



# WEBSITE DESIGN

## BAD TO WORSE

**10 WEB DESIGN MISTAKES THAT ARE  
KILLING YOUR CONVERSION RATE**

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# OVERVIEW

Is your website conversion rate not meeting your expectations? Believe it or not, but it happens to businesses all the time. You witness no conversions even after your AD gets hundreds of clicks. You have continually ascertained that you are targeting the right audience and even checked for broken links. Why won't visitors on your website convert? This question can have you scratching your head in confusion.

Have you even wondered if perhaps your website's design is the culprit that could be turning potential leads away into the welcoming arms of the competitors? Despite leveraging all the best practices, one tiny design flaw can wreak havoc on the conversion rate of your entire website.

In this EBook, we are going to delineate the 10 most common design mistakes that we have observed in web designs, some of which we have all fallen prey to sometimes in our design careers. You'll learn how each mistake could cause the potential downfall of your conversion rate and how they can be remedied so that your website becomes more amenable to users.

Before further ado, let's get into it!

# TOP 10 DESIGN MISTAKES THAT ARE WREAKING HAVOC ON YOUR CONVERSION RATE

A lot of people are under the impression that content is the only factor that determines conversion rate optimization. While this fact has much evidence to support it, the significance of design cannot be overlooked when it comes to boosting conversions, since the wrong web design elements can greatly hinder the success of your website. A website optimization study revealed that fostering customer trust in online trading is much more difficult to accomplish since people cannot see your face. Thus, they make their judgment on the basis of your web design alone. Therefore, the impact of website design on your overall conversion rate cannot be unheeded.

**Are your website conversion rates plummeting head down or already lower than you ever wanted them to be? Do you want to know what might be killing your leads? Could it be usability problems or simply the outcome of a poor design?** Even designers employing the most cutting edge strategies can make mistakes which wreak havoc on the entire page conversion rate.

In this article, we aim to outline 8 top mistakes you might be making, which could kill your conversion rates, and tell you how to rectify them. Hopefully, this information on “how to do it right”, in



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addition to UX Design Tips to Maximize Conversion Rate, would help you get rid of the gaps in your methods:

# 1. NO PROMINENT CALL TO ACTION BUTTON



Image 1.0: Hidden Call-to-Action.

No website is without a goal. Whether you want your visitors to call you, request a quote, make a purchase, register for a contest, sign-up for a mailing list, or download an EBook, your website has an objective and it falls to you to make it perceptible and comprehensible to your visitors. Less-than-satisfactory conversion rates in most cases

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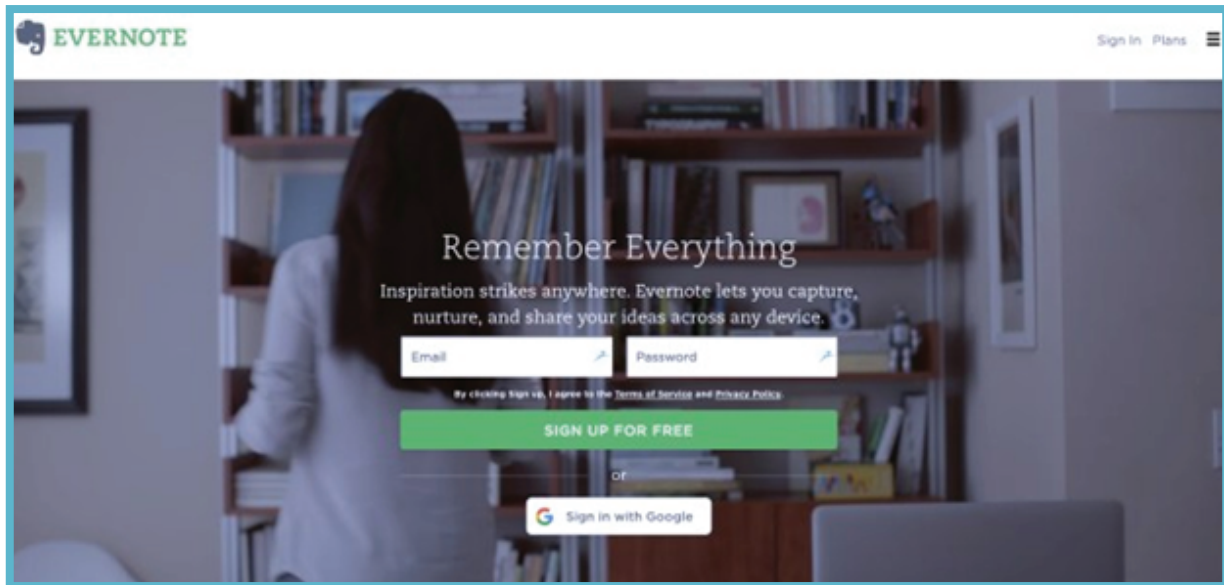
are a direct upshot of a call to action getting lost to oblivion in the web design.



**Image 1.1:** Inconspicuous Call-to-Action.

The landing page of Perivolas above is an excellent example of a bad call-to-action button. Did you notice the call-to-action button in the top right corner? Nothing gives it away other than the inconspicuous border, and it's barely noticeable since it blends into the dark background. It can be easily overlooked by your visitors. Your call to action button should stand out from the rest of the design elements and goad visitors to take the desired action.

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**Image 1.2:** Conspicuously outlined CTA.

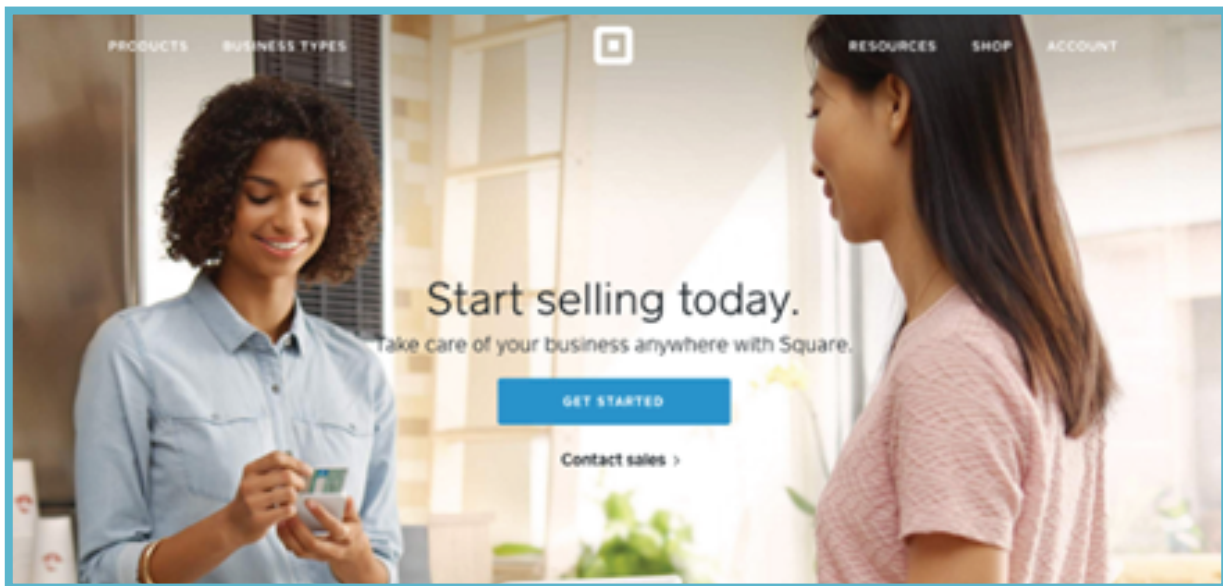
The “Remember Everything” slogan of Evernote has long been an object of fascination for Digital marketers. The company leverages the slogan on its call to action page to concisely let customers know about the value its product offers. The text builds a foundation for the call to action, which is conspicuously outlined by a colored border, which makes it hard to overlook.



**Image 1.3:** Creative Call-to-Action Slogan.

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Similarly, the unique and fun call-to-action above would get people clicking for sure. Whereas site visitors would surely have been expecting to be directed to press releases from the homepage or to product pages, the website has a surprise in store for them in the form of a CTA to “Discover a Cocktail Tailored to Your Taste”. This CTA is the epitome of personalization and feels like an enticing game. A play button icon in conjunction with the copy hints to the visitors that the CTA would redirect them to a video.

