

10 Conversion Killers

— and the exact fix for each.

The same checklist I run on every BeginThings audit.
Read in 90 seconds. Ship the top three this Tuesday.

- 1 Hero says what you DO, not what they GET.**
Replace with the outcome the visitor walks away with. "I rewrite small-biz websites in 48 hrs for ₹499" beats "We provide marketing services."
- 2 CTA copy is generic.**
"Contact us" / "Learn more" → "Get a 5-Fix Audit" / "See the 7-day plan." Add a verb. Add a deliverable. CTR doubles.
- 3 No visible price.**
Indian SMB buyers won't email for a quote. They bounce. Even "from ₹X" anchors on the page beats nothing.
- 4 Logo wall instead of named proof.**
Twelve logos no one recognizes = nothing. One named buyer + one specific outcome = trust. Lead with the named quote.
- 5 Form has more than 5 fields.**
Every field past 5 cuts submissions ~10%. Name, URL, problem, optional budget, contact. Stop there.
- 6 No risk reversal.**
"7-day refund if it isn't useful" added next to the BeginThings audit roughly doubled the conversion rate vs no guarantee.
- 7 Mobile CTA below the fold.**
Open your site on your own phone. If you scroll to find the primary button — that's where Tuesday's hour of work goes.
- 8 Hidden founder.**
People hire people. Three lines about you + a photo > the entire About page. If you're solo, lean into it.
- 9 Multiple audiences on one page.**
Speaking to founders, freelancers, AND corporates speaks to no one. Pick the audience. Write to them. Cut the rest.
- 10 Decoration over decision-making.**
Beautiful sites that don't tell visitors what to do next are expensive art. Problem → proof → offer → price → CTA. Five blocks.

NEXT STEP

Want me to audit YOUR page?

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