

The Conversion Files

250 Websites Reveal Why You're Not Getting Leads

**Insights from a data-driven audit that shows
what top-performing sites do differently
and how to catch up *fast*.**

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A High-Level View of the Most Important Things You Need To Know

After reading this report, you'll know exactly how your site might be **undermining your efforts to make more money** and **quick action you can take to fix it.**

WHO IS THIS REPORT FOR?

You'll get the most value from this report if you're an established business owner generating \$100K or more in annual revenue—and you're ready to make your website a real growth tool.

It's designed for people who:

- Want to attract better leads from the traffic already going to their site
- Feel their website no longer represents who they are or the level they've reached.
- Want clear, data-backed direction on what to fix instead of guessing what might help.

If your website is more like an outdated online brochure than a working asset, this report will show you where it's falling short—and what top-performing sites do differently.

WHY SHOULD YOU CARE?

There are some people who make decisions quickly.

All they'll do is look at your Google review rating, read a testimonial or two, and then bam! They've made a decision.

And then there are others who want more information.

They want details.

And they're comparing you against what's already out there.

They'll go to your website.

Your website has one opportunity to convince them you're for them.

That's why you should care about making your website the best it can be!

HOW DID I GET MY FINDINGS?

I created a 21-point system of specific conversion drivers. (Fancy way of saying, I'm looking for things on the website that are *known* to nudge potential customers to click buttons.)

I made an excel spreadsheet of 250 service sites—**all of them in Ontario, Canada**—and had a column for each conversion driver.

I then manually went to each site and looked for the conversion drivers.

For each conversion driver that a website had, a point was given.

That's it!

IMPORTANT: I was *only* checking for conversion drivers—not whether it was used effectively. There were many cases, for example pricing, that a website had a conversion driver and thus got a point for it, but the explanation, design, and/or placing of it was poorly done.

IN A NUTSHELL, WHAT DID I DISCOVER?

I discovered that the vast majority of websites are working against the primary goal of the business: make money.

And when I say “the vast majority” I’m not being dramatic.

The average score was 8/21 or 39%. This is a failing grade.

To give you further context, **only 9 sites out of 250 scored 70% or above.**

Is this just an Ontario, Canadian thing?

Nope.

I’ve looked at hundreds of sites in Western Canada and Central U.S. and found the same issues.

HIGH-LEVEL FINDINGS: SEE HOW YOUR SITE COMPARES

Here’s a high-level view of the top 3 positive and top 3 negative findings.

What Most Websites Did Well

- 86% of websites have **site responsiveness**, meaning the site loads in less than 2 seconds.
- 85% of businesses have a **Google Rating of 4 or above.**
- 83% of sites are **legible**, meaning, there’s enough contrast between text and background colours to make the information easy to read.

Where Most Websites Fell Short

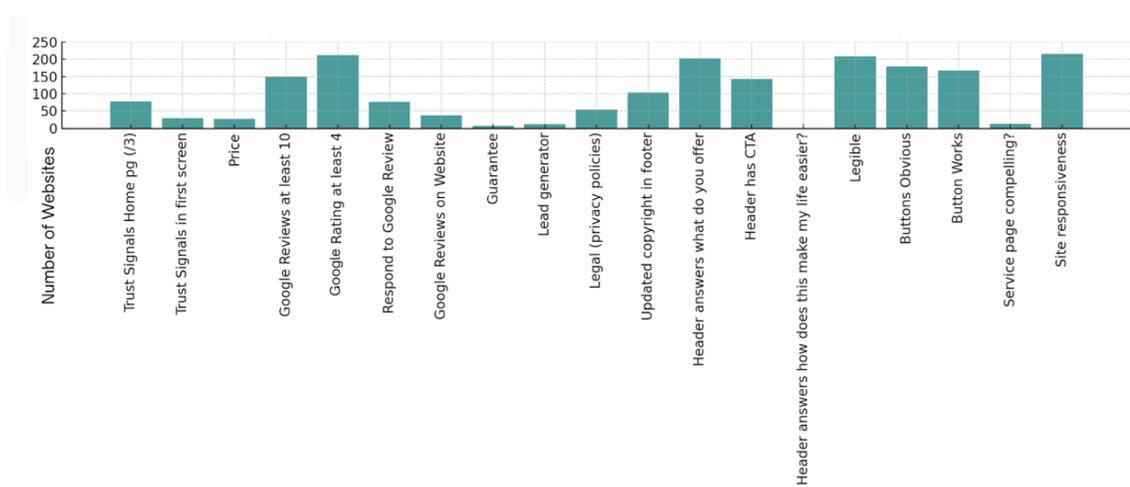
The top 3 conversion drivers that *almost all websites are missing*:

1. Answering: **How will you make my life easier?** (Only 1 out of 250 answered this.)

2. **Guarantee or warranty** (only 7 out of 250 had some *kind* of guarantee or warranty).
3. **Lead generator** (only 11 out of 250 had this).

