



**KRYSTAL DESIGNS**  
TRANSFORMING YOUR MARKETING

# 10 **Costly Website Mistakes That Kill Your Web Enquiries**

A quick checklist for professional firms who want more clients through your website (without guessing).





# 10 COSTLY WEBSITE MISTAKES THAT KILL YOUR WEB ENQUIRIES

## HOW TO USE THIS GUIDE

This checklist shows the most common leaks that stop more clients through your website.

Read each mistake and tick what applies to your website.

- 0–2 ticks → your site is probably OK
- 3–5 ticks → you're leaking enquiries
- 6+ ticks → your website is actively costing you business

If you tick 3 or more, your website is leaking enquiries.



### Mistake #1 - Your website doesn't clearly say who it's for

If someone can't tell in 7 seconds who you help and what problem you solve, they leave.

Not because they're rude.  
Because they're busy.

**Fix:** Write one clear headline: "We help [who] with [problem] so they can [result]."



### Mistake #2 - You talk about what you do, not what they get

Service lists don't convert. Outcomes do.

People care about:

- results
- relief
- certainty

**Fix:** Turn each service into a result. Example: "Reduce tax stress" beats "Tax services".





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## Mistake #3 - Your website looks good but feels generic

Stock photos. Safe copy. Polite language.  
Nothing wrong with it. Nothing memorable either.

If you look like everyone else, you get compared on price.

**Fix:** Add specific proof and specifics (numbers, locations, niches, real photos).

## Mistake #4 - There's no trust where the decision happens

You might have testimonials. They're just in the wrong place.

Trust needs to show up: near the headline, near the promise, right before the form

If proof is hidden, hesitation creeps in.

**Fix:** Put proof next to the thing you want them to believe.

## Mistake #5 - Your main call-to-action is weak or vague

"Get in touch."

"Contact us."

"Learn more."

They feel safe.

They also give people nothing to decide.

**Fix:** Make the next step clear and low-effort. For examples, Book a More Clients From Your Website Call, Request a Call Back, Get a Quote in 24 Hours



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## Mistake #6 - Your forms feel like hard work

Long forms kill enquiries. People don't want to "apply" just to ask a question.

If it feels like homework, they'll do it later.  
And later never comes.

**Fix:** Ask for the minimum (name, email/phone, one question).



## Mistake #7 - Your website is just a brochure, not a system

Pages alone don't generate enquiries. Systems do.

Your website should:

- attract the right visitors
- guide them to the next step
- capture details
- trigger follow-up

If it stops at "submit form", you're losing opportunities.

**Fix:** Decide what happens after the enquiry, and make it automatic.



## Mistake #8 - You don't know what's actually working

Traffic numbers don't tell the full story. If you don't know:

- where enquiries come from
- which pages convert
- what happens after someone enquires

You're flying blind.

**Fix:** Track enquiries properly (forms and calls) and review monthly.



# 10 COSTLY WEBSITE MISTAKES THAT KILL YOUR WEB ENQUIRIES



## Mistake #9 – Your site isn't built for mobile users

Most visitors arrive on their phone.

If your site is hard to read, slow to load, or awkward to use, they leave.

**Fix:** Check your top 3 pages on your phone. If it's annoying, it's costing you.



## Mistake #10 – You rely on hope instead of follow-up

Most enquiries don't convert on the first message.

Without:

- fast responses
- clear next steps
- simple follow-up

Warm enquiries go cold. Silently.

**Fix:** Reply promptly, then follow up twice (politely) if they don't respond.

## WANT MORE WEBSITE ENQUIRIES WITHOUT THE GUESSWORK?

This guide shows you what's going wrong, but fixing it properly takes the right priorities and a clear plan. If you want quicker results, book your More Clients From Your Website Call and we'll show you the top 3 fixes to make first.

