

6 Landing Page Mistakes That Are Costing You Conversions

Landing page mistakes are quietly draining your marketing budget every single day, and most businesses don't catch them until the damage is already done.

You spend money on ads, you drive traffic, and then... people leave - no sign-ups, no sales, no calls booked. If your landing page conversion rate feels stuck or keeps sliding, there's a good chance one of these six common errors is the reason.

According to Unbounce's Conversion Benchmark Report, which analyzed over 57 million conversions across 41,000 landing pages, the median landing page conversion rate across all industries sits at just 6.6%.>

That means for every 100 visitors, roughly 93 walk away without taking any action. The gap between an average page and a high-converting one isn't luck - it's a series of specific, fixable problems.

Let's break down exactly what those problems are and how to correct them.

Mistake #1: Your Landing Page Has No Clear, Single Goal

The most expensive landing page mistake is also the most common one: trying to do too much on one page.

When your page asks visitors to sign up for a newsletter, browse your products, watch a demo video, read a blog post, and follow you on Instagram all at once, none of those actions wins. Visitors are pulled in multiple directions, feel overwhelmed, and leave without taking action.

A landing page is not a homepage. It has one job: guide a specific visitor to take one specific action.

Think about it this way. If someone walked into a store and six different salespeople started pitching them different products at the same moment, they'd walk straight out the door. That's exactly what a cluttered landing page does.

What a focused landing page looks like:

Page Element	Aligned Focus
Headline	Speaks to one offer
Body copy	Supports that one offer
CTA button	One action, repeated in 2-3 spots
Images/visuals	Reinforce the offer
Links	None that leads away from the page

Every extra option you give someone splits their attention, and when you're promoting multiple offers, each one deserves its own dedicated landing page because a focused page always converts better than a crowded one.

If you're running multiple ad campaigns, each campaign should point to a separate, dedicated landing page.

Tools like Unbounce make building multiple targeted pages fast, and the [35% off Unbounce coupon code for the entire 1st year](#) makes it more affordable to create separate landing pages for every campaign without stretching your marketing budget.

Mistake #2: A Weak or Vague Value Proposition Above the Fold

People decide within about five seconds whether to stay on your page or leave. If they can't immediately tell what you offer, why it matters to them, and what they should do next, they're gone.

A vague headline like "We help businesses grow" tells visitors nothing useful. It doesn't answer: grow how? For who? Why you and not someone else?

Your value proposition needs to do three things the moment someone lands on your page:

1. **Tell them exactly what you offer**
2. **Show them the specific benefit they'll get**
3. **Give them a reason to believe you**

Here's a quick example of the difference:

- **Weak:** "Powerful software for modern teams."

- **Strong:** "Cut your reporting time in half - no spreadsheets, no manual work, set up in under 10 minutes."

The second version is specific, benefit-driven, and speaks to a real frustration. That's the kind of headline that makes someone keep reading.

Research shows that 66% of visitors read the page's headline and the CTA button before anything else, which means your headline and your call-to-action carry most of the conversion weight. If either one is weak, fuzzy, or generic, your page will underperform no matter how good the rest of the content is.

Quick fixes for a stronger value proposition:

- **Lead with the outcome**, not the feature. "Get 3x more leads" beats "Advanced lead capture tool."
- **Be specific with numbers** where possible
- **Put it in plain language** - your visitors shouldn't need a marketing degree to understand it
- **Test two versions** using A/B testing to see which one your audience actually responds to

Mistake #3: Slow Page Load Speed

A slow landing page is a conversion killer, full stop. Visitors don't wait. They have a hundred other options one click away, and the moment your page takes too long to appear, they use one of them.

If your landing page takes more than three seconds to load, you're already losing leads, and Google's Core Web Vitals now factor into rankings, so slow pages hurt both conversion rates and SEO simultaneously.

Pages that loaded in 2.4 seconds had a 1.9% conversion rate, but at 3.3 seconds the rate dropped significantly, and that's a massive drop for a difference of less than one second. Speed isn't a "nice to have." It's a basic requirement that affects both your ad spend efficiency and your search rankings.

The most common causes of slow landing pages:

- Uncompressed or oversized images
- Too many third-party scripts and tracking codes are running on the page
- No browser caching is set up
- Heavy page builders with bloated code
- Slow hosting servers

How to fix it:

- Compress every image using tools like TinyPNG or Squoosh before uploading
- Use Google PageSpeed Insights or GTmetrix to identify what's slowing your page down
- Remove any scripts or plugins that aren't strictly necessary
- Consider using a landing page builder that produces clean, lightweight code

Your target should be a load time under two seconds, since 47% of users expect pages to load within that timeframe. Anything beyond that, and you're fighting an uphill battle before a visitor has even read your headline.

Mistake #4: Ignoring Mobile Visitors

More than half of all web traffic comes from mobile devices, and most landing pages still treat mobile as an afterthought.

Mobile's worldwide market share by December 2025 stood at 54.23% compared to desktop's 45.77%, and among top landing pages, 86% have been optimized for mobile. If your page isn't in that 86%, you're handing conversions to competitors who got there first.

Unbounce's research has been detailed on this: "If you're still building your landing pages for desktop first, with the mobile version being just a quick box to check before publishing, chances are you're missing out big time."

Mobile landing page problems go beyond just layout. They include:

- **Text that's too small to read** without pinching and zooming
- **CTA buttons that are tiny** and hard to tap with a thumb
- **Forms with too many fields** that are frustrating to fill in on a small screen
- **Pop-ups that block the entire screen** and are impossible to close on mobile
- **Images that don't resize correctly** and break the page layout

According to Google, 61% of users are unlikely to return to a mobile site they had trouble accessing, and 40% will then visit a competitor's site instead.