For you visual learners, here's a graph of the overall findings:

Out of 250 Websites, Here's What They Did (or Didn't) Have



Want to:

- Know about the conversion drivers?
- See how your site compares?
- Take action with quick video tips?
- Gradually work on your own site?

Read on!

Breakdown of Each Conversion Driver

**Get a quick breakdown of each conversion driver and a link to a video that shows you how to add the conversion driver to your site.
Once you've added it to your website, check the box!**

Here's a list of the conversion drivers in order of most missing to least:

1. **Answers: How will you make my life easier?** Only 0.4% answered this.

The more costly and time consuming, the more your potential buyer needs reassurance from you that you won't make their lives harder if they hire you.

[Watch the first 3 minutes of this video](#) to find out what to do to your website so you can get more leads.

Did it? Awesome. Check it off.

2. **Guarantee or warranty.** Only 3% of websites had this.

Adding a guarantee doesn't have to be complicated or make you sweat. If you have a proven track record of something that customers really love, why not just guarantee it?

[Watch 1.5 minutes of this video](#) where I'll show you a real-life example of what I mean.

Did it? Awesome. Check it off.

3. Lead generator. Only 4% of websites had this.

Most people coming to your site aren't ready to reach out to you just yet. So how do you keep yourself top of mind for when they are ready?

Lead generators.

[Watch this video starting at 4:38](#) to see a lawn care website that uses a lead generator to stay in touch with their potential customers.

Did it? Awesome. Check it off.

4. Compelling Service Pages. Only 5% of sites had at least one service page that made me want to buy.

People will naturally navigate to your service pages when they're considering hiring you. They're looking for answers to their questions and think they can find them on your service pages.

Not only are they NOT finding the answers, *they're also not being influenced to contact you.*

Most services pages were educational pages (e.g., "Reasons you should landscape your backyard"), a photo gallery, or mountains of information about stuff that the visitor doesn't care about.

They completely missed the point of a service page—to nudge the visitor to contact you.

There are lots of things you can do to your service pages to make people want to reach out.

[In this video](#), in **one** minute I'll show you **one** conversion strategy to nudge a visitor to click your buttons to contact you.

Did it? Awesome. Check it off.

5. **Pricing.** Only 11% of sites had some kind of pricing.

You're in a store looking at couches. You're assessing what you like and don't like. And you're narrowing down your choices.

What is one of the top questions on your mind?

How much does it cost?

When humans are faced with two equally good choices, the one that answers the price question is likely the one they'll buy.

Yet only 11% of websites had *some kind of pricing*—and most of the time it was hard to find and/or it wasn't clear.

Watch this [5-minute video](#) and learn the wrong way and the right way to talk about prices.

Did it? Awesome. Check it off.

6. **Trust signals on the first screen of the Home page.** Only 12% of websites had this.

Trust signals are things like Google Review Ratings, testimonials, credentials... anything that says, "I'm competent. I deliver a great experience. You can trust me."

The most important place to these trust signals are on the first screen, a.k.a. hero section, of your Home Page.

Why?

Because 100% of your visitors will see it. After that first screen, there's about a 30% drop off.

That first screen is your one chance to establish trust with 100% of your visitors and increase the chances they'll scroll down the page and navigate to other pages on your site.

[Watch this 5-minute video](#) to see a real-life example of adding trust signals to the first screen of a Home page.

Did it? Awesome. Check it off.

7. **Google Reviews on website.** 15% of websites put their Google Reviews on their site.

You've worked hard to get those Google Reviews.

Yet, the vast majority of sites are just leaving them on their Google Business Profile!

You can use them on your site to boost calls (and sales!) without having to redo your entire site.

[Watch this 7-minute video](#) to discover how.

Did it? Awesome. Check it off.

8. **Privacy Policy.** Only 22% of sites had a privacy policy.

What does a privacy policy have to do with getting more leads?

It's the MISSING privacy policy that affects leads:

- It can trigger red flags for those who are privacy conscious.
- You could be in violation of regulations in your country.
- It can hurt paid ad campaigns.
- It can negatively impact SEO and credibility.