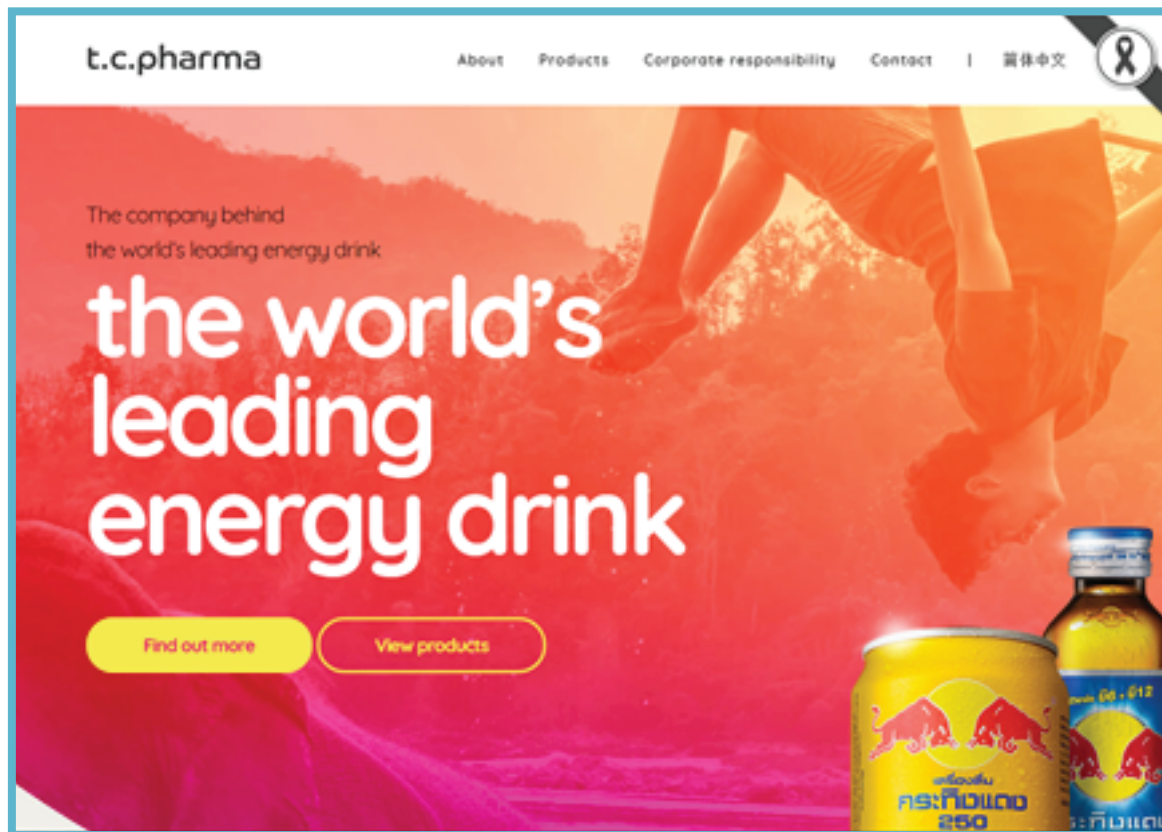


**Image 1.4:** Landing page design with an effective CTA.

Another example of a great landing page design with an effective CTA is that of Square. An effective CTA design considers more than just the button. It's also indispensable to be mindful of other elements such as the surrounding text, images, and the background color. The folks at the company have employed a single image to portray the simplicity of using their product, with the “Get Started” CTA awaiting your click. The color of the CTA matches that of the credit card in the image, helping put two and two together and knowing what to expect if they click.



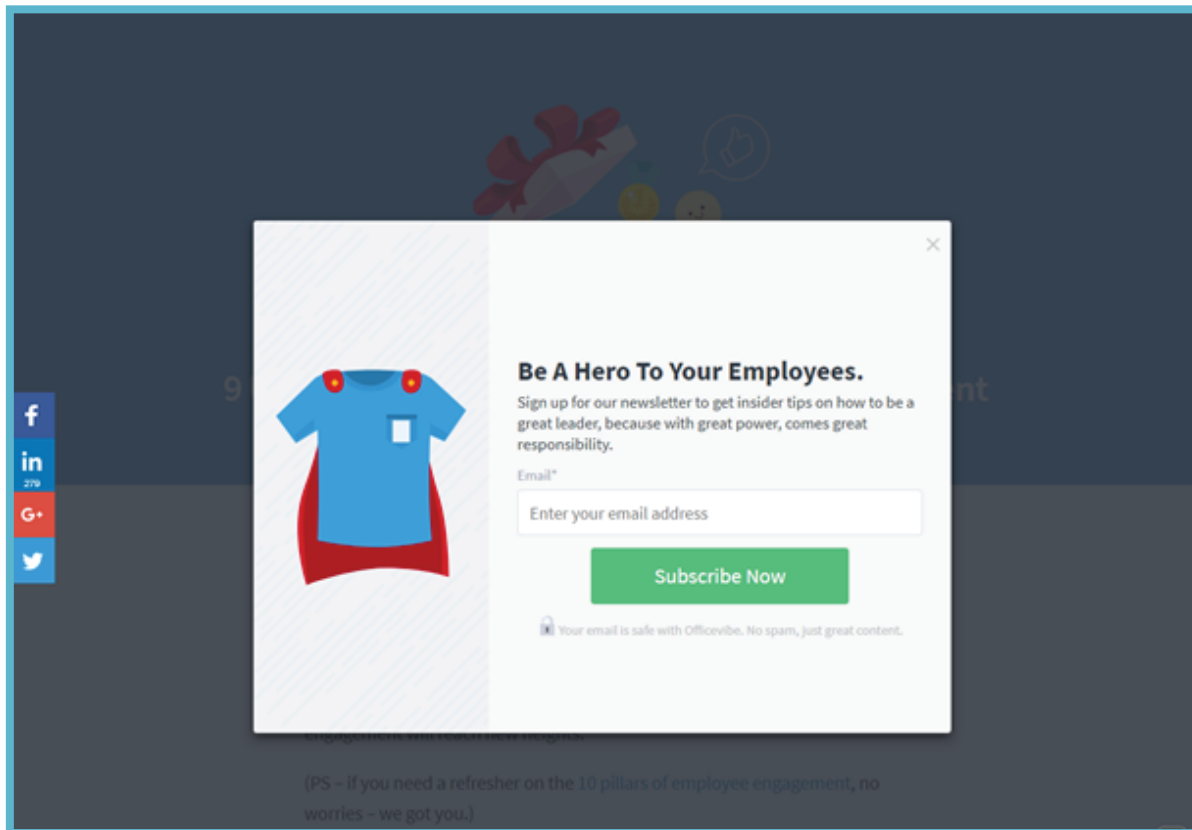
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**Image 1.5:** Two equally-sized CTA buttons.

If you have more than one CTA on the same page, it's possible to add weight to one CTA or make it more perceptible to direct the eyes of the users to that button first. For instance, the Thailand-based t.c. pharma, is the parent company of Red Bull, In addition to making a host of functional snacks and drinks, electrolyte beverages, and popular energy drinks. They feature two equally-sized CTA buttons on their homepage: "View products" and "Find out more". However, judging by the vibrant yellow color of the first CTA, it doesn't leave much to imagination where the company wants to redirect its users first.

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**Image 1.6:** Unobtrusive Slide-in CTAs.

Unobtrusive Slide-in CTAs are also a great idea. For instance, upon visiting the website of OfficeVibe, a banner slides in from the bottom of the page, with a captivating CTA to subscribe to the blog, in conjunction with a convincing copy message related to the post you are perusing through. For instance, the slide-in banner above appeared when I was reading an article titled “9 Unique Ways to Improve Employee Engagement”!

# 2. HAVING MULTIPLE CALL TO ACTIONS

The main goal of a landing page is to leverage CTA buttons to glean conversions for a single course of action. Therefore, incorporating more than one CTA button aiming at a similar conversion goal on your landing page can work harmoniously enough, but embedding multiple CTA buttons, each touting a separate conversion goal, only serves to confuse and distract the visitor, lowering the conversion rate in its wake.

Focusing on multiple CTA conversion goals is hardly prudent. When visitors are presented with too many options, they are prone to bouts of confusion, making it difficult for them to choose. While it may be tempting to cram myriad CTAs on a single page, especially on a lengthy page that requires some scrolling, this practice is deemed entirely unacceptable by the professionals at Search Engine Land.

The landing page below shows what it is like to have multiple calls-to-action on the same page. Asking your customers to follow you on social media, subscribe to a blog, and download an EBook is too much to expect of a potential lead. The folks behind the website need to determine the singular aim of this landing page, and then use a single CTA to help customers complete that conversion goal.

