



Konstantina Symeonidou

K.SYM@OUTLOOK.DE

WWW.KONSTANTINA-DIGITAL.COM

## Your site converts 1.5% of visitors and you're about to spend more on ads.

So many fall into this trap: Ad performance drops → they spend more to “fix” it.

**Pouring more traffic into a leaky funnel doesn't grow your business — it just wastes your budget faster.**

I recently had such a client project and first had a look on the landing page and asked:

🧠 Do you know where users **drop off**?

🔧 If yes, **how fast can we fix that**? Make it a priority!

And some more important questions to ask yourself before spending more on ads:

🏷️ Is your **offer clear** within the first 3 seconds?

📱 Does your landing or product page **load instantly and correctly on mobile**?

🔬 **Are you testing** variables like headlines, CTAs, or forms?

🔗 Do you have **trust elements** on the page?

Reviews, social proof logos, awards, etc?

Every % increase in conversion rate can outperform thousands in ad spend.

🌟 **Fix the bucket before you fill it.**