

Boojee Audits · L5D0 LLC

FREE INFORMATIONAL GUIDE

5 Website Mistakes Quietly Costing You Customers

The fixes most local businesses miss — in plain English, no jargon. Each one is fast, cheap, and worth more than a redesign.

By Boojee Audits · l5d0.com/audit · A service of L5D0 LLC

1 Your phone number is hard to tap

Most local traffic is on a phone and wants to call you right now. If your number isn't a big, tappable button near the top, you're losing calls you already paid to get. Add a sticky 'Call Now' button — it's one of the highest-return changes you can make.

2 Your headline is a slogan, not a promise

'Quality you can trust' tells a visitor nothing. In five seconds they should know what you do, who it's for, and where. Say it plainly: 'Gentle family dentistry in Sheridan — now accepting new patients.'

3 Your reviews are hidden

You earned the 5-star reviews — so show them. A star rating and two short quotes near the top builds instant trust. Burying them in a 'Testimonials' tab wastes your best asset.

4 There's no reason to act today

Without a nudge, visitors leave to 'think about it' and never return. A single line — 'same-day appointments,' 'free first consult,' or a simple guarantee — reliably lifts bookings.

5 Your contact form asks for too much

Every extra field drops completion. Cut it to name, phone, and 'what do you need?' You can always ask the rest once they've reached out.

Want this checked on your actual site?

A 20-point Boojee Audit finds the specific leaks costing *you* customers — delivered in 24 hours, money-back guarantee, for \$29. See a real sample at l5d0.com/audit.