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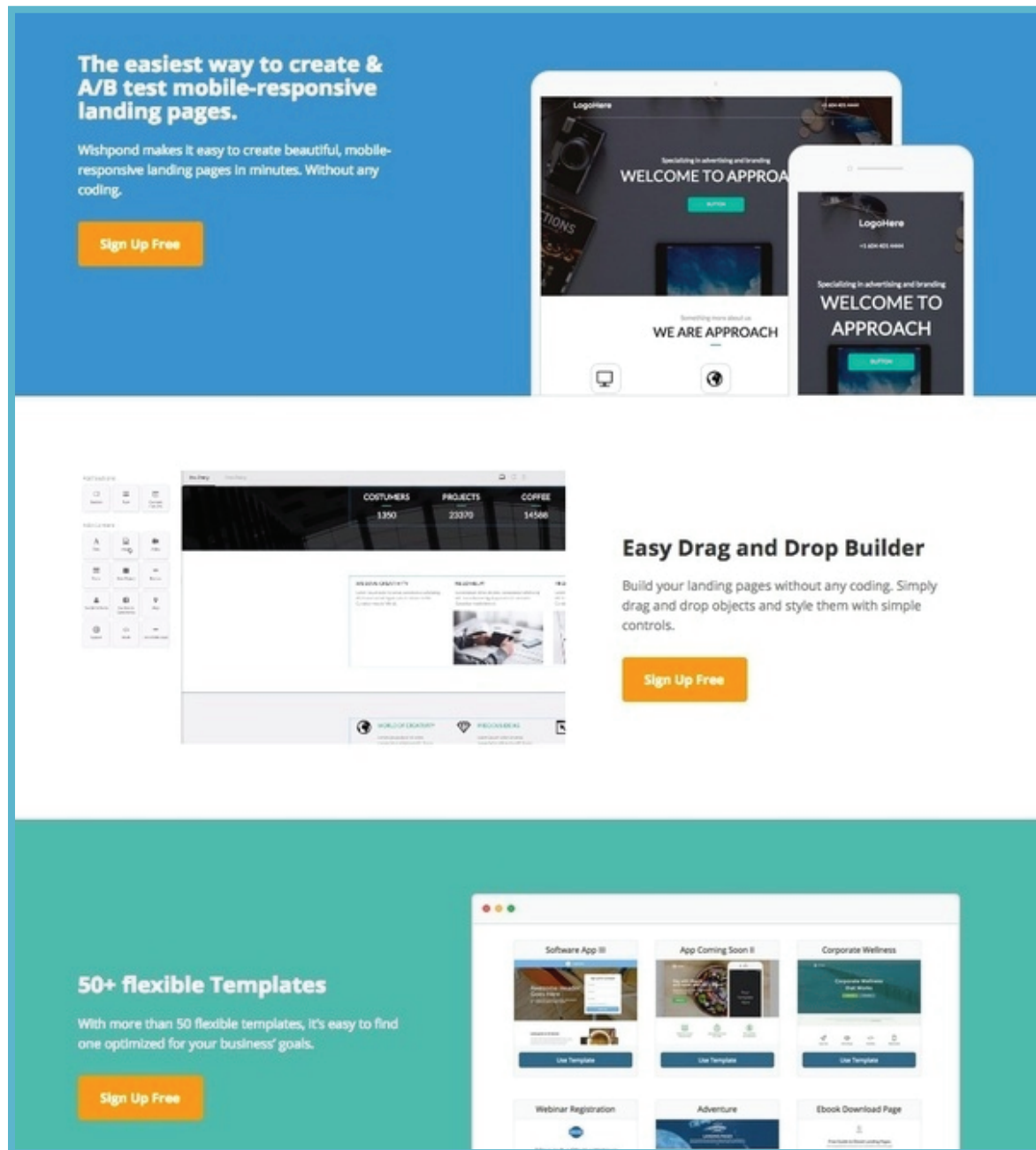


Image 2.0: Multiple Call-to-actions on the same page.

Having more than one CTA on your landing page only works well in situations where the various buttons are all working towards the same conversion goal and call-to-action. A great example of this can be viewed in the landing page below. There are three separate “signup” Call to action buttons to ensure that visitors don’t miss this conversion opportunity. However, since they are working towards the same goal, there are no other distractions for the users on the page.



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**Image 2.1:** Multiple CTAs with the same conversion goal.

Similarly, the folks at Prezi have incorporated two CTA buttons on their website, both in bright blue to match the color of the Prezi logo. These CTA buttons are placed strategically on the homepage: the primary CTA titled “Give Prezi a try”, and the secondary “Get started”. Both the CTAs point the user to the same pricing page.

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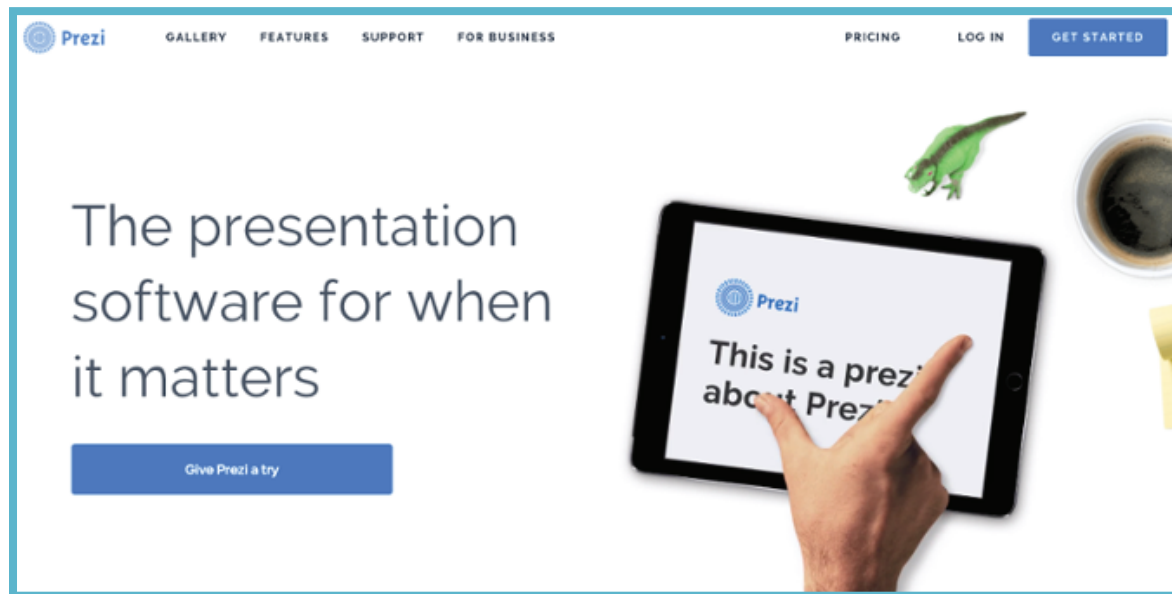


Image 2.2: CTAs pointing to the same page.

### 3. USING TRASHY ORCLICHÉ STOCK PHOTOS

Without a doubt, Images are the lifeblood of web design and are fundamental for your conversion. Modern users have shown an unprecedented penchant for visuals because it contributes to brand recognition and drives more engagement. For visuals to boost conversion, images must be compelling, relevant, and authentic. After all, images contribute more towards tempting visitors to read your content than the drab titles hanging above it. The key to boosting organic traffic with Visual means is to choose only high-quality photos which are integrated properly. Capitalizing on cheesy stock photos of pretty-looking models, happy families, and smiling people won't get you much brand awareness.

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**Image 3.0:** Trashy Stock Photo.

Stock images can destroy the credibility of a website. Most stock images are faceless and may therefore convey the wrong messages to your visitors. Authentic, relevant, and meaningful Images push your potential clients towards higher conversion rates; which is what your main goal is.

### LACK OF A CAPTIVATING IMAGE

Even worse than using stock photos is the lack of graphics or images on landing pages, which may make your service or product seem uninspiring and boring. For instance, if you consider the landing page of a software company below, see how the lack of a captivating background or image makes the page appear uninviting.