I don't have a video about adding a privacy policy.

However, [here's an example](#) of a lawn care site that has a privacy policy **in their footer**. Check it out to see what I'm talking about.

Did it? Awesome. Check it off.

9. **Responds to Google Reviews.** This one *kills* me. Only 30% of businesses *consistently* respond to reviews on their Google Business Profile. Ugh.

When someone takes the time to leave a good or bad review, RESPOND!

It signals to Google and potential customers that:

- You're active (Google favours this and might increase your ranking)
- You *care*

It also:

- Boosts keywords and relevance
- Encourages MORE reviews
- Improves click-through rates

Bad review? Breathe deep. Then take the high road when replying—it's not worth sullyng your reputation or losing future customers.

If you're not sure what to say, [look at how this business replies](#) to every *single one* of their Google Reviews (even their 1-star reviews).

Did it? Awesome. Check it off.

10. **At least 3 trust signals on the Home page.** Only 31% of sites had this.

In point #6 above, I defined what trust signals are and why you should have them.

The more they appear throughout your site—and especially on the most visited page (the Home Page)—the greater the chances are that a new potential client will reach out to you.

[Watch this video](#) where I break down the Home Page of a landscaping site. You'll also see what changes I made and why in order to increase the chances of getting more leads.

Did it? Awesome. Check it off.

11. **Updated copyright year.** 42% of sites had an updated copyright year in the footer.

Not having a copyright year on your site isn't as harmful as having an *outdated* one.

When people see ©2024 or ©2017 or *anything that's not the current year*, it signals to their brain that maybe you're no longer in business.

BUT YOU ARE!

This is a super-easy fix.

Just do it.

Did it? Awesome. Check it off.

12. **Call-to-action in the first screen.** 57% of sites had this.

A call-to-action is basically a form or button that tells your visitor, “This is the first step to take.”

And just less than half of the sites I audited didn’t have that call-to-action button.

Oof.

[Check out this video](#) (it’s 3:28 minutes in) to see what I’m talking about. (Knowing what call-to-action to put on the first screen is not necessarily as straight forward as you might think!)

Did it? Awesome. Check it off.

13. **At least 10 Google Reviews.** 60% had 10 or more Google Reviews on their Google Business Profile.

If you only work locally, your **#1 priority** should be your Google Reviews.

→ Reply to every review.

→ **And get as many as you can. All. The. Time.**

Most people are searching Google Business Profiles before they go to your website.

If the number of reviews are low, it’s 100% negatively affecting your leads.

Create a process to consistently be requesting customers to leave a review.

(And if you want some inspo on how to do that, [check out what this business is doing](#) that generates *thousands of reviews!*)

Did it? Awesome. Check it off.

14. **All buttons work.** 67% of websites had this.

This one is easy to check. (But just 'cause it's easy, don't think it's unimportant. If people are clicking on buttons that don't work, it makes you look bad and they'll leave.)

Go to your website.

Click on every single button on every single page.

If they all work, great!

If they don't, just fix the link.

Did it? Awesome. Check it off.

15. **Buttons are obvious.** 72% of sites had this.

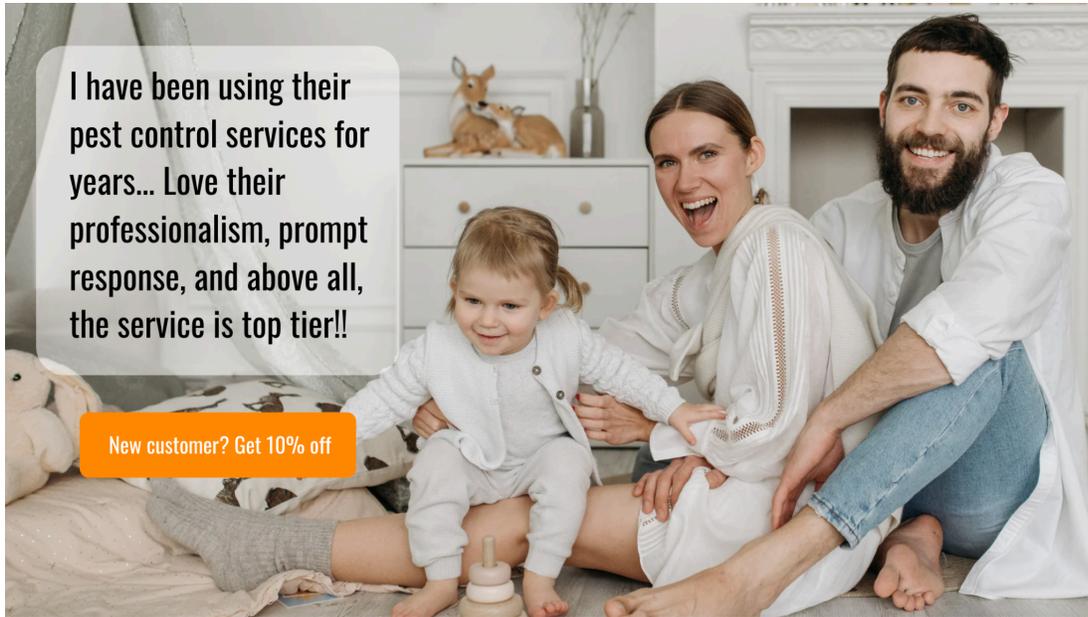
100% of sites should have this.

