

# 10 Most Common Website Mistakes and How to Fix Them

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You have a website.

Maybe you really like it; maybe you don't. Maybe you did it yourself or had a pro do it for you. Whatever the case, if it's *not* attracting leads, it's not doing what you need it to do. If that's true, then it's *costing* you money. It's a liability. If it's making you money, it's an asset.

Let's say it's not working like you hoped it would. What's the solution?

Pretend you're a prospect who's seeing it for the first time. Take an honest look at your site and see if you're making any of these 10 mistakes:

**NOTE:** Most of these should also apply to the rest of your copy, such as blog posts, newsletters, email campaigns, FAQs, etc.

1. **Using 'we' not 'you'** – Make your audience your priority in all of your copy. Talk about 'you,' the reader, not 'we,' the company. After all, they're visiting your website to get information that will help them make a decision and answer the questions in their mind, like, "Is this relevant for me right now? Will it affect me in some way? Do I need to pay attention to it? What's in it for me to do business with you?" The exception to this rule is your Bio page – the place where you can talk about your credentials, expertise, and experience – your story.
2. **Non-native writing** – Hire a writer that understands the language nuances and cultural meaning for your target audience. There's nothing worse than trying to understand your site's message if it has run-on sentences, lack of appropriate punctuation/grammar, spelling errors and even words that may be recognizable in one country, but not another.
3. **Leaving questions unanswered** – Unanswered questions can annoy and frustrate. Give your reader all the information they need. What would you want to know if *you* were your reader? They have problems and are searching for real answers; not fluff.
4. **No clear call to action** – Ask your reader to do something on each page. Guide them to Buy Now, Contact Us, or Read More. Make it easy for them to take the next step. Your readers have to make numerous decisions every waking minute of every day. Help them eliminate one by using a call to action.
5. **Too much text** – Your online visitor has about the same attention span of a goldfish. (Remember all of those decisions they have to make)? Keep pages concise and easy to navigate. Avoid lengthy paragraphs that don't have breaks. Most readers like to skim, searching for something that grabs their attention. Make your headlines and subtext count.
6. **Information overload** – Give readers the information they expect from a page. In other words, one page – one subject. Mixed messages only confuse your online visitors. If images or graphics paint an emotional picture of a good outcome for them, by all means, use them!
7. **Writing the copy yourself** – Using the skills of a professional copywriter is cost-effective because they understand the psychology of marketing to a specific audience. If you can find someone experienced in your industry, it will save you a lot of time because an industry-specific writer doesn't have to be brought up to speed on what you do.

8. **Forgetting who you're talking to** – Write about things that matter to your target audience, in language that they understand. In the long run, they don't care about anything other than what's in their own best interest. See #3 again.
9. **Forgetting about SEO** – Identify a keyword, use it appropriately, write naturally, and make your copy easy to read. Remember, your site is your online prime 'real estate.'
10. **Weak testimonials** – Testimonials should clearly demonstrate the benefits of your products or services; not just the features. In your reader's eyes, if you present a feature, you're dropping the ball if you don't provide a clearly spelled out benefit. They'll be thinking, "So what?" Often it's best to state the benefit(s) using these words, "What this means to you is \_\_\_\_\_."

I hope you've found this information helpful. If you identify any of these mistakes, don't panic. [CONTACT ME](#) today and let's chat about it.

**QUESTION** – What are the key words in my Call to Action? Hint: they engage the reader's emotions.