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# YOUR PRODUCT ISN'T THE PROBLEM. YOUR WEBSITE MIGHT BE.

## High traffic. Low conversions.

If that's your story, CRO might be the missing piece.

Conversion Rate Optimization isn't about flashy redesigns — it's about **removing barriers to buying**.

Here are **7 common CRO mistakes** that silently **kill conversions** every day:

### ➔ IGNORING ANALYTICS

— if you're not measuring, you're guessing.

### ➔ NOT TESTING CHANGES

— assumptions ≠ data.

### ➔ POOR MOBILE UX

— if users pinch and zoom, they're gone.

### ➔ WEAK TRUST SIGNALS

— no reviews, testimonials, or guarantees = no trust.

### ➔ SLOW PAGE SPEED

— every extra second makes visitors leave.

### ➔ CONFUSING CTAS

— “Click here” doesn't tell users why or what

### ➔ CLUTTER OR TOO MUCH TEXT

— clarity always beats overload.