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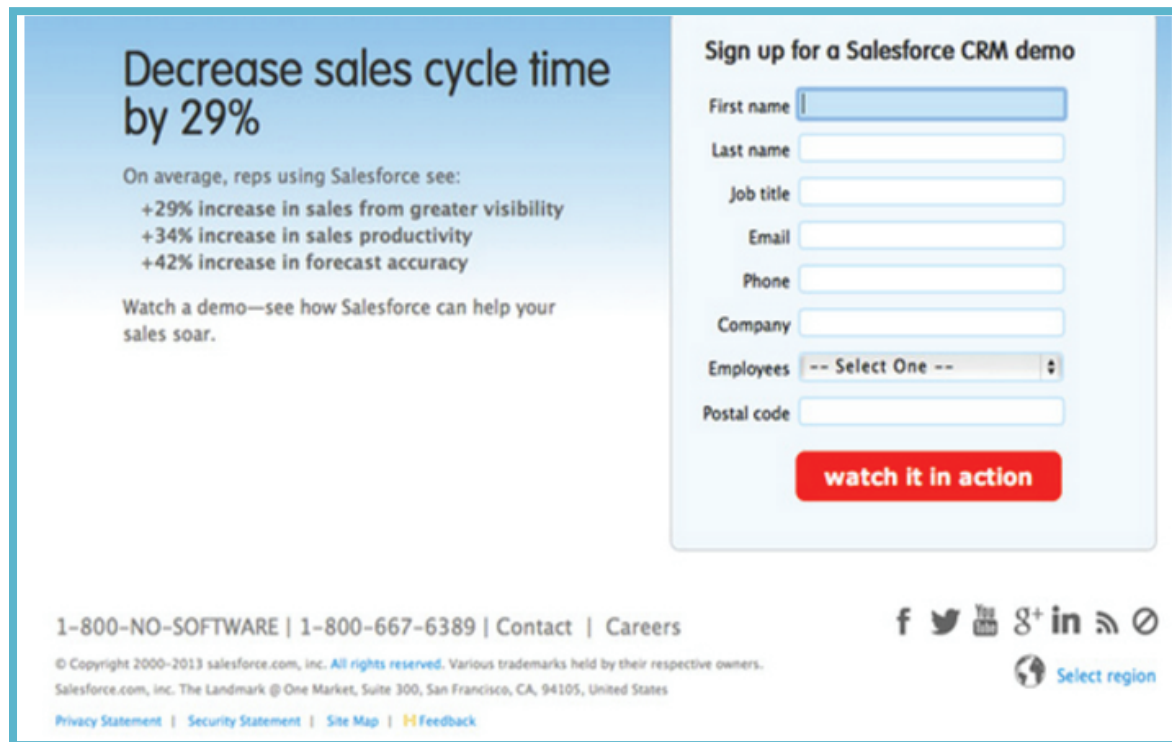


Image 3.1: Lack of a Captivating Background.

If you want to make your webpage appear personal and warm, images of real people tend to yield the best results. According to one study, images of a smiling person could boost your conversion rate up to 102.5%. Happy images perk up the moods of the potential leads, which in turn affects your conversion rate positively.

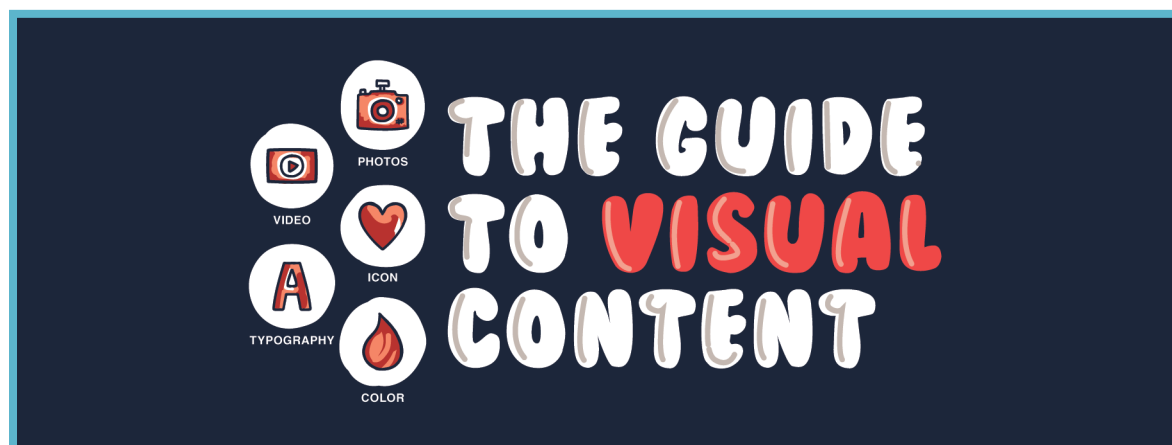


Image 3.2: Learn how to create great visuals.

# 4. SLOW LOADING TIMES

Given the proliferation of information on the web and the ever plummeting attention spans of web users, a website only has a few seconds to capture the attention of its viewers. If the landing page of your website takes longer than necessary to load, your visitors are bound to bounce off it even before the loading is complete. This would bode well for your competitors, who will see this as an opportunity to convert those visitors into sales/leads. Page loading time has a major role to play when it comes to enhanced conversion rate and for better landing page optimization. Some of the common reasons for slow loading time are:

- *Bad Coding*
- *Too many plugins in use*
- *Broken Links*
- *Images are too big*
- *Excessive use of Flash*

To ensure faster loading times of landing pages, it is prudent to employ optimized html scripts and images, Utilize server side caching, Limit 301 redirects, cut down redundant external calls from your landing page, and use fewer JavaScripts. It's vital to check the loading speed of your landing page with tools such as pingdom and Google PageSpeed Insights. The ideal load time for landing pages should fall under one second, and under 3 seconds for other pages. The faster the loading times, the better the conversion rates.



## 5. A POOR CHOICE OF COLORS

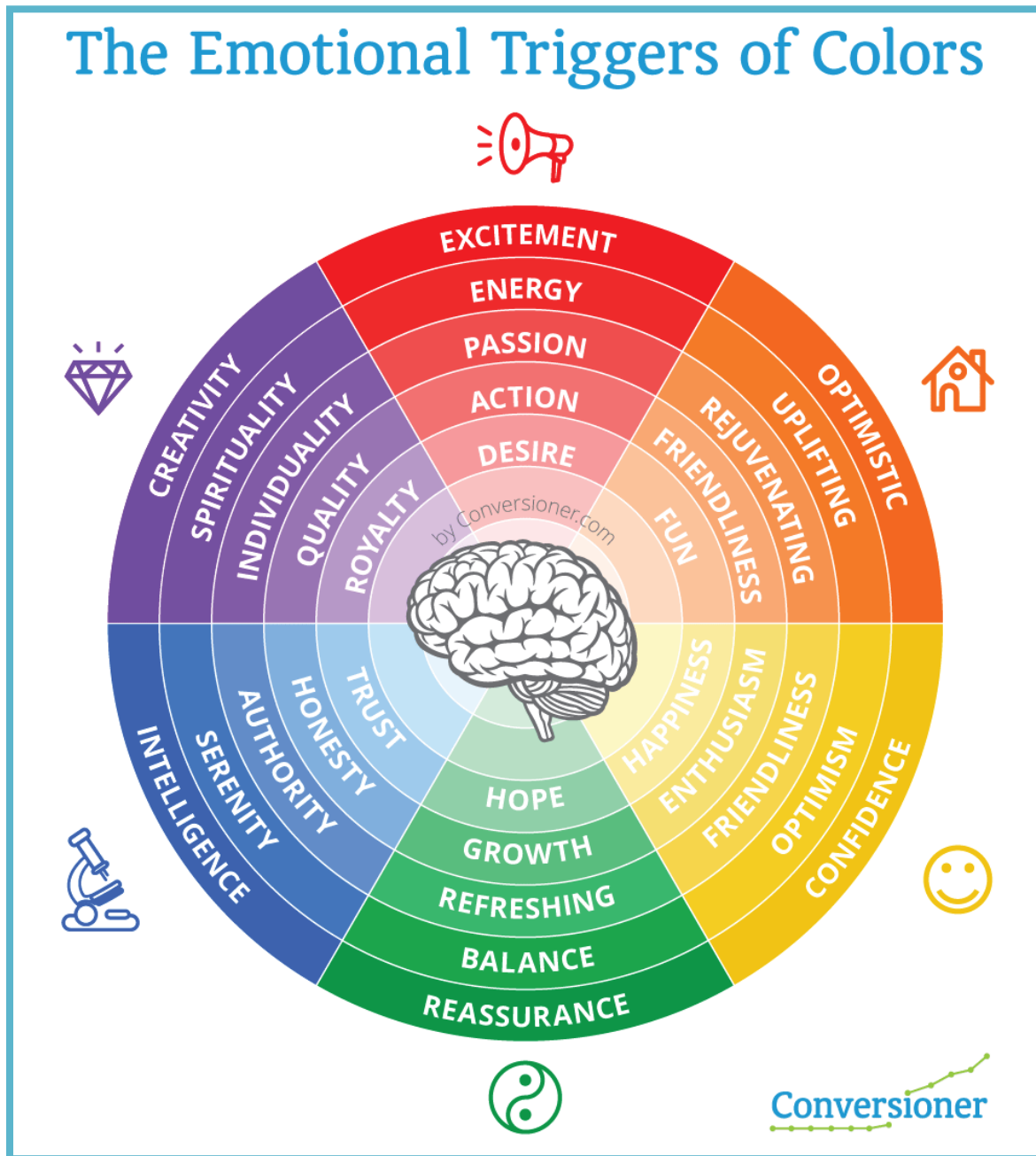


Image 5.0: Color Meanings and Significance.

