

# Is Your Website Costing You Leads?

10 warning signs your site may be outdated - and what each one costs you in lost business.

Use this checklist to evaluate whether your current website is helping or hurting lead generation. If you check three or more items, it is likely time to modernize.

## 10 Warning Signs

- 1. Mobile layout breaks on phones: Over half of visitors browse on mobile. Broken layouts increase bounce rates and reduce form submissions.
- 2. Page load takes more than 3 seconds: Slow sites lose impatient buyers. Every extra second can reduce conversions.
- 3. No HTTPS / browser security warning: Visitors distrust unsecured sites, especially for law, finance, and professional services.
- 4. Contact info is hard to find: If phone, email, or booking takes more than two taps, you are losing ready-to-buy leads.
- 5. No clear call-to-action above the fold: Visitors should immediately know what to do next: call, book, or request a quote.
- 6. Copyright date is years old: An outdated footer signals neglect and makes your business look inactive.
- 7. Poor or missing Google visibility: If you are not showing up for local searches, competitors are capturing your demand.
- 8. Forms do not work reliably: Broken forms silently kill leads. Test submissions monthly.
- 9. Brand looks generic or template-heavy: Trust drops when your site looks like every other DIY template.
- 10. Content does not match how you sell today: Old services, staff, or offers create confusion and missed opportunities.

## Next Step

SignalCrest Systems helps small businesses rebuild sites for speed, trust, and conversions. Visit [signalcrestsystems.com/packages](https://signalcrestsystems.com/packages) or email [tom@signalcrestsystems.com](mailto:tom@signalcrestsystems.com) for a free consultation.