1 Making it Difficult to Contact You

This is a common, unconscious pitfall for many websites. Below are the big three ways your website may be hindering your success:

Hidden or Non-Existent Phone Number

Phone numbers should be displayed in the upper right-hand corner, the footer and on the contact page.

Many coaches, speakers and consultants don't feature a phone number on their website if they don't want their personal or cell number listed publicly and/or they simply don't want to take phone calls. One solution: Google Voice! You don't need to share your personal phone number and everything is routed to your email inbox!

Unable to Schedule Time on Your Calendar

Everyone's time is important. No one likes to play email and phone tag. If your business is anything like mine, you regularly schedule phone calls, meetings, and other appointments. Simply include a calendar link – preset with your available times – so the other party can choose a date and time that works for them. This eliminates back and forth emails trying to find a mutually convenient time, avoids frustration for your visitor and saves you a lot of time.

Contact Form is Boring/Bland and Doesn't Add Value

If your website has a contact form, take a look at it. Is it the standard Name, Email and Message? OR is there an introduction that matches your personality? Are there meaningful questions allowing you to learn the visitor's pain points, goals and even budget prior to your next interaction? These questions help you get to know them, saves you both time, and gently redirect "tire kickers".

2   Making it Difficult to Get to Know You

Your visitors are checking out your website to get to know you and how you can solve their problem. Be sure that you are not making these mistakes!

Your Content Doesn't Answer the Visitor's Questions

Have you ever gone to a website that gives a lot of fluff or is all about them, but doesn't address your concerns? If your website content doesn't answer the questions your visitors want to know, they will leave and move on. People have expectations when visiting your website that many of their questions will be answered. Each page should be designed with this in mind.

No Pictures of You in Your Best Light

Some websites use stock photography, or worse, no photography. A little stock photography is okay, but be sure to portray yourself in your best light. Think of your website as a job interview - show up professionally dressed and ready to shine. Showcase yourself as the professional you are.

No Links to Your Social Media Accounts

People work with people that they know, like, and trust. Social media is a wonderful opportunity for others to get to know who you are. Social media gives you the chance to show off your work, share your client experiences, and highlight you as a human with a unique personality.

3   Making it Difficult to Stay Engaged with You

After working so hard to get visitors to a website, one of the big mistakes that many business owners make is not offering a way for the audience to stay engaged after leaving the site. Since it typically takes many touches to move from someone interested to a client, let your website do some of the follow up work for you.

No Lead Magnet or Non-Compelling Lead Magnet

Because many website visitors are not ready to do business right way, one way to keep them engaged AFTER they leave your site is to create a "lead magnet". A lead magnet is an opportunity for someone to enter their name and their email address in exchange for a bit of our knowledge or a free gift – ideally a digital download like a PDF or a video series. This is a great way to give website visitors an opportunity to get to know you and experience your expertise.

No Nurturing Email Sequence

Maybe you have a lead magnet on your site, but fall short once the lead magnet has been delivered by not having a "nurturing email sequence". They get their email, they get their free gift, but there's no follow up to it. This is a wonderful opportunity to stay connected and develop the "Know, Like and Trust" factor.

No Follow Up After Initial Reach Out

In addition to the "nurturing sequence emails" that your visitor can receive after they sign up for a lead magnet, you can also set up an auto responder sequence once they complete a contact form. This can help you eliminate admin time and assist when you are out of office. You can include a scheduling link to have a further conversation with you, a testimonial or a client story of someone that you worked, or ask them some more follow up questions.

4   No Street Cred or Social Proof

Another way that your website could be losing sales without your awareness is not providing any street cred or social proof of your expertise.

No Testimonials

Your website needs testimonials. Be as specific as possible. Try to get detailed testimonials for your work including the results clients got by working with you, the experience participants had by attending your presentation, feedback from meeting planners that invited you to speak, and illustrate the overall experience working with you.

If you have difficulty getting testimonials from people, consider asking a couple of questions and then writing the testimonial on their behalf. This way you can send them the testimonial for quick tweaks. Most people WANT to give a testimonial but have difficulty writing it. Bonus – ask them to post to their LinkedIn account.

No "Work Pictures"

By having images of you "in action" (speaking, working with a client, working at your desk, etc), you're able to paint a picture showing what it is like to work with you or have you deliver a presentation. It gives an overall idea of what the "experience" of working with you is like. Yes, these pictures will be

staged so that they illustrate you in the best light and feature "your good side". Tips: For speaking pictures – have your photographer take pictures of you at the front of the room "speaking" before or after the event. If you have a large enough crowd, consider pictures from behind you to show off the crowd OR from the back of the room to showcase the crowd.

For "working with client" pictures, ask a colleague to be your model and consider renting a virtual office or even an Airbnb for the day. A lovely table at a coffee shop works nicely too.

No Credential, Partners, or Organizational Logos

Be sure to include logos from any of your partners, credential "badges", and publications that you have been featured in. This speaks to your credibility and integrity.

5   Unprofessional Look & Feel

Your website could be losing sales that you might not even know about simply because it has an unprofessional look and feel. You might be the most amazing consultant, great speaker, or coach, but if your website looks unprofessional, chances are people may skip you and move on to your competitor. Watch out for these things:

Too Many, Outdated, and Hard to Read Fonts

Your website should use a maximum of three fonts. When choosing fonts for your logo and your website, select ones that are Google-safe. Consider one script font and two plain text fonts.

Non-Defined Color Palette

Not defining your color palette opens the door to lots of different shades, hues, and colors. One of the easiest ways that you can create trust with your audience is to have a consistent color palette and specific color numbers that you use. Only use those colors when presenting your brand.

Unprofessional or Nonexistent Logo

An unprofessional or nonexistent logo is one way to say, "my business doesn't really matter." Logos are critical to expressing your brand and are eye catching to website visitors. Think about how many businesses you can identify simply by their logo. Strive to make your business as memorable as possible through the use of a well designed logo.