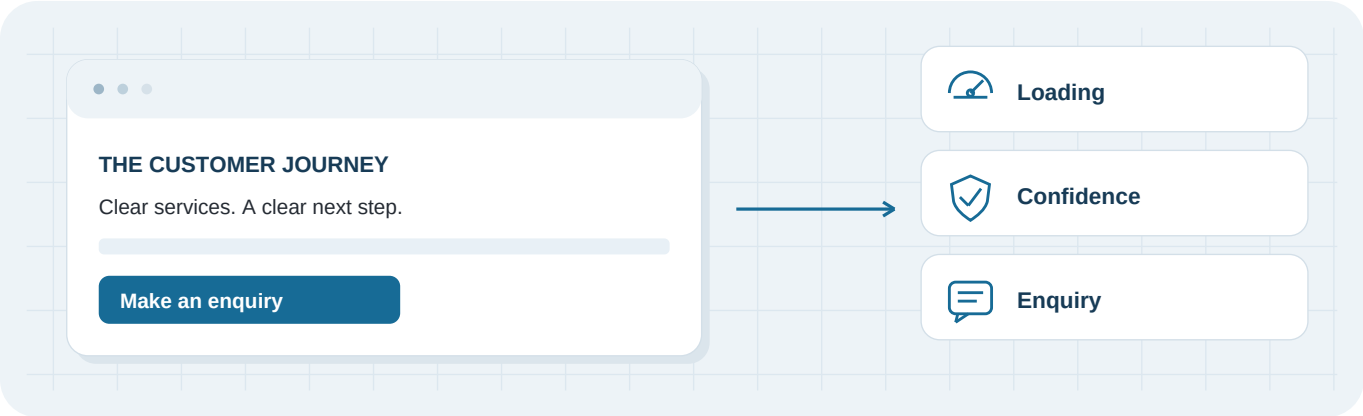
DIAGNOSE / PRIORITISE / IMPROVE

5 Signs Your Website Is Costing You Customers

A practical diagnostic for finding friction before committing to a redesign.



ILLUSTRATIVE DESIGN / NOT CLIENT RESULTS OR PERFORMANCE DATA

What you will take away

Find the point where a visitor becomes uncertain, gets stuck or gives up - and decide what to fix first.

Start here

01

Open your homepage on your phone, away from Wi-Fi.

02

Find your main service, check your service area and start an enquiry.

03

Record the first point where you have to pause, guess or retry.

A warning sign is a reason to investigate, not proof of lost revenue. Check real customer journeys and outcomes before drawing conclusions.

THE PRACTICAL CHECKS / PART 1

Read the warning signs

The page makes visitors wait

Check the homepage and your main service page on mobile. Compress oversized images, remove unnecessary scripts and give media a defined space. Good Core Web Vitals targets are LCP <= 2.5s, INP <= 200ms and CLS <= 0.1 at the 75th percentile of real visits. A lab score alone is not a sales forecast. [1]

FIRST MOVE Check a key page on a phone before changing its design.

01

The offer is difficult to understand

Ask someone unfamiliar with your business to explain what you do, who you help and where you work after viewing the page. Rewrite a vague headline as service + location or audience + useful benefit. This is a practical clarity check, not a validated conversion score.

FIRST MOVE Rewrite one vague headline using your real service and audience.

02

The mobile journey gets in the way

Check menus, text, cookie controls, phone links and booking buttons. Remove overlaps and horizontal scrolling. Make the primary action easy to locate without relying only on colour; preserve visible focus and readable contrast. [2]

FIRST MOVE Complete the same task on mobile and desktop.

03

LCP	INP	CLS
<= 2.5s	<= 200ms	<= 0.1

Good Core Web Vitals targets at the 75th percentile of real visits. Not a prediction of sales. [1]

THE PRACTICAL CHECKS / PART 2

Make the journey work

Visitors cannot judge whether to trust you

Show genuine work, accurate business details, a clear process and permissioned customer feedback. Explain what is included and what affects price. Remove demo addresses, dummy emails and claims you cannot substantiate.

FIRST MOVE Remove one unsupported claim or dummy contact detail.

04

The enquiry starts but does not finish

Complete a test enquiry with the business owner's permission. Check required fields, useful labels, error messages, confirmation and delivery. Record a successful submission or booking separately from a button click. [3,4]

FIRST MOVE Test delivery and confirmation, not just the submit button.

05

In practice / illustrative example

Illustrative example: a salon keeps its existing booking provider but replaces a vague "Find out more" button with "Book a haircut", linked directly to the correct booking page. The next check is completed bookings - not whether the button looks nicer.

A CHANGE TO TEST / NOT A MEASURED RESULT

Vague button → Book a haircut → Completed bookings

A PLAN YOU CAN USE

Turn insight into a next step

1

FIRST - Remove the failure

Repair broken contact routes, booking links, missing confirmations and intrusive overlays before cosmetic changes.

2

NEXT - Reduce uncertainty

Clarify your offer, service area, costs or quoting process and primary next step. Keep the change specific.

3

THEN - Measure a useful result

Compare qualified enquiries, completed bookings and delivery failures before and after the change. Note changes in traffic, seasonality and promotions.

Your working brief

Page and device tested:

Observed problem and evidence:

First fix, owner and target date:

Outcome to monitor and review date:

KEEP THE NEXT STEP USEFUL

Investigate first. Redesign with a reason.

Talk through your website with Joseph

Share your website and the main problem you want to solve. Ask Joseph about a website health check before deciding whether you need fixes or a rebuild.

Start a conversation with Joseph >

A useful decision, not a bigger to-do list

Choose one issue you can evidence. Agree the next action and who owns it. Review an outcome relevant to your business rather than treating a visual refresh as proof of better results.

Research notes and further reading

[1] Google / web.dev: Web Vitals
https://web.dev/articles/vitals

[2] W3C WAI: Designing for accessibility
https://www.w3.org/WAI/tips/designing/

[3] W3C WAI: Labeling controls
https://www.w3.org/WAI/tutorials/forms/labels/

[4] Google Analytics: Conversions and key events
https://support.google.com/analytics/answer/13965727?hl=en

Research checked 25 October 2026. Examples and diagrams are illustrative, not client results. This guide is educational, not a full technical, accessibility or legal audit. Outcomes depend on the business, implementation and market.