**BOOK YOUR MORE CLIENTS FROM YOUR WEBSITE CALL**





# 10

## COSTLY WEBSITE MISTAKES THAT KILL YOUR WEB ENQUIRIES

01 ➔

### **YOUR WEBSITE MESSAGING IS CONFUSING**

If people can't tell in seconds who you help, they leave. Your headline needs to say who you help, what you help with, and the result.

02 ➔

### **TALKS ABOUT WHAT YOU DO, NOT WHAT THEY GET**

Service lists don't sell. Lead with outcomes people want, then explain how you deliver them.

03 ➔

### **LOOKS GOOD BUT FEELS GENERIC**

If you look like everyone else, you get compared on price. Add specifics and proof that only your firm can say.

04 ➔

### **NO TRUST WHERE THE DECISION HAPPENS**

Trust isn't helpful if it's buried on a testimonials page. Put proof next to your main message and next to the enquiry step.

05 ➔

### **NO CLEAR WAY FOR PEOPLE TO TAKE ACTION**

"Contact us" gives people nothing to choose. Make the next step clear, low effort, and specific.

06 ➔

### **FORMS FEEL LIKE HARD WORK**

Long forms kill enquiries. Ask for the minimum and get the conversation started.

07 ➔

### **YOUR WEBSITE IS JUST A BORING ONLINE BROCHURE**

Pages alone don't create enquiries. You need a clear path, a simple capture point, and a follow-up that happens every time.

08 ➔

### **NOT KNOWING WHAT WORKS**

If you can't see where enquiries come from, you can't improve results. Track forms and calls so you can make smart decisions.

09 ➔

### **YOUR WEBSITE LOOKS TERRIBLE ON MOBILE PHONES**

Most visitors are on their phone and won't fight your site. If it's slow, cramped, or fiddly, you lose them.

10 ➔

### **RELIES ON HOPE INSTEAD OF FOLLOW-UP**

Many good enquiries go cold without a simple follow-up. Set a basic follow-up routine so you don't lose easy wins.



# YOUR NEXT STEPS

If you spotted **3 or more of these mistakes**, your website is leaking enquiries.

The fastest way to fix this isn't a full rebuild.  
It's clarity, in the right order.

A short More Clients From Your Website Call will show you:

- where enquiries are being lost
- what to fix first
- what's already working

You'll leave with your top 3 fixes in order, plus the stuff you can stop worrying about.

**BOOK YOUR MORE CLIENTS FROM  
YOUR WEBSITE CALL**



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# WHAT HAPPY CLIENTS SAY ABOUT KRYSTAL DESIGNS

Here's just a small sampling of feedback and comments we've gotten from the people we've had the privilege to serve here at Krystal Designs.



## Huge increase in traffic and clients

*"Krystal Designs prepared our website 10 years ago, refreshed it 5 years ago and revamped it in 2023. On each occasion we at Fountain Solicitors have been impressed with their level of service, professionalism and high standard of work.*

*Each time we have seen a huge increase in traffic to our website and in turn increase in clients and profits. Highly recommended!"*

- **Ramzan Sharif**, Walsall



## Listen to what you are trying to achieve and conduct a strategy to over achieve your goals

*"As a new business I was concerned about the level of enquiries we would get from Google, my website and social media. Krystal and her team took control of all my social media, website & my Google page, the results speak for themselves & I am delighted to be working with Krystal & her team.*

*They are very friendly company, they listen to what you are trying to achieve and conduct a strategy to over achieve your goals. I just wanted to say a massive thank you to Krystal Designs, its been a pleasure working with you all and I would definitely recommend them to anyone. 5 stars from me. Thanks again!"*

- **Brian Wright**, Sutton Coldfield



## Straightforward design which my customers will find easy to navigate

*"Krystal was so responsive and created my website for my menswear business on time and brilliantly. She was recommended to me and I wouldn't hesitate to now recommend her myself.*

*She took my basic ideas and just came up with a simple and straightforward design which my customers will find easy to navigate and which my team can be proud of, as you can tell I'm very happy!"*

- **Anna Hare**, Norwich



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