the filter of the foundational brand work immensely and sets up the website design team

A successful website can now be designed to t visual elements and animations. Interspersing u the user hooked which leads to higher website project that demonstrates this effectively, with throughout the website keeping the user enga from the brand work we are able to effectively the business are and help communicate the o

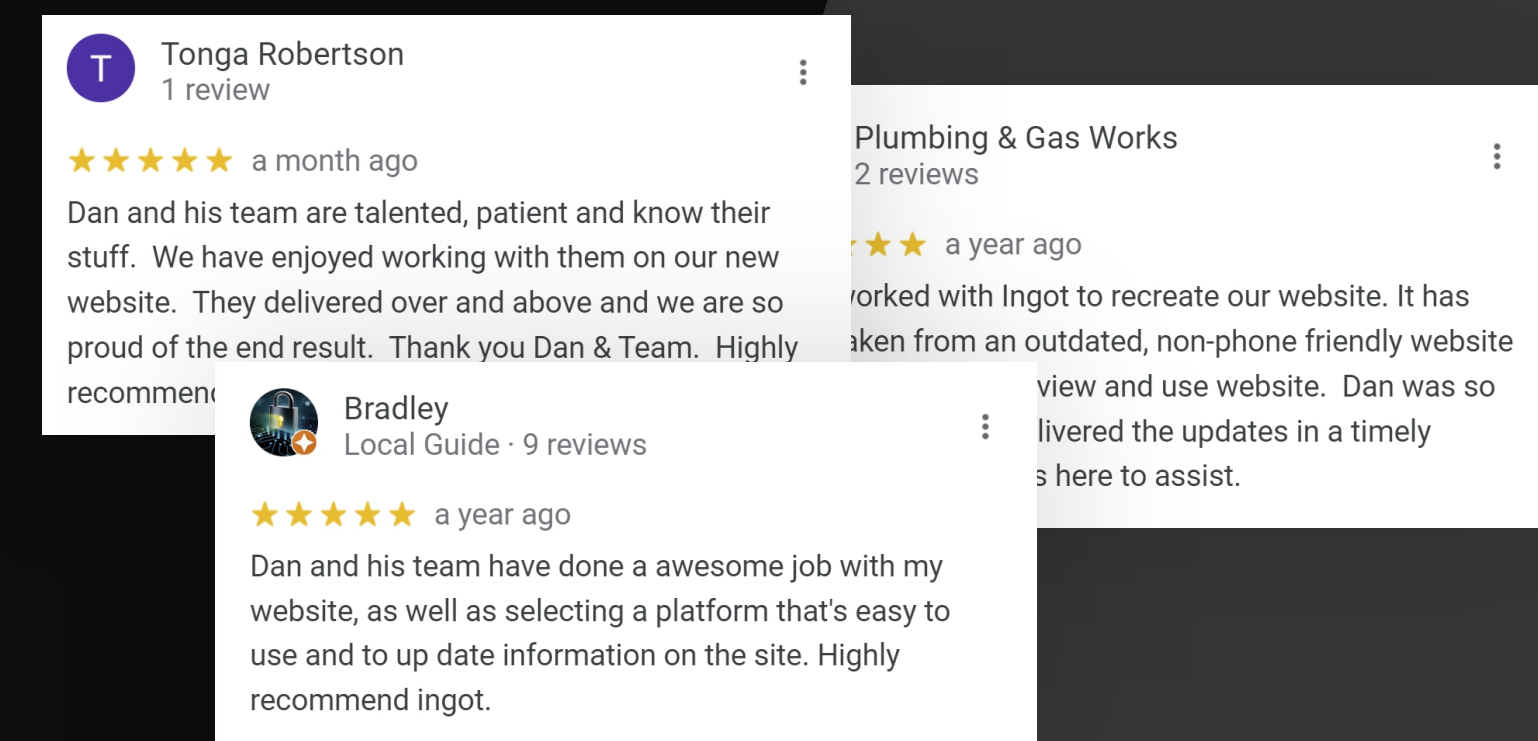
MONEY DRAINING MISTAKE #7:

Your website has no social proof

If you are running Google ads or SEO and receiving cold traffic to your site you will building trust is challenging which is why online marketing only converts a small percentage of websites visitors.

One of the primary ways that we can build trust with our users is through social proof. We need a way to quickly build credibility that what we are selling has helped real people achieve real results. Testimonials are the best way to do this. Including Google and Facebook reviews on your website is a really efficient way to get authentic reviews on your site quickly (you likely have some of these already and if not you should be requesting them as often as possible).