But nearly 30% of sites did not.

Make your buttons obvious by:

- Using a colour that pops from the background (think a bright yellow button on a black background)
- Making the buttons larger
- Making the button text legible (i.e., high contrast from the button colour vs the text colour)

Here's a great example of what you're aiming for (see how that orange button POPS and the text in it is legible?): ↓ ↓ ↓



Did it? Awesome. Check it off.

16. **Header answers: What do you offer?** 81% answered this question.

I found it interesting that nearly 20% of sites didn't say what they do.

They had beautiful images...*and no words.*

I get it.

They think the image will speak for itself.

Well...yes...for some people it's enough.

But that's not enough for everyone.

[Check out this video](#) (it's two minutes in) to see what I'm talking about.

Did it? Awesome. Check it off.

17. **Legibility.** 83% had high contrast between the text and the background, making it easy to read.

Legibility is important for accessibility. If your site has low contrast, you'll get dinged by search engines.

And people will leave your site (and you'll lose future business).

Go through every page on your site and ask yourself,

"Is it easy to read the text? Is there enough contrast? Is the font size big enough?"

Yes? Great.

No? Ya got a little bit of work to do.

Did it? Awesome. Check it off.

18. **Google Review Rating of 4 or more.** 85% had a rating of 4 or more.

If your rating is *less than 4*, you definitely need to up your game on your customer service.

Really, 4 is scraping by.

Remember that potential customers are comparing you to other options.

If they see a business that has a 4.8 review and you have 4.2, they're much more likely to go with the higher rating.

4 is the minimum, but work towards getting as close to 5 as you can.

Did it? Awesome. Check it off.

19. **Site responsiveness.** 86% loaded in less than 2 seconds.

Humans are expecting fast *ev-er-y-thing* now more than ever.

If *any* page on your website is taking more than 2 seconds to load, you are definitely losing business.

[In this video](#), I show you how to check your site speed.

The causes of slow site speed are many—too many to go into for the purposes of this report.

If you don't know why it's happening or how to fix it, seek expert help (*not me*—this isn't my area of expertise).

Regardless, **do not ignore it.**

Did it? Awesome. Check it off.

Now at this stage, you might be wondering, “Where are conversion drivers 20 and 21?”

They're included in point #10—a point was given for each trust signal on the Home Page up to a maximum of three.

So, you're not missing anything—it's all covered.

Want help?

Email me at sandra@sandrabeatty.com.

Or [book time on my calendar](#) to see how I can help you with your website.

Want to know more about me? Check out the next page.

*“This wasn’t just a project—it felt like a true collaboration. Your expertise elevated everything. **I couldn’t have asked for a better experience.**”*



[Susan Bock, Business Coach](#)

Since 2017, Sandra Beatty has been studying conversion copywriting, human behaviour, and behavioural economics (the study of what makes people buy). Her predominant area of expertise is website conversion copy and strategy.

She studied under two of Amy Porterfield's copywriters and has written copy for several prolific writers, including Shelle Rose Charvet, who is a favourite author of Donald Miller of StoryBrand. (And, coincidentally, Sandra was also StoryBrand Certified!)

She’s a twice-published author, and a professor at Durham College in the faculty of Business and Information Technology.

From the Trivia Department...

Sandra went skydiving in 2019...*and would never do it again.* Here’s proof --->



She has a music degree, plays the piano, and taught for many years.

And she could probably give a TED Talk in Elvish—she’s *that* into *Lord of the Rings*.

“There’s some good in this world, Mr. Frodo, and it’s worth fighting for.”

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Calendar: [Book through this link](#)