

FREE GUIDE

7 signs your website isn't bringing you clients

And how to fix them, concretely. A short, jargon-free guide for local, founder-led and international businesses that want a website that truly works.



A website can be beautiful and bring nothing. What matters is that it turns a visitor into an enquiry. Here are the 7 signs that a site isn't working, and the concrete fix for each.

Sign 1: no one finds you on Google

If you don't appear when a client searches for your service in your area, the site stays invisible.

How to fix it: work on your Google Business profile and local SEO (city, area, reviews, useful content).

Sign 2: visits, but few enquiries

Traffic that doesn't turn into contacts often reveals a vague message or a missing call to action.

How to fix it: make clear in a few seconds who you are, who you help and what result, then place a visible call to action on every page.

Sign 3: the site talks about you, not the client

"We are a dynamic company..." hooks no one. The visitor is looking for an answer to their problem.

How to fix it: start from the client's need, their words, their situation, before presenting your expertise.

Sign 4: no proof of trust

Without reviews, work samples or real photos, the visitor hesitates and compares elsewhere.

How to fix it: add client reviews, concrete examples and authentic photos rather than generic images.

Sign 5: the site is slow or poorly suited to mobile

Most visitors arrive on a phone. Beyond a few seconds of loading, a share of them leave.

How to fix it: optimise speed and mobile display, with light images and simple navigation.

Sign 6: contacting you is complicated

A form that's too long or a hidden phone number loses enquiries that were ready to come.

How to fix it: offer a short form, a phone number and a messaging option available everywhere on the site.

Sign 7: you measure nothing

Without tracking, it's impossible to know what brings clients and what is useless.

How to fix it: set up simple analytics (visits, calls, forms) and review the numbers regularly.

In short

1. **Be found** on Google and locally.
2. **A clear message** and a visible call to action.
3. **Talk about the client**, not only about yourself.
4. **Proof** of trust, real.
5. **Speed and mobile** done right.
6. **Contact** that's simple and immediate.
7. **Measure** to improve.

Recognise several of these signs? That's good news: they are the fastest levers to fix. To go further, read our article [how to choose a website that brings enquiries](#) or discover [local SEO](#).

Test your site in 2 minutes

Before you even contact us, measure an objective signal: your site's speed and mobile experience. [Google PageSpeed Insights](#) is free: paste your website address and check your mobile score. A low score (often in red) explains part of the visitors who leave before they even read you.

Note your score and keep it for our conversation: it's a great starting point to know what to fix first.

Want us to look at your website together ?

We identify your priorities and the first levers to activate. The first conversation is free.

[Book a discovery call](#)

[Contact us](#)