Lower conversion rate, higher bounce rate, and poor engagement on your website might be the result of a poor choice of color. Colors have a major role to play in designing, helping boost the overall user

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experience by making your landing page more visually appealing, and serving to highlight certain elements, such as buttons, links, and warnings. A wrong choice of color, which proves discordant to the overall theme and niche of your website, can greatly ruin your landing page performance. This is why, designers need to get a firm grasp on the psychology of color and imbue it in their designs, according to their niches and audience type. When selecting colors for your website, here are the three golden rules to stick to:

- *Limit the color palette of your website to no more than 3 colors only.*
- *Be mindful of the associated feelings for each color so that your color palette reinforces the business message of your website.*
- *When in doubt, try different shade variations of one color.*

Color is a tricky business to get right; you have to use it for the right purpose, with the right audience, at the right time, and in the right way. For instance, if the goal of your website is to sell bouncy jumping castles for kids, you wouldn't want to use a black-and-white or an unanimated color palette. The jump house website would fare better with a vibrant and upbeat color palette, probably lots of oranges, reds, or greens, with a splash of sunshine yellow thrown in for good measure.

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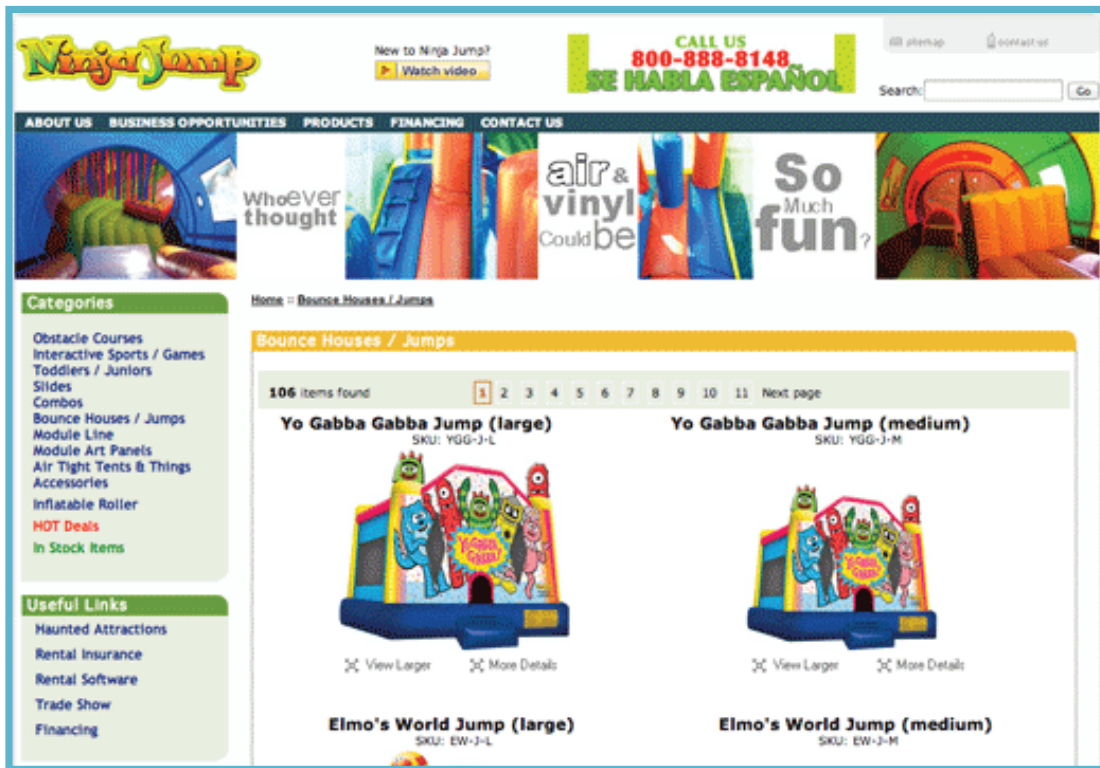


Image 5.1: Bouncy jumping castles for kids.

On the other hand, if you are selling beauty products or other feminine paraphernalia, you don't want to use too formal or corporate colors, such as shades of browns or oranges. This is why the e-commerce homepage of L'Oreal uses white and black, with a purple overlay.



Image 5.2: Explore our color guide.



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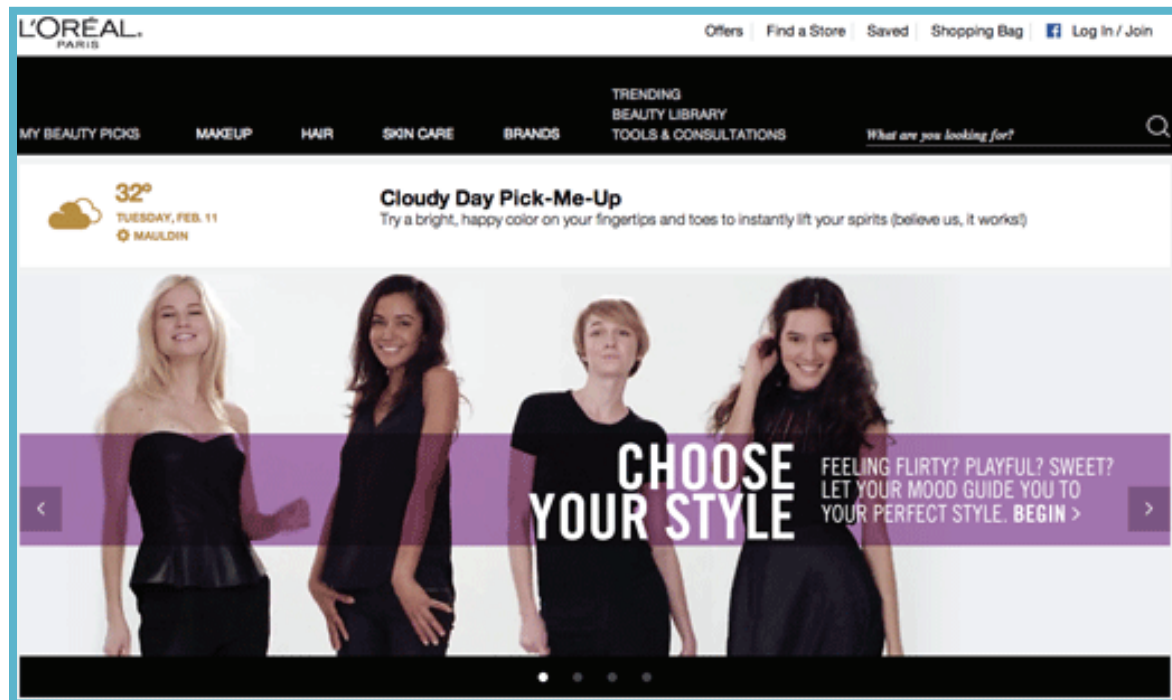


Image 5.3: Beauty Oriented Website Design colors.

## COLOR TIPS TO BOOST CONVERSIONS

- Women don't show an inclination for brown, orange, and gray. They are more predisposed towards green, purple, and blue. In a survey on gender and color, blue turned out to be a favorite with 35% of women, followed by green (14%) and purple (23%). Orange was the least favorite color of 33% of women, followed by gray (17%) and brown (33%).
- When marketing a website to men, steer clear of these colors: brown, orange, and purple. Instead, use shades of black, green, and blue, since these colors are associated with manliness traditionally.

