# The Top 5 Reasons Customers Hate Your Site
## and How to Fix It

A Guide for Business Owners

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# The Top 5 Reasons Customers Hate Your Site and How to Fix It

Thanks for downloading this ebook. If you only change one thing from this list, your site will be better off. Your customers deserve the best experience possible. Make sure they are getting it by following the actionable tips below.

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# Your Site Loads too Slow

A slow site turns visitors away and hurts your Google ranking. This can easily be improved and is a must do item.

**How to Fix It (in order of importance):**

1. Use a plugin that reduces the amount of data your site loads each time (a caching plugin). The two best are WP Super Cache and WP Total Cache.

2. Any large images need to be saved in a web friendly file size. Either use Photoshop or Pixlr.com to save your images at a smaller size. Click "File" > "Save for Web (or just "Save" in Pixlr)" > Select "JPG" > Then reduce quality until you see visible degradation of the image, then back it off slightly.

3. Never upload images straight from your camera to your website, they are way too big!

4. Minify your CSS and Javascript. Minify What!? All you need to know is that this reduces the file size of your crucial site files. Use the plugin: Better WP Minify.

5. Site is still too slow? You may have an issue with your host or other site specific issues. Use the tool here to test your site speed and get other recommendations.

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# Your Site is Not Mobile Friendly

Mobile traffic is soon going to surpass desktop traffic. Your customers expect a mobile experience when they visit your site. Google also ranks sites with a mobile version higher in mobile searches.

**How to Fix It (in order of ease):**

1. Use a plugin that instantly makes your site mobile. Our favorite is WP Touch Pro, although it is a paid plugin. They also have a free version that is limited in some functionality: WP Touch Free. Content is taken from your current site so when things are updated on your main site, they also update on mobile.

2. Create a separate mobile website. You can either use a mobile specific WordPress theme (my favorite here), or an HTML Mobile Template (my favorite here). This will be like creating a new website with new pages and content. You will also have to figure out redirecting mobile visitors to your mobile site. This option is best to have your web designer take care of.

3. Use a responsive theme. Responsive means your site will auto-format to mobile when viewed on a phone. Changing your theme can be time intensive and expensive. The biggest benefit to a responsive site is that your desktop content is perfectly synced to the mobile version.

Which option is best? A mobile plugin is the most user friendly for your visitors and the fastest loading option. Go for the plugin if you can.

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# Your Visitors Can't Find Your Contact Information Easily

What good is your website if a visitor can't get in touch? How often have you gone to a site to only find a phone number and it is not made obvious? Don't lose potential customers because you are frustrating them right off the bat.

**How to Fix It (in order of importance):**

1.  Make your contact page easy to find. There should be a link to your contact page in your main navigation (furthest to the right if possible), or in a secondary navigation bar above your main navigation ([example here](#)). Another spot that is acceptable is in your footer navigation. Visitors expect to find your contact page quickly and in a place where they expect it. Make it easy for them!

2.  Make sure you have the crucial 3 components of a contact page. These are:

    -   A phone number

    -   An email address

    -   Your physical address

3.  Some visitors want to call, while other just need your address to mail you a check. Again, reduce all friction between you and a visitor contact.

4.  Put your contact information on the homepage. This can be a phone number in the header or footer of your site, or somewhere on the page before the user has to scroll down the page.

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# Your Visitors are Turned Away by Bad Design

The overall appearance of your site can make the difference between someone wanting to do business or leaving your site. If your site is too cluttered and uses colors that cause a migraine, you need to fix your design.

**How to Fix It (in order of importance):**

1. Give enough whitespace. The biggest mistake businesses make with their design is filling their page with too much information, too close together. Give your content room to breath - it will make your site feel more user friendly and more modern. Want to read more about how whitespace affects your site? Read this.

2. Use colors that don't take away from your content. Website backgrounds and content areas should only use subtle, light colors. Don't choose a bright pink as your background, instead make it a softer, pastel color that is less "in your face". It is ok to use bold, bright colors for call-to-actions (buttons) and other small elements on your page. Have a subtle background color will make those buttons stand out even more. To find the right colors for your site, we always use this tool.

3. The fonts on your site (and their font size) can make a break a good design. We recommend keeping fonts at 15px or higher, any smaller makes things hard to read. Use clean fonts: Our favorite is Open Sans by Google Fonts. The "Golden Ratio" can also make your site easier to read and therefore increase visitor time on your site. The

Golden Ratio is the ratio between font size, the width of the page and the line height. Use [this tool](#) to determine the right ratio for your site.

Fix your sites colors and fonts, then add whitespace: the perfect recipe for a beautiful, user-friendly site.

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# Your Information is Out of Date

Your site is not finished the day it is launched. It should constantly evolve and grow. Visitors hate going to a site that has outdated, or even wrong, information. It is also a sign that your business is slow or out of touch. Consistently updating your site is not only good for your visitors, Google also loves it!

**How to Fix It (in order of importance):**

1. Choose one day each month and schedule time to review your site. Try making this the same date every month (ie. every 1st of the month). It may only take 20 minutes to go through each page of your site and determine if products, services or about pages need to be refreshed or changed. Not scheduling a day each month can back things up to the point you don't even want to start making changes.

2. Write new content for your site (at least once a month but hopefully every week). Google loves sites that are growing over time and produce unique, valuable content. Make it a habit of writing one post a month that benefits your target persona (or customer). Over time, this content will bring visitors to your site and build authority. You have a WordPress site, you might as well get the most out of it.

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# You made it!

You now have what it takes to have a site that your customers don't hate. Try implementing any of the tips above and you will see better results with your website. If you need help with any of these things, we are here for you!