Video testimonials are even better, however it can be hard to create these and may require giving your clients some sort of incentive (could be a discount) to get them to spend the time putting these together with you. They don't need to have super high production quality but you should put together a rough script of questions and discuss what your customers' answers will be before filming.



MONEY DRAINING MISTAKE #8:

Your text is not easily scannable

Website visitors have short attention spans and want to digest information in short bursts.

This means long walls of text and lengthy paragraphs are a big no no.

Users on the web need the ability to easily scan your text to find the solution to their problem. If they see a big long paragraph, unfortunately they are likely to bounce.

Breaking your text up with good layout and strong visual design helps immensely with this but simple things can also be done such as:

- Using bullet points to communicate lists of information
- Change up the formatting by highlighting or bolding certain words or phrases
- Using large fonts that are easy to read
- Include a short product description before a long one
- Make sure your copy is concise
- Using info graphics or graphic elements to break up the text

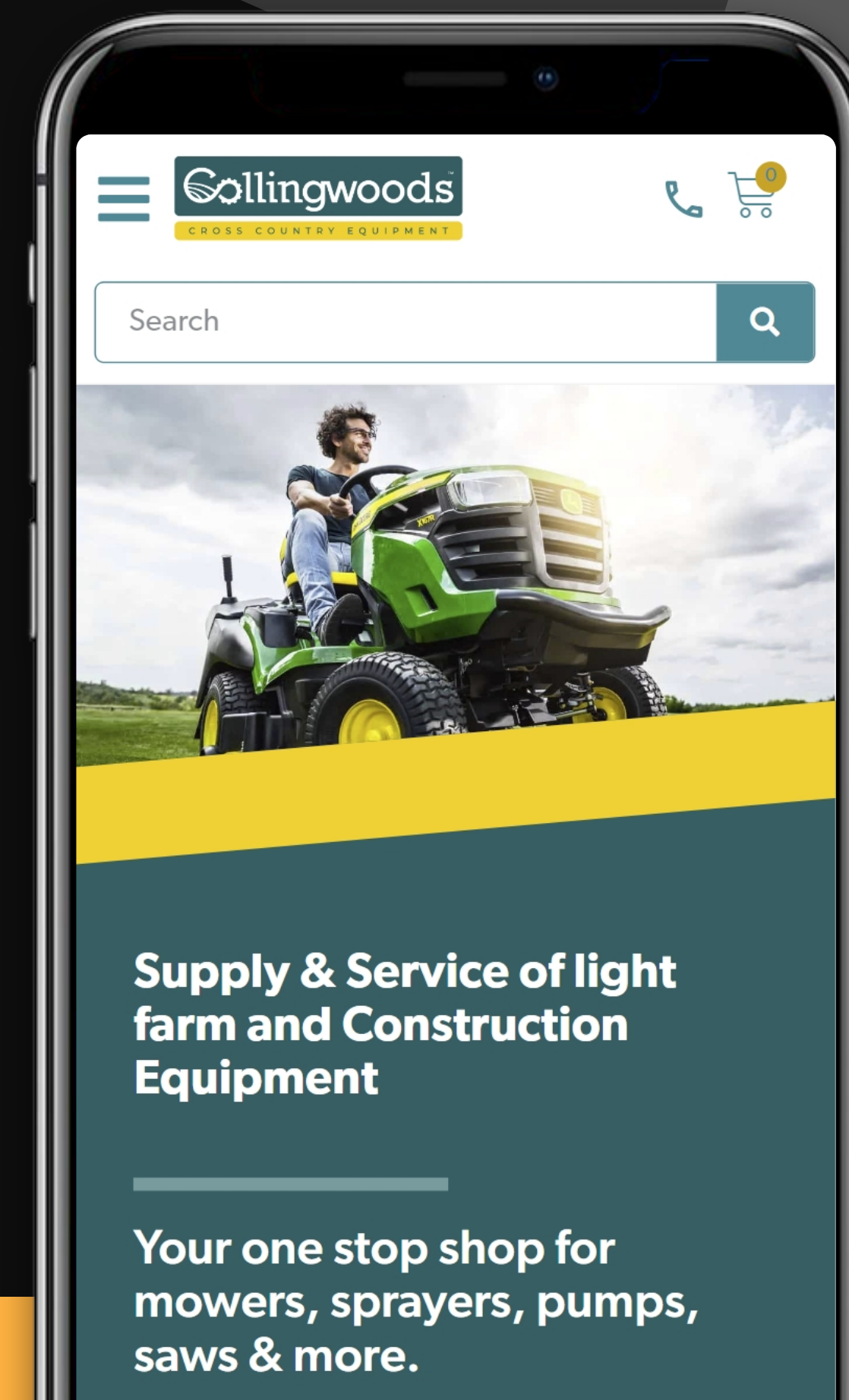
MONEY DRAINING MISTAKE #9:

