Website Design Mistakes That Drive Customers Away: 12 Common Errors and How to Avoid Them

Programming and design · https://www.hyyat.com/en/knowledgebase/website-design-mistakes/

In short The most damaging website design mistakes are not about colour. They are about **clarity**: a visitor who cannot tell what you offer within seconds, cannot find the contact button, or gets lost in clutter. Fix the main message, the contact button and the mobile layout first, then move on to the details.

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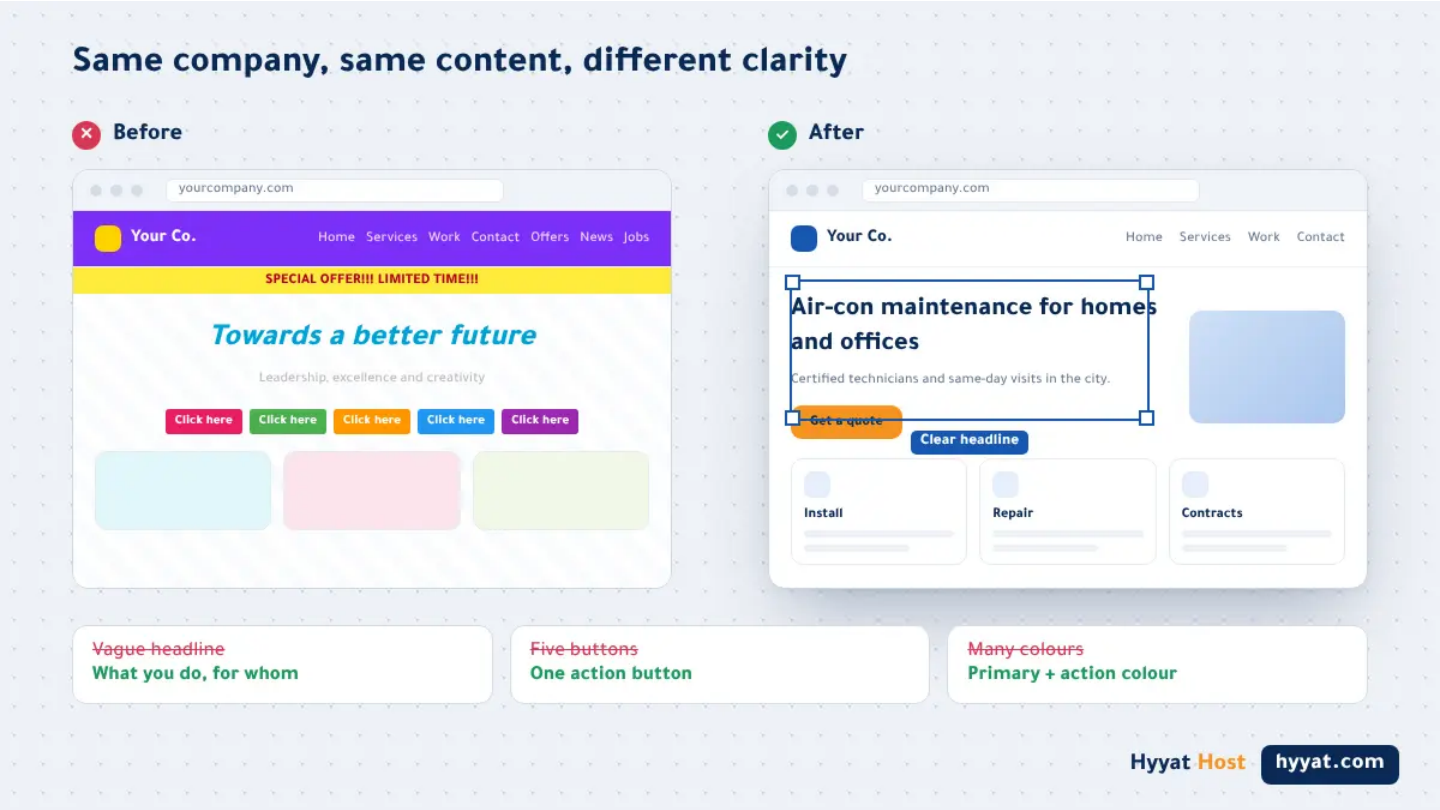
Most company websites do not fail because they are ugly. They fail because they are confusing. A visitor arrives looking for a quick answer: does this company offer what I need, and how do I reach them? If the answer is not easy to find, they go back to the search results and choose someone else, without ever telling you why.

