

# 5 Conversion Killers EVERY Marketer Should Avoid

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## INTRODUCTION

### Why do so many sites still struggle to convert?

Many sites offer some good content—they might even get decent traffic—yet the conversions just never come.

Oftentimes, this is a result of web design that frustrates visitors.

While we're all familiar with the web's more annoying trends (popups, intrusive ads, videos that play automatically) there are more subtle factors that will crush your conversions.

Have you ever been to a site that just irks you in some way? Maybe it's the color scheme; maybe it's the font; or maybe you can't quite pinpoint the source of your discomfort.

**This is a feeling that kills conversions.**

Let's explore some common conversion killers that still exist on today's websites and learn how you can trash your site's conversion killers.

# MAKING YOUR PAGE READABLE

## Don't expect your visitors to put effort into understanding your site.

If they can't read your content, they're not going to stay. Conversion lost.

So how can you make sure your site is easy to read?

There are two central aspects of readability that influence your website:

### 1. Text

Your text should be **easy to read** long term.

A small font with minimal font height, for example, tends to blend all the words and paragraphs together.

You'll want larger fonts with extra line height to ensure the words and letters don't get squished together.

Many experts say 16px is the ideal font-size for the web—but that's not going to cross all devices, so you'll need to determine the best size for your site.

## 2. Scannability

You only have a few seconds to keep a visitor on your page.

Many visitors will simply scan a page in a few moments to make sure it's relevant to their interests.

If you don't appeal to their interests by then, they're gone.

To ensure you capture their attention, make sure your text is easy to scan.

A few elements to keep in mind include:

### **Contrasting font-size and weights**

This allows your important content like headlines to stand out. It also helps people identify your core points when scanning the page.

### **Spacing**

This keeps your on-page elements from blending together into a wall of text. It also allows the visitor to flow more comfortably through the content.

### **Visual diversity**

This keeps your content interesting. Bullet points, for example, break up the repetition of paragraphs and large bodies of text.

These will help you highlight your most important elements for scanners and ensure your page makes the

## STAY RELEVANT

### Don't waste your visitors' time.

Have you ever clicked on an ad only to arrive at a seemingly irrelevant site?

If you answered “yes”, then you know that’s a conversion killer.

The site might even be relevant somehow, but **don't expect visitors to put the pieces together for you.**

It's your responsibility to make sure your pages are relevant to their context.

### In Advertising

When designing a landing page for advertisements make the page as similar as possible to the ad.

You have only a few seconds to make an impression, so make sure you **meet the visitor's expectations.**

Imagine clicking on an ad for a 30-day free trial for a photo subscription service, only to find a landing page with no mention of a free trial.

Would you stick around?

This is because people who clicked your ad want to see what they clicked.

You should try to make headlines, images and color schemes similar to your ads so your visitors know they've gone to the right place.

## In Your Content

It's surprising how many pages have inconsistent content.

Make sure your headlines match the body of your message. Otherwise, **you'll leave visitors with a feeling of betrayal**, assuming they can even make sense of your message.

**Irrelevant images also turn visitors off.**

Images are the probably the first thing your visitors will see and digest. Make sure it gives them the right impression of the rest of your page.

Lastly, **if you offer a product, show it!**

**Pictures of your products instill trust in visitors.**

**The fastest way to lose your visitors is to mislead them.**

Make sure everything on your pages is consistent and doesn't betray your prospects' expectations.

## SPEED MATTERS

Visitors don't want to wait.

That's why long load times can kill your conversion before a prospect even views your page.

**40%** of visitors will **abandon a page** if it takes more than **3** seconds to load.

[Source: YasTech](#)

So how do you determine if your website is slow? A good place to start is Google. You can run your pages through Google's PageSpeed Insights tool to see what's bogging it down.

One of the most common discoveries webmasters make, is that they need to **compress their images**.

This can be done very easily with a variety of free online tools such as [tinypng.com](https://tinypng.com).

Other common culprits include Javascript and CSS files that need to be minimized. This reduces the empty space in the files which then reduces their file sizes.

Most common CMS's like Wordpress and Joomla have an option for CSS and Javascript minimization. Several others—HubSpot, for example—minimize your files automatically.

You should also try to reduce HTTP requests by consolidating multiple CSS and Javascript files along with reducing any unnecessary analytics or tracking codes from your site.

The process you'll need to get your site up to speed will depend on your circumstance, but make sure you don't overlook it.

**The consequences of a slow site are costly.**

**51%** shoppers in the US attribute **slowness** as the top reason they **abandon a shopping cart.**

[Source: radware](#)



## YOUR CALL-TO-ACTION!

### Does your call to action logically follow your content?

If you read everything on a page, does it make you want to fill out the form or buy the product?

If you answered NO, you're probably killing your conversions.

**Imagine** visiting a page that offers a free trial for a company's services.

The copy persuaded you the service was good, and now you're ready to give it a whirl.

So you start to scroll down to the form on the bottom, willing to sacrifice a few precious minutes and a few personal details to get your free trial.

**But you only find a generic "contact us" form.**

Feel a little deflated? I would, and many people would also abandon the site without the free trial and without providing any personal information.



Another question you should ask yourself regarding your CTA:  
**does your offer warrant the information you request?**

Let's say you come to download a simple infographic. Now imagine we demanded tons of personal information from you before you can download it.

For example, is a little infographic really worth the following information?

- Name
- Company
- Salary
- City
- State
- Age
- Phone Number

Probably not.

In short: don't ask for more than your offer is worth. People won't put up with it.

**Your CTA works with your content.  
Not independent of it.**

## DON'T SACRIFICE CLARITY

Have you ever landed on a page so full of technical jargon and inappropriately gigantic words? Was your first impulse to decipher the code or try another site?

Tons of visitors will leave you for your competitor if your page is crammed full of gobbledygook.

Web users have an expectation on clarity and convenience. They are in a hurry. **They certainly don't want to decrypt your content.**

One of the biggest culprits against clarity is **industry jargon**. Jargon sounds fine when you're familiar with it, but it alienates those prospects who aren't hip to your lingo.

So make sure you speak to all of your audiences, even those who aren't familiar with all of your industry's technical language yet.

Another culprit is **keyword-stuffing bloggers**.

It's 2015, we don't need to cram our pages full of awkward keywords to get better organic results.

Yet we still find it on too many sites.

The theory is that repeating keywords on your page tells search engines your site is more relevant to those keywords.

While it's important to include keywords on your pages, there's really no need to overdo it.

In fact, keyword density seems to have lost most of its significance since Google's 2011 Panda algorithm update.

In fact, the head of Google's Webspam team, Matt Cutts, **discourages unnatural keyword repetition:**

“It doesn't really help you to keep repeating that keyword over and over and over again...and at some point we might view that as keyword stuffing and then the page would actually do less well, not as well as just a moderate number of mentions of a particular piece of text.”

[Source](#)

So not only can unnatural repetition and keyword density frustrate your visitors, it can also **hurt your site's SEO.**

If you have quality content, you shouldn't worry too much about the number of keywords on your page.

## CONCLUSION

The biggest takeaway should be that the best sites keep their visitors in mind. A happy visitor is a converting visitor.

**Never expect your visitors to do the work for you.**

Users don't want to decipher your cryptic language or hunt for the offer you promised them. They don't want to wait for your site to load or study your page to learn what you offer.

**They want the path of least resistance.** So make sure that is your path.

If you want them to convert, make it the most reasonable, simplest decision they will make all day.

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