That's not a statistic you want to be contributing to. Every dollar you spend on ads is effectively wasted when the page those ads send traffic to doesn't work properly on the device most of your visitors are using.

Mobile optimization checklist:

- Test your page on real devices, not just a desktop preview
- Use large, tappable CTA buttons (minimum 44x44 pixels)
- Keep forms to three fields or fewer on mobile
- Use a single-column layout for mobile
- Ensure text is readable without zooming (minimum 16px font size)
- Remove intrusive pop-ups on mobile entirely

If building and testing multiple mobile-optimized pages feels like a time drain, using a dedicated landing page platform helps enormously.

An **Unbounce discount deal** gives you access to responsive, mobile-first templates that are already built to convert, without writing a single line of code.

Mistake #5: Weak or Missing Trust Signals

Visitors who don't trust you won't convert. It's that simple.

No matter how polished your design looks or how compelling your copy reads, if someone doesn't believe your claims or feels uncertain about handing over their contact details or payment information, they won't take action.

Doubt kills conversions, and trust signals like social proof or recognized trust badges on landing pages for sensitive actions like payments reassure visitors that their data is safe.

Studies show that 37% of top-performing landing pages include customer testimonials, and adding relevant social proof typically increases conversions by 10-20%.

Trust signals that actually move the needle:

- **Customer testimonials with real names and photos** (not just initials)
- **Star ratings and review counts** from Google, Trustpilot, or G2
- **Brand logos** of well-known clients or press features ("As seen in...")
- **Security badges** (SSL, payment security logos, GDPR compliance)
- **Case study numbers** ("helped 2,400+ businesses reduce churn by 34%")
- **Money-back guarantees or free trial offers**

One strong, specific testimonial beats five generic ones every time. "This saved me three hours every week," from a real person with a name and company, does more work than "Great product, highly recommend!" from "John D."

If you're building trust-focused landing pages with tools like Unbounce, an [Unbounce 20% discount coupon](#) can also help reduce the cost of testing testimonials, trust badges, and different social proof sections across multiple campaigns.

Here's a quick gut check: Imagine you landed on your own page as a first-time visitor who has never heard of your brand. Would you trust it enough to give it your email address? Your credit card? If there's any hesitation, you need more trust signals.

Mistake #6: Overcomplicated or Too-Long Forms

Every field you add to your form is another reason for someone to abandon it.

This is one of those landing page conversion mistakes where the instinct goes against the fix. Marketers want more data - they want to know job title, company size, annual revenue, and phone number before they'll speak to a lead.

But the visitor just wants the free guide or the discount code, and they're not willing to fill out a job application to get it.

Reducing the number of form fields from 11 to just 4 can increase conversions by as much as 120%. That's not a minor tweak - that's more than doubling your conversion rate by asking for less upfront.

What to ask for vs. what to skip:

Ask For	Skip Until Later
First name	Last name (sometimes)
Email address	Phone number (for most offers)
One qualifying question max	Company size, revenue, job title
Nothing else	Everything else

You can always collect additional information later in the customer journey through follow-up emails, onboarding flows, or discovery calls. The goal of the landing page form is to start the relationship, not complete a data audit.

Other form fixes worth making:

- **Use inline validation** so people know immediately if they've typed something wrong
- **Show a progress bar** if your form has multiple steps
- **Replace "Submit" with action-specific language** like "Get My Free Guide" or "Start My Free Trial."
- **Add a privacy note** under the form: "We respect your privacy. No spam, ever."

Speaking of tools that make form optimization easy - platforms like Unbounce let you A/B test form lengths and CTA copy without any dev work.

If budget is your hold-up, searching for an **Unbounce coupon code** before you sign up is worth the two minutes it takes, since the savings can offset months of subscription cost.

How to Prioritize Which Mistake to Fix First?

If you've spotted multiple problems on your landing page (which, honestly, is very normal), it helps to tackle them in an order that gives you the fastest return.

A good way to think about it: start with the issues that affect the most visitors first. That means:

1. **Page speed** - because it affects every single person who clicks your link before they see anything else
2. **Mobile experience** - because more than half your visitors are on phones
3. **Clear goal and single CTA** - because confusion costs you every session
4. **Value proposition** - because a weak headline undermines everything else
5. **Trust signals** - because they address hesitation at the decision point
6. **Form length** - because it reduces friction right at the conversion moment

Run A/B tests on one change at a time. Changing multiple things at once makes it impossible to know what actually moved the needle. Small, disciplined tests compound into big conversion wins over time.

The Bottom Line on Landing Page Conversion Mistakes

The good news is that none of these landing page mistakes are difficult to fix once you know what to look for. The landing pages that convert at two or three times the industry median aren't built on secret tactics.

They're built on getting the basics right: one clear goal, a specific value proposition, fast load times, a smooth mobile experience, visible trust signals, and a short form that doesn't intimidate people.

According to Unbounce's analysis of more than 464 million unique visitors, the median landing page conversion rate is 6.6%, and top-performing pages can run at three times that rate.

The difference between those pages and the ones that sit below median is almost always fixable, human-scale decisions - not magic, not massive budgets.

Go through your existing pages with this list in hand. Find which of these six mistakes is showing up, fix it, test it, and measure the result.

Then move to the next one. That process, repeated consistently, is how landing pages go from leaking leads to consistently converting them.

And if you're starting fresh or rebuilding from the ground up, using a dedicated landing page builder saves you significant time and helps you avoid several of these mistakes by default.