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- The color blue is often used to win the trust of the user, since the color denotes loyalty, order, peace, and trust. Blue evokes feelings of serenity and calmness. It is described as an orderly, secure, tranquil, and peaceful color.
- The color yellow is more aptly a color of warning, despite color psychologists deeming it as a color of upbeat energy and optimistic happiness. This is why the color has long been used for wet floor signs, traffic signals, and other warning signs.
- The color green is construed as the color of environment, nature, eco-friendly, and outdoors. In addition to its obvious outdoorsy suggestiveness, the color has long been known to boost creativity. Green should be your color of choice if the focus of your website centers on outdoors, organic, environment, and nature.
- Orange is thought of as a “fun and festive” color. According to some psychologists, orange seeks to stimulate confidence, competition, and physical activity, which is why orange is leveraged more often by children’s products and sports teams. The color also hints at a sense of urgency, making your message more actionable and noticeable. For instance, Amazon.com leverages orange in their “limited time offer” banner.
- Black is the color of luxury and chic sophistication. When used rightly, black can communicate exclusivity, sophistication, and glamour. Louis Vuitton handbags are pretty high-end, which is why their website is devoid of any designs or colors that shout whimsical and fun. This is serious value. Black is probably the best choice for websites selling high-value extravagant consumer items.

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- The highest converting colors for CTAs in rigorous testing environments are vibrant secondary and primary colors- yellow, orange, green, and red. Darker hues like purple, brown, dark gray, and black have comparatively lower conversion rates.
- White is one of the most overlooked colors since it's often used as a background color. However, most well designed websites incorporate white spaces to create a sense of breathability, spaciousness, and freedom.

## 6. NO CLEAR FOCUS

Leaving important design aspects outside the user's focus could be throttling your conversions. All design aspects are not intended to be equally important to users. Some should simply act as a frame for more indispensable objects like contact info, CTA, etc. Photography witnesses a common technique known as encapsulation, which could also be leveraged in web design. It capitalizes on natural framing to form a focus area around any object that you wish to highlight. Encapsulation can be created in a few ways in web design. The easiest way is to add a frame around an important element. Adding a contrasting color can also be used to achieve this effect.

Incorporating white spaces within a webpage can create a focus area around important elements. It's prudent to leave ample blank space around a contact form or a CTA button to help direct the eyes of the visitors to that area and to coax them into performing an action you need.

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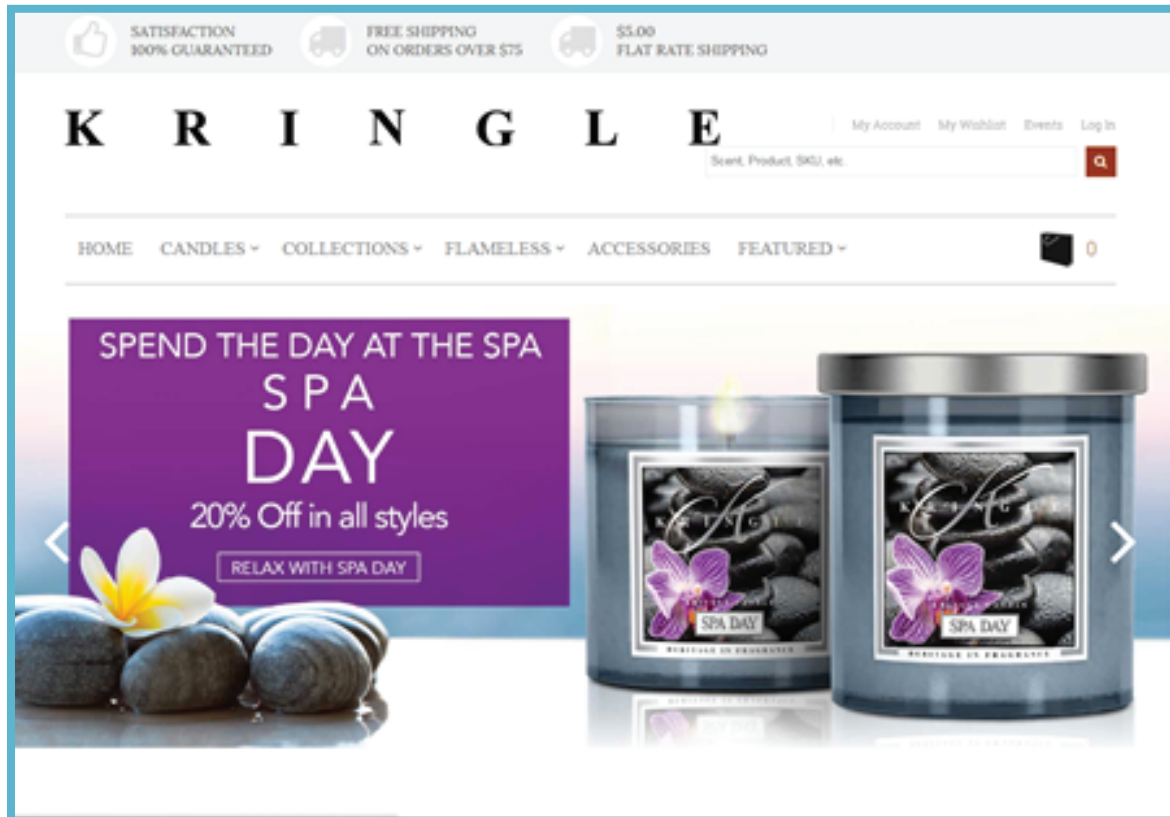


Image 6.0: White Spaces around CTA.

Vital elements can also be enhanced by throwing in directional cues, such as icons, pointers, and arrows, which make the users focus on a single target element on the page. People won't be able to resist following these pointers with their eyes. This technique automatically draws attention to your CTA.

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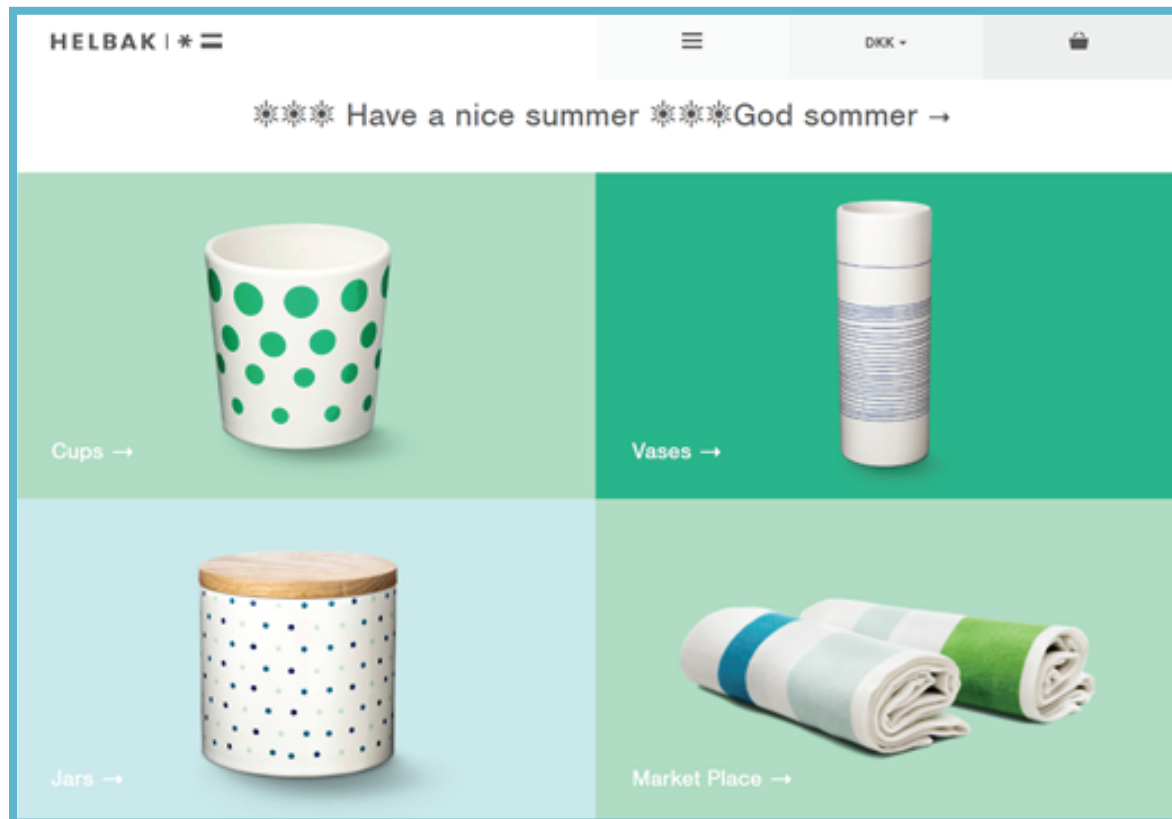


Image 6.1: Directional cues using White spaces .

