5 WEB DESIGN MISTAKES THAT KILL TRUST

Plus how to fix them and elevate your brand online

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INTRODUCTION

If you want to attract clients and build a brand that actually converts, trust is everything. Your website isn't just digital real estate—it's your first impression.

In this free guide, I'm sharing five common mistakes I see all the time (especially with small businesses, service providers, and creatives) and what to do instead.

MISTAKE #1 - CONFUSING NAVIGATION

What Kills Trust: Visitors don't know where to click or how to find what they came for. It feels chaotic or overwhelming.

Fix It: Simplify your nav bar. Use clear, simple categories like Home, About, Services, Blog, Shop, Contact. Put the most important actions (like "Book a Call") in a button.

MISTAKE #2 - INCONSISTENT VISUAL BRANDING

What Kills Trust: Colors, fonts, and imagery change from page to page. It looks messy, which makes your business feel unprofessional.

Fix It: Stick to 2–3 brand colors, 2 fonts max, and use visuals that match your style. If it doesn't look cohesive, people bounce.

MISTAKE #3 - NO CLEAR CALL-TO-ACTION

What Kills Trust: A visitor lands on your page but doesn't know what to do next. They leave.

Fix It: Guide them. Every page should have ONE clear call-to-action: Book a call, grab a freebie, visit your shop, etc.

MISTAKE #4 - WALLS OF TEXT

What Kills Trust: Long, unbroken paragraphs are hard to read. People skim, not study.

Fix It: Use headers, bullets, and spacing to break things up. Write how you talk. Make it easy to read fast.

MISTAKE #5 - NO SOCIAL PROOF OR CREDIBILITY

What Kills Trust: No testimonials, no client logos, no evidence that you know your stuff.

Fix It: Add testimonials, feature a few past clients or collabs, link to social proof, or show results you've helped people get.

LET'S ELEVATE YOUR WEBSITE

If you're ready to build or upgrade a site that reflects your purpose AND performs, let's work together. I offer done-for-you design, consulting, and strategy sessions.

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