Below are the website design mistakes we come across most often when reviewing company sites, grouped into three sets: message mistakes, visual mistakes and technical mistakes. Each one comes with a practical fix you can ask your designer for or apply yourself.



Mistakes in the message and content

1) A headline that does not say what you do

Lines like "Towards a better future" or "Leadership and excellence" sound nice but tell the visitor nothing. The main headline should answer what you offer and for whom. "Air-conditioning maintenance for homes and businesses in Riyadh" is clearer than any slogan.

2) Talking about the company instead of the customer

A home page that opens with the founding year and the board's vision, while the visitor wants to know what they will get. Start with the customer's problem and your solution, and keep the company story for the About page.

3) No clear next step

Every page should end with a next step: "Request a quote", "Chat on WhatsApp", "Book a visit". A page that ends without a button leaves the visitor unsure what to do.

4) Long text with no headings

Visitors scan a page before they read it. Long, unbroken paragraphs with no subheadings or bullet points get skipped. Break the text up, and make every subheading carry an idea.

Visual and layout mistakes

5) Clutter

A slider, pop-ups, several animations and ten buttons in different colours on the first screen. Every element competes for attention, so none of them gets it. White space is not wasted space. It is what lets the important things stand out.

6) Too many colours with no system

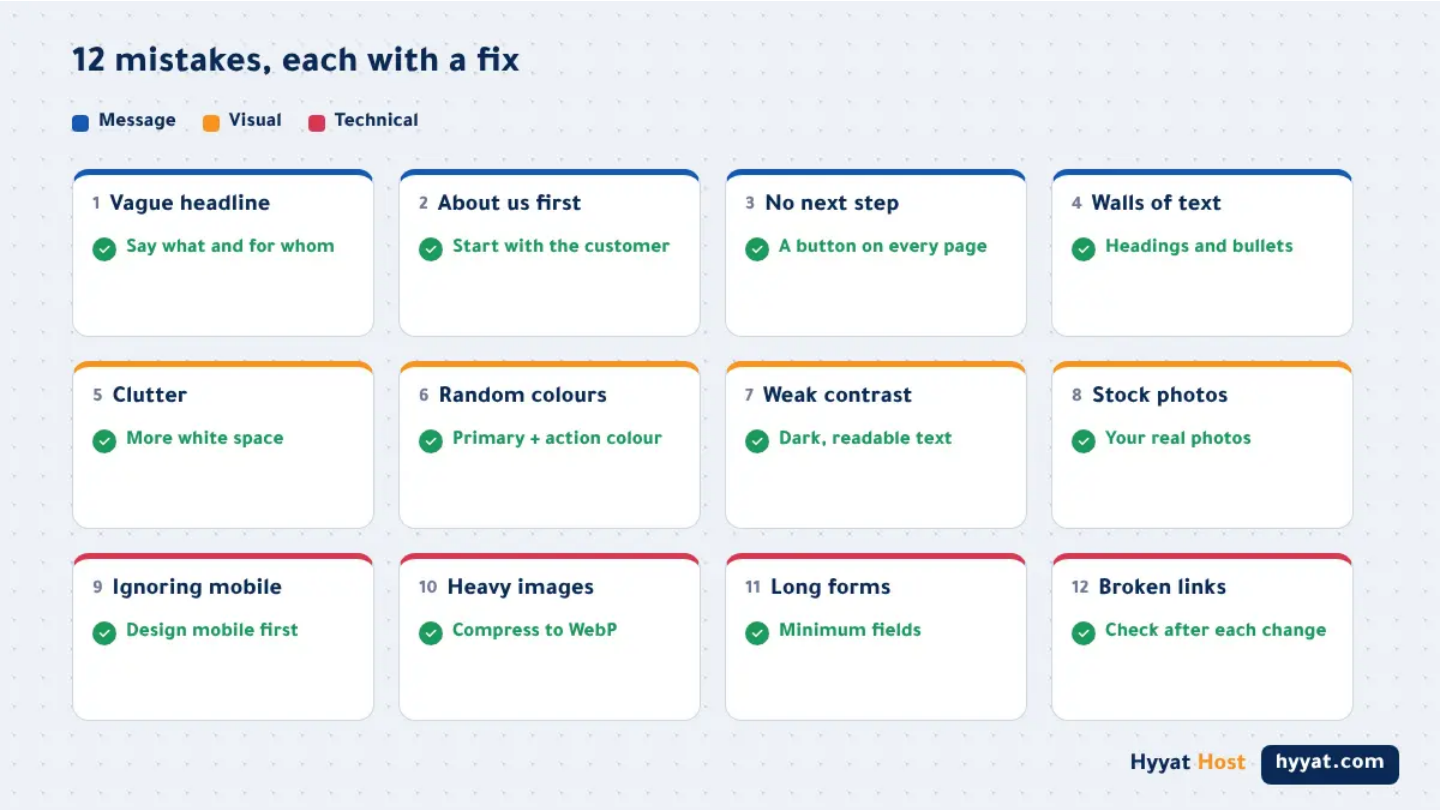
When every section has its own colour, the site loses its identity. Choose a primary colour, a secondary colour and one colour for key buttons, and use them consistently. More on this in website visual identity.