## 7. POOR NAVIGATION

If your website navigation isn't intuitive and easy for users to comprehend, all your efforts go down the drain regardless of what you are selling and how much video, images, and content you have. Your website navigation has a major role to play in converting your visitors into customers. Visitors arriving on your page have no way of reaching your services or products without viable navigation. According to iMediaConnection, vague or confounding navigation is the root cause behind most high bounce rates.

When designers play their cards right and execute all the necessary navigation tactics, your visitors would have no trouble finding their

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way towards the desired action you want them to complete, such as buy a product or subscribe to a service. Unclear navigation will make your audience want to leave your site and probably never return again. Therefore, your website navigation should help your visitors find what they are seeking. You can make sure that your visitors stay on the right track by keeping ample breathing space to avoid cluttering, ensuring that links lead to the promised pages and are easily visible, and offering noticeable call to action.

**Here are 3 websites with unique and unusual navigation methods:**



**Image 7.0:** Kurka Wolna Website navigation.

Kurka Wolna is a huge one page website which is making designers jump with design joy. Visitors are explained how to navigate the



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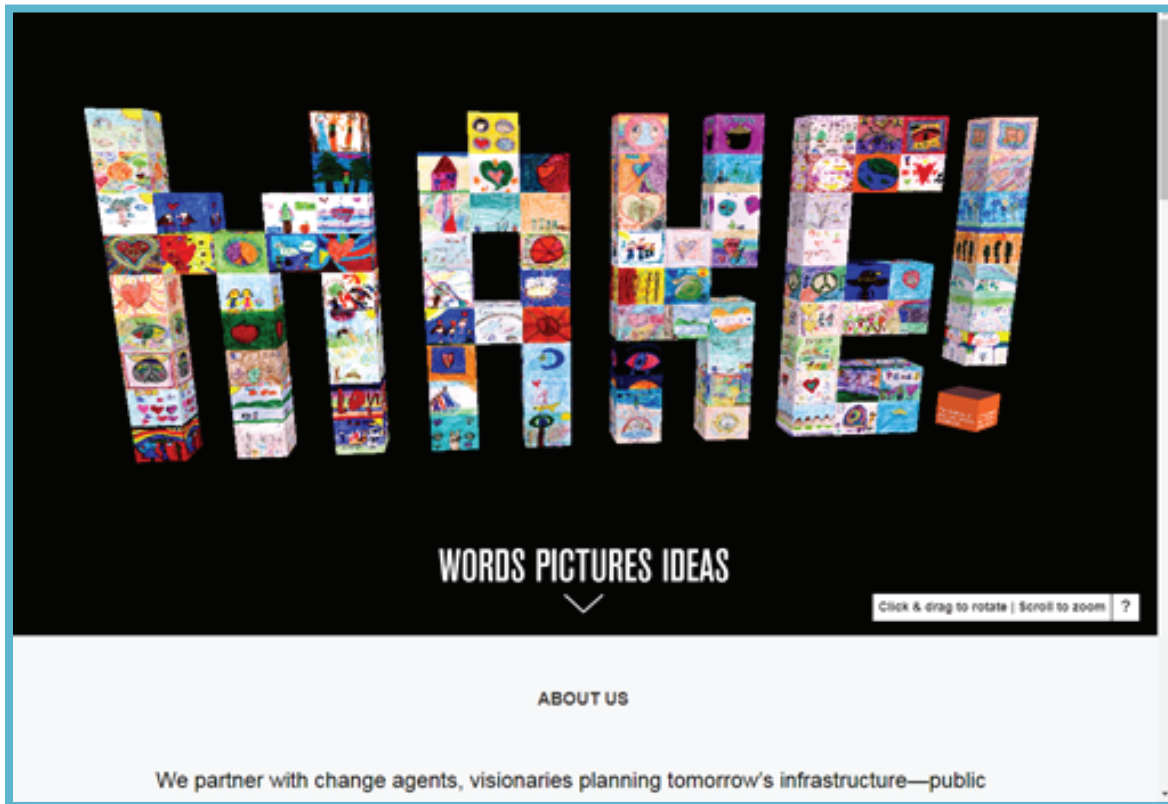
site when they enter it, so they know how to use their mouse to drag-and-drop across the page. Visitors can get to any part of the site by following the chicken traces.



Image 7.1: Navigation system of Anet Design.

Anet Design offers a vibrant, rich approach to navigation. In addition to a customary menu bar across the top of the page, visitors would automatically be drawn to the collage of hexagonal buttons that are sprawling all over the site.

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**Image 7.2:** Anti-navigation website.

This anti-navigation, single page website of “words pictures ideas”, is well organized and captivating — users would have no difficulty finding their way around the site.



## 8. CLUTTERED DESIGN



Image 8.0: Extremely Cluttered Design.

Too much clutter or an intricate design could make it difficult for your visitors to grasp the marketing messages you are trying to communicate through your web design. Excessive use of styling, images, and colors can unnecessarily clutter your website. Above is an extremely horrendous case of a cluttered web design (design nightmare)! There is so much going on in the image above that visitors would be unsure where to click.

This is why it is absolutely vital to reserve only the most necessary or important information above the fold without disrupting it with unnecessary clutter; basically any information essential for taking action or making a decision. As a rule of thumb, don't try to cram all the information on the landing page or offer it to your users at a

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glance. It's prudent to encourage your visitors to learn more about you and browse around your site before attempting to sell to them right away. Not only would it give them a better chance to get to know your brand, but after spending so much time on your site, they will be more likely to convert.

### **Avoid Cramming Too Much Text on Your Landing Page**

Any page intended to turn a visitor into a conversion, such as a landing page, should primarily be image based. Enable your brand, service, or product to speak for itself. Overcrowding text makes your page appear difficult to understand, intimidating, and overly complex. If more text needs to be added beyond the initial hook and body text, for instance an age restriction notice or a legally required safety warning, it can be collapsed within a segment or a tab that can be opened manually if a visitor is interested, or placed in the footer of the page. Otherwise, keep your landing pages sweet, short, and attention grabbing.

The landing page below is a perfect example of a page having too much text. Such a surplus of information makes it extremely difficult to focus on the message the company is trying to deliver.

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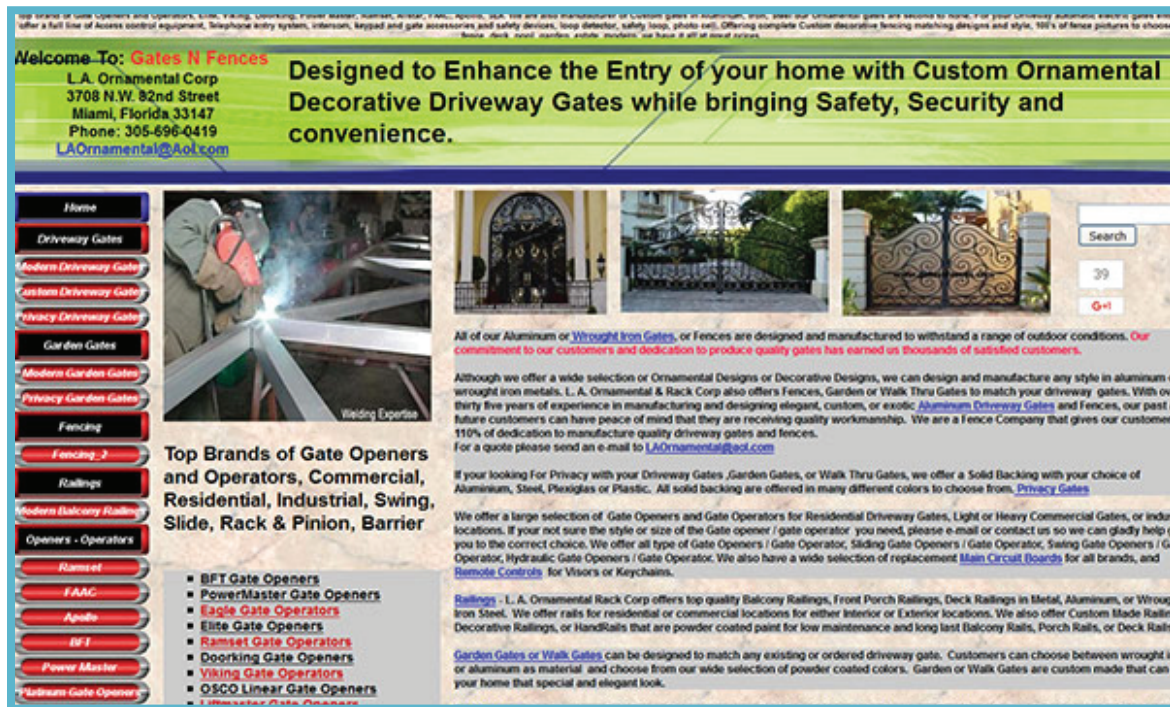


Image 8.1: Page crammed with text.