Your website has no search feature

Providing users with an intuitive and powerful search feature is incredibly useful and a fast way for mobile users to find what they are looking for. A significant number of ecommerce websites have found good results by having a prominent search feature on their homepage to help people quickly get to the product or service they are looking for.

We have found integrating the Algolia search framework on enterprise websites to provide really good results for users needing more advanced search functionality.

Also note that if you are implementing an advanced search feature, test it thoroughly on mobile to ensure that it isn't clunky or difficult to use.



MONEY DRAINING MISTAKE #10:

Your services pages are poorly designed

A well designed services page can work like a high converting landing page, bringing leads to an email opt-in, offering a free strategy call or some other value offering.

Using the tried and tested structure of a well designed landing page we can drive users towards a solution to their problem for explosive conversion results.

The most effective way to structure your services pages is to start with an attention grabbing headline to hook the reader, now that you have their attention, describe the problem they are facing in a compelling way (using industry related data to show your expertise).

Once you have described the exact problem they are facing, discuss the solution that you offer (your service) as the answer to their problem.

Now you can talk about the benefits of your solution to remind them of how much better their life will be when they utilise your service.

Then use social proof to create trust and credibility before presenting a compelling offer e.g. "We will build your website in 30 days or you get 50% off".

Finally have a call to action to your free strategy session, free e-book or value offering that you have. This means your services pages aren't just saying "Hey we do x service well" you are providing evidence and offering an incentive for them to reach out to you.

MONEY DRAINING MISTAKE #10:

Let's review the structure of a high converting services page

Keen to see this theory in action – check out a live services page that follows this highly effective design

LIVE SERVICES PAGE

Attention grabbing headline

Sub heading providing context

Describe industry problem...

Agitate the problem
and provide industry
relevant data



State your solution using compelling copy

Discuss your solution and provide credibility

State benefits

Benefit #1

Benefit #2

Benefit #3

Testimonials



Announce your compelling offer

List offer conditions

Book Your Free Strategy Call

MONEY DRAINING MISTAKE #11:

Your website doesn't collect emails

Email marketing really is an extension of your website conversion system and the key to turning the traffic and website investment into a high profit generating asset.

Email marketing is a very high converting sales channel with a %15 average or higher conversion rate. Your website needs to be collecting emails to get the most out of your online marketing efforts.

To achieve this you offer something of value in exchange for someone's email address.

We see the most success comes when creating a high converting landing page (structured the way we described in money draining mistake #10) driving traffic to this page with the sole purpose of this landing page to get them to give you their precious email address.

However any page on your website can include call to actions to relevant landing pages that then offer either a video training, e-book, free strategy session, calculator tools or any other offering in exchange for people's email address.

Conclusion

After following these steps you should be well on your way to turning your website into a profitable asset for your business by increasing your website conversions.

IN SUMMARY A PROFITABLE WEBSITE MUST:

- Optimise your website for mobile
- Design a site that is visually interesting and has personality!
- Use high quality product photography and stay away from fake looking stock photos
- Ensure you have a fast loading website (pay close attention to mobile)
- Use keywords only in your page title, meta description and once in your body copy – keep your website copy natural
- Implement sharing buttons on your blog pages
- Include testimonials for social proof and trust building
- Keep your text short, concise and easy to scan
- Include an easy to use search feature
- Design high converting services pages that use a compelling offer
- Collect emails and utilise email marketing

DON'T WANT THE HEADACHES OF REDESIGNING YOUR SITE YOURSELF?

Book Your Free 30-minute Website Strategy Session

Be warned that this strategy session is only for people who are serious about building a high converting and profitable website asset for their business.

We have a limited number of new clients that we can take on at a time and the starting price for a website project with us is \$5000.

BOOK YOUR FREE STRATEGY SESSION