7) Small text or weak contrast

Light grey text on a white background, or tiny type on mobile, strains the eyes and makes reading hard, especially for older visitors. Keep body text clear and readable. For Arabic fonts on WordPress, see choosing a readable Arabic font.

8) Generic stock photos

The smiling businessman in front of a laptop appears on thousands of websites and builds no trust. Photos of your real team, premises and work, even simple ones, feel more honest and closer to the customer.



Technical mistakes that show up in the design

9) Ignoring mobile

Many visitors to company websites arrive on a phone, yet some sites are still designed for desktop first and then squeezed onto a small screen. The result: tiny buttons, tables running off the screen and menus that are hard to open. Design for mobile from the start, as explained in responsive website design.

10) Heavy images that slow the site down

A hero image weighing several megabytes delays the page, particularly on mobile networks. Compress images before uploading, use the WebP format, and never upload an image larger than the space it will be shown in.

11) Long forms

A contact form asking for full name, city, district, email, mobile, job title, company and "how did you hear about us". Every extra field is another reason to abandon it. Ask only for what you need to reply,

then protect the form from spam as described in protecting your contact form from spam.

12) Broken links and empty pages

A "Coming soon" page that has been there for two years, or a menu link that leads to a 404 error, makes the site look neglected. Check links after every change, and remove any unfinished page from the menu.

How to review your own site in ten minutes

1. **Open your site on your phone** as a customer who does not know the company, and ask yourself: is it clear what you offer from the first screen?
2. **Look for the contact button** Can you find it without much scrolling, and does it work when tapped?
3. **Try the form** Send a test message and make sure it reaches your inbox.
4. **Click every menu link** None of them should lead to an empty page or an error.
5. **Ask someone outside the company** to tell you what the company does after a quick look at the home page.

From the design desk: Do not try to fix everything at once. Start with the main headline, the contact button and the mobile layout. Those three make the biggest difference in the least time.

Which mistake to fix first

Not every mistake has the same impact. Here is a practical order, starting with what directly changes a visitor's decision and ending with what improves the impression:

Priority	Mistakes	Why first
Urgent	An unclear headline, a hidden contact button, a form that does not deliver.	They stop visitors from understanding you or reaching you.
Important	Ignoring mobile, heavy images, broken links.	They tire visitors and suggest neglect.
Improvement	Too many colours, stock photos, long text.	They strengthen trust and identity once the above is fixed.

When redesigning, do not carry old mistakes into the new site. Collect customer feedback and frequent questions before you start; they are the most honest guide to what your current site is missing.

Summary

- Clarity before beauty: a headline that says what you do, and a visible contact button.
- Fewer colours and fewer elements, and real photos.
- Design for mobile, compress images, shorten forms and check links.

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Frequently asked questions

What is the most damaging website design mistake?
A lack of clarity: a headline that does not say what the company does, and a contact button that is hard to find. Visitors who do not understand quickly leave.

Is white space a flaw in a design?
No. White space is what makes the important elements stand out and easy to read. Clutter is the flaw.

How many colours should a website use?
A primary colour, a secondary colour and one colour for key buttons, plus neutrals for text and backgrounds. Consistency matters more than the number.

Are free stock photos enough?
Licensed stock photos can be used, but real photos of your company, team and work build more trust.

How do I know images are slowing my site?
If images are uploaded at a large size or in uncompressed formats, they are often the first cause. Compress them and use WebP.

Related guides

- Responsive Website Design: How It Works and How to Check Your Site Is Truly Mobile-Friendly
- Website Visual Identity: Colours, Fonts and Logo, and How to Apply Them Consistently

- UI vs UX: User Interface and User Experience Explained With Company Website Examples
- How to Protect Your Website Contact Form from Spam and Bots
- Google Fonts in WordPress: Choosing a Readable Font, Adding It from the Font Library, and Hosting It Locally for Speed

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