## 9. NO ACCREDITATIONS OR TRUST SIGNALS

Your sale figures are dependent on the strength of relationship between you and your client. Failing to foster customer trust translates into zero sales, which goes to prove just how important it is. It is a huge mistake to design a website, especially your landing page, without trust indicators, such as customer feedback. You can win the trust of your customers in many ways, such as:

- **Supply endorsements:**

It's prudent to link to bigger brands on your landing page to glean the necessary recognition and trust which will help you grow your reputation.



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- **Social Proof:**

Popular landing pages are deemed dependable by visitors, thus make sure that your number of users, subscriber counts, Twitter followers, and other dependable figures are visible on your page.

- **Sharing Press Reviews:**

If any blog or magazine says something good or positive about your blog, make sure that you make a mention of it on your landing page to flaunt your credibility.

- **Invest in design:**

A poorly designed landing page makes you lose credibility in front of your users.

- **Sharing testimonials:**

You must make a mention of anything positive your clients or users say about your business on your landing page. This helps in cultivating the trust of new users. Whenever possible, try including the name and contact details of the reviewer to enhance the credibility of the testimonial.

- **Simplifying terms and conditions:**

It's hardly in good measure to trouble your users with a host of lofty terms and conditions. Minimizing them would enhance the conversion rate.

In addition, reviews need to come from relatable customers who have used your service or product, and include actual quotes from them. Hearing from other customers make your website seem friendlier to potential leads and also elucidate the benefits and

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merits of your product in hands-on descriptions that you cannot otherwise explain. Only select customer testimonials which are believable, specific, and include a name. Endorsements from celebrities or well-known companies are even better.

*Consider this testimonial on the landing page of Wishpond's website:*



**Image 9.0:** The Testimonial on Wishpond's Website.

It works perfectly, because:

- It includes the name and face of an actual customer. Including the name of the company and the position they work for only makes the testimonial more credible.
- The user relates perfectly to the demographic Wishpond is catering to, as a wide chunk of traffic arriving at the site represent SMB owners in myriad industries.
- The testimonial leverages actual figures to depict how the user benefited from the service offered by Wishpond. Such specific facts reinforce the belief that it is a real testimonial.

# 10. LACK OF VISUAL HIERARCHY

One of the reasons people feel comfortable making purchases from you online, despite not actually feeling or seeing the product, is that you offer an unambiguous product description of the item with accurate price options, detailed high-quality photos, and features list describing the product down to the tiniest details. When customers have to interminably bounce from page to page to find characteristics of a product or its comprehensive description, it makes them unhappy.

Another huge problem lies in small and unclear pictures of a product without giving customers a chance to view them in larger formats. People buying electronic devices, furniture, or apparel want to see up close how the product appears from the back and front, in minute details. When websites fail to offer a larger picture or a zooming option, even lower costs may not suffice in persuading exasperated customers to choose you over other vendors which incorporate detailed descriptions and larger photos.

Furthermore, when organizing descriptions and photos pertaining to a product on the page, information hierarchy should be strictly adhered to. People purchasing hefty appliances, such as an air conditioner or a TV, are more concerned about its technical specifications and features, rather than how it looks, while people buying ensembles are more obsessed about how a particular garb appears from different angles.

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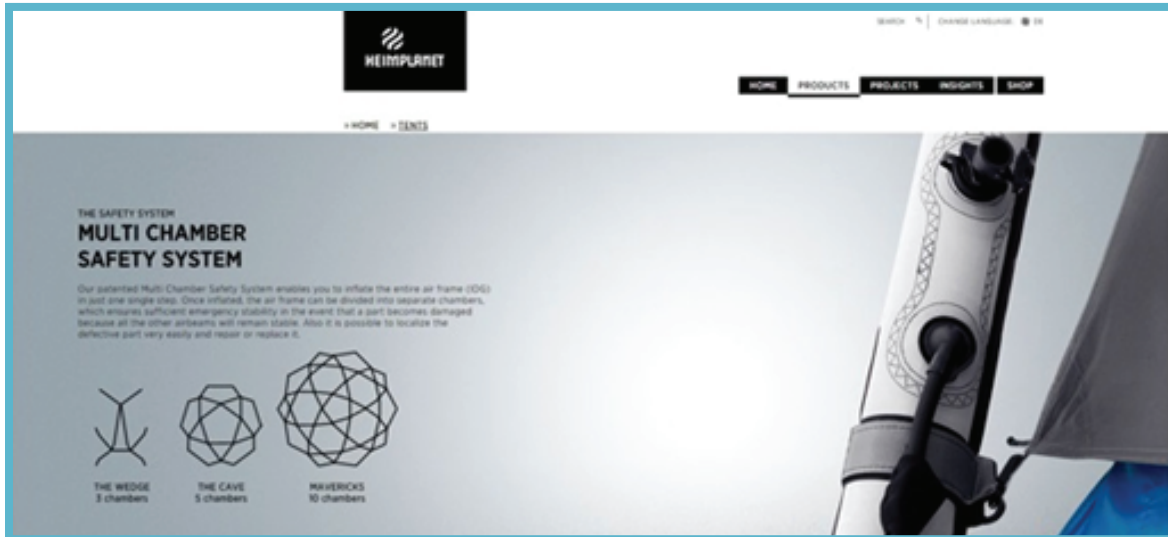


Image 10.0: Detailed Product description.

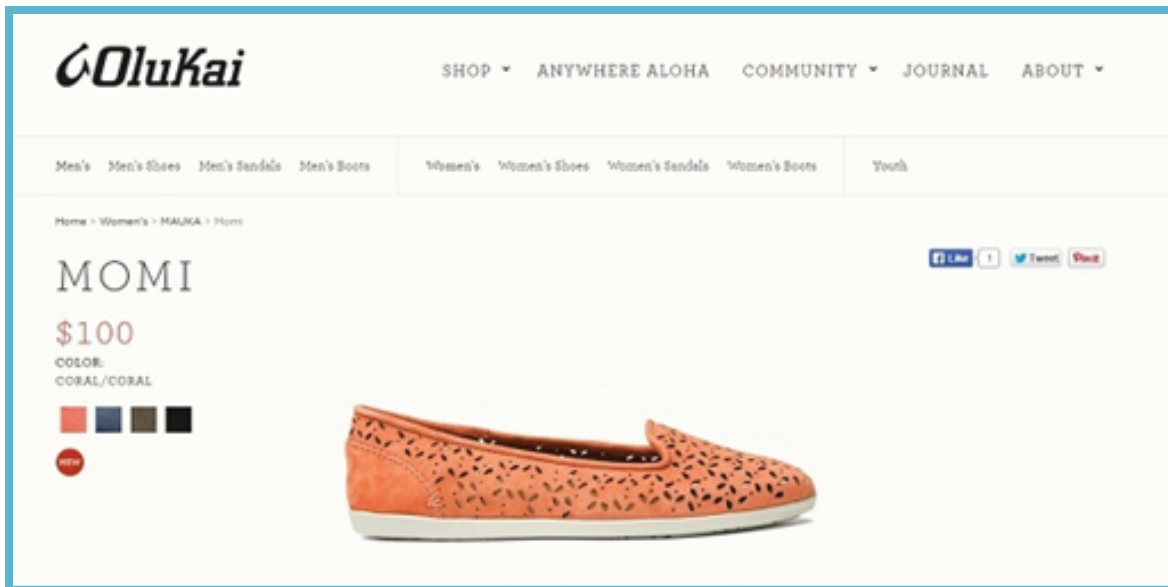


Image 10.1: Viable product description layout.

Judging from the examples above, it's important to figure out which aspects of the product descriptions are critical for the niche audience and then place them on the page so that they are easily assessable by users. Also be mindful of the reading patterns of various users and make sure that the most vital pieces of information are placed right before their eyes.

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# DesignMantic

