

# WHY ISN'T YOUR WEBSITE *Performing?*



## Poor search engine optimization (SEO)

1

If your website is not properly optimized for search engines, it will be difficult for people to find your site when they search for relevant keywords. This can lead to low visibility and poor engagement.



## Slow Loading Speed

2

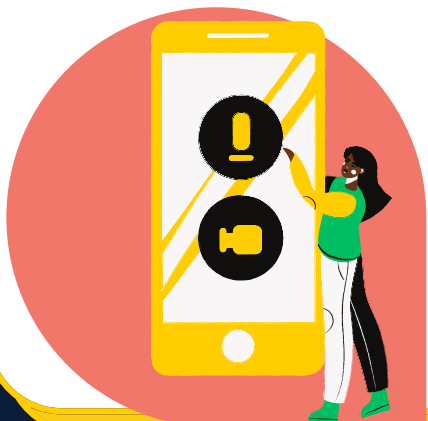
If your website takes too long to load, visitors are more likely to leave before they have a chance to engage with your content. This can lead to high bounce rates and low engagement.



## Poor user experience (UX)

3

If your website is difficult to navigate or if your content is hard to read or understand, visitors are less likely to engage with your site. This can lead to low engagement and high bounce rates.



## Lack of Fresh Content

4

If your website has outdated or stale content, visitors are less likely to return to your site or engage with your content. This can lead to low engagement and poor visibility.



## Broken links or 404 errors

5

If your website has broken links or 404 errors, it can negatively impact user experience and lead to low engagement.

6

## Lack of mobile optimization

If your website is not optimized for mobile devices, it can be difficult for visitors to navigate and engage with your content on smaller screens. This can lead to low engagement and poor visibility.

7

## Lack of social media integration

If your website does not have social media sharing buttons or if you are not active on social media, you may miss out on opportunities to engage with your audience and increase your visibility.

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## Overuse of pop-ups or ads

Pop-ups and ads can be helpful in promoting products or services, but using them excessively can be intrusive and negatively affect the user experience. Pop-ups or ads can slow down the loading speed of your website and interfere with visitors' ability to navigate and engage with your content.

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## Poor website design or layout

It's crucial to have a website that is accessible to all users, including those with disabilities, as not doing so may exclude a significant portion of your potential audience who use assistive technology to access the internet.

10

## Lack of clear calls-to-action (CTAs)

Having clear and prominent CTAs on your website is crucial to prompt visitors to take actions, like signing up for a newsletter or making a purchase. Without them, visitors may not know what to do, leading to low engagement. So, it's essential to have concise, strategically placed, and clear CTAs on your site.

11

## Lack of tracking and analysis of website performance

Regularly tracking and analyzing your website's performance using tools like Google Analytics is crucial to optimize your website for better visibility and engagement, as without this data, it's difficult to know what's working and what's not.

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