Leovate

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FREE GUIDE

Is your website costing you customers?

7 mistakes that quietly cost small businesses customers, and how to check and fix each one yourself in about 10 minutes. No website yet? 2 of the 7 are about you.

53% of people on a phone leave a site that takes over 3 seconds to load.

Source: Google

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10 minute read

Why this matters

Before someone rings you, books you or buys from you, most of them look you up on their phone first. If what they find is confusing, slow or missing, they don't tell you. They just pick someone else.

I build websites for small businesses, and I see the same few mistakes again and again. None of them need a big budget to fix. Most of them you can sort yourself today.

Each mistake in this guide has a **30 second check** you can do on your phone, and a **free fix**.

1 Relying on a Facebook page instead of a website

2 Not showing up when people search Google

3 Hiding your prices

4 Making it hard to contact you on a phone

5 Looking broken or slow on a phone

6 No proof that you're good at what you do

7 No clear next step

No website yet?

Read it anyway. Mistakes 1 and 2 are about you, and the rest is a checklist for when you do get one, so you don't pay for a site that makes these mistakes.

1 Relying on a Facebook page instead of a website

A Facebook page is great for posts, but it isn't a shop window. Lots of people aren't on Facebook, it doesn't show up well on Google, and Facebook decides who sees your stuff, not you. To a new customer, a business with no website can look like a side hustle, even when it isn't.

30 SECOND CHECK

Ask a friend to find you without using Facebook. Can they find your prices, your work and how to book in under a minute?

FREE FIX

Keep the Facebook page, but make sure your Google listing (mistake 2) has your phone number, opening hours and photos.

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2 Not showing up when people search Google

When someone searches for what you do, Google shows a map with three businesses. Those three get most of the calls. If you don't have a free Google Business Profile, you can't appear there at all.

30 SECOND CHECK

Search your business name on Google. Do you get a box on the right (or at the top on a phone) with your details, photos and reviews?

FREE FIX

Set up or claim your profile at google.com/business. Add photos, your hours and a short description, then ask 3 happy customers for a review.

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3 Hiding your prices

"Message for prices" feels safe, but lots of people won't message. They'd rather go to the business that tells them straight away, even if it costs a bit more. You don't need a full price list. A rough guide is enough to keep them on your page.

30 SECOND CHECK

Pretend you're a new customer. Can you get a rough idea of the cost without asking anyone?

FREE FIX

Add "from" prices for your 3 most popular services, like "Haircuts from £15" or "Call-outs from £60".

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4 Making it hard to contact you on a phone

Most people find you on their phone, often while they're busy. If they have to copy a number, hunt for a contact page or fill in a long form, a lot of them give up. One tap should be all it takes.

30 SECOND CHECK

Open your website or listing on your phone. Can you call or WhatsApp yourself with one tap from the top of the page?

FREE FIX

Put a tap-to-call or WhatsApp button right at the top, and keep any contact form to 3 or 4 boxes.

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5 Looking broken or slow on a phone

A website can look fine on a laptop and be a mess on a phone: tiny writing, pictures spilling off the side, pages that take ages to load. People won't wait. They tap back and choose the next business.

30 SECOND CHECK

Open your site on your phone using mobile data, not Wi-Fi. Does it load in about 3 seconds, and can you read it without zooming?

FREE FIX

Make your photos smaller before uploading them, and delete anything on the home page nobody needs.

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6 No proof that you're good at what you do

Anyone can say they're the best. People believe real photos of your work and what real customers say. Stock photos and "quality service guaranteed" don't build trust. A photo of an actual job you did does.

30 SECOND CHECK

Can a stranger see at least 3 photos of your real work and 3 real reviews within one scroll?

FREE FIX

Swap stock photos for your own phone photos of real jobs, and copy your best Google or Facebook reviews onto your page (with the customer's OK).

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7 No clear next step

Lots of websites explain what the business does and then stop. The visitor is interested, but doesn't know what to do next, so they do nothing. Every page should end with one clear thing to do: call, book, or get a quote.

30 SECOND CHECK

Look at the top of your home page. Is there one obvious button that tells people what to do?

FREE FIX

Pick one main action (like "Call now" or "Book online") and put that same button at the top and bottom of every page.

Your quick scorecard

Give yourself a point for each check you passed.

6 to 7: you're ahead of most small businesses. Keep it up.
3 to 5: you're losing some customers. Fix the easy ones this week.
0 to 2: people are probably choosing someone else. This is worth sorting soon.

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Want me to fix these for you?

I'm Leo. I build websites for small businesses that avoid every mistake in this guide. And you see yours before you pay anything.

1. **Tell me about your business**
   A quick message is enough: what you do and who your customers are.

2. **I build you a free preview**
   A real homepage for your business, so you can see exactly how it would look.

3. **Only pay if you love it**
   Websites from £200. If you don't want it, you don't pay. Simple.

Get your free preview

leovate.co.uk, or reply to the message this guide came in