



The 3 Most Common Website Mistakes That Repel Dream Clients

(and How to Fix Them)

A DESIGNER'S GUIDE FOR ENTREPRENEURS WHO WANT A
HOMEPAGE THAT CONNECTS + CONVERTS



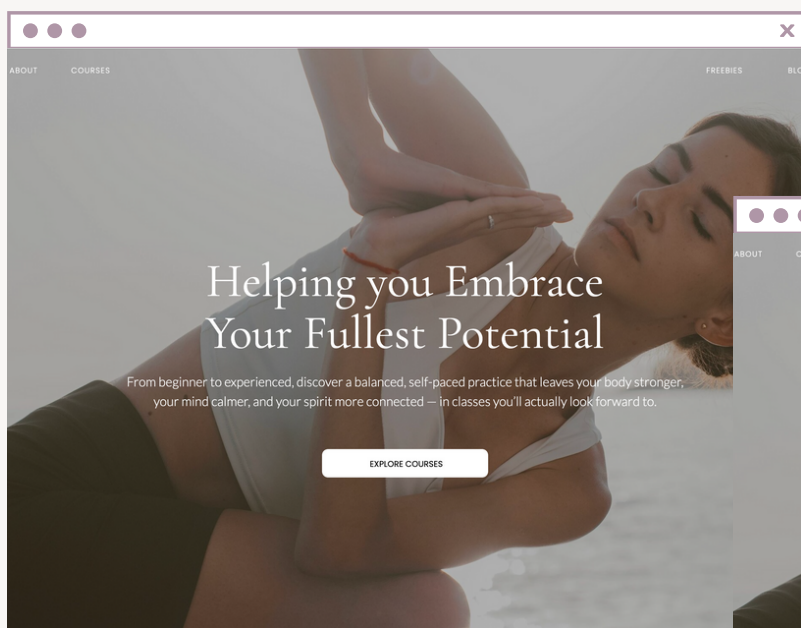
YOUR WEBSITE IS OFTEN THE FIRST HANDSHAKE WITH YOUR DREAM CLIENTS. IN THIS GUIDE, I'LL SHOW YOU THE MOST COMMON MISTAKES I SEE (AND HOW TO FIX THEM) SO YOUR WEBSITE FEELS *MAGNETIC AND EFFORTLESS*.

MISTAKE #1: UNCLEAR MESSAGING

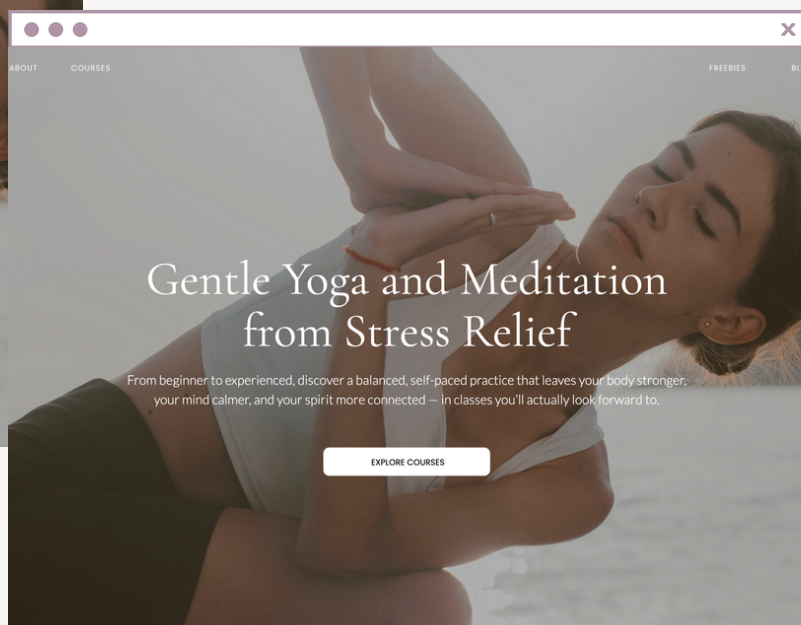
When someone lands on your homepage, they shouldn't have to guess what you do or who you serve. Many sites bury their main offer under vague, poetic, or overly technical language.

Example:

before



after



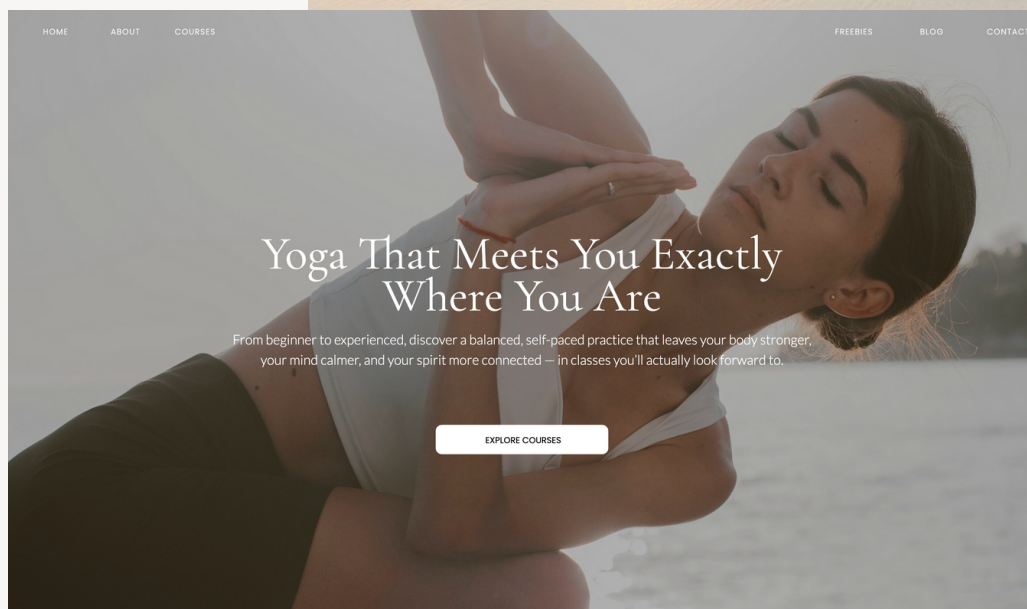
Quick fix:

- Use a headline that says exactly what you do + who it's for.
- Keep it under 10 words for quick clarity.
- Back it up with a subheadline that hints at your unique style or results.

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MISTAKE #2: VISUAL INCONSISTENCY

When your fonts, colors, and imagery don't feel like they belong to the same brand family, visitors sense the disconnect — even if they can't explain why. This subtle mismatch creates subconscious doubt about your professionalism and makes it harder for them to feel at ease in your space.

*before**Example:**after**Quick Fix:*

- Choose one primary font for headings and one secondary for body text to create harmony.
- Limit your palette to 2—3 main colors plus 1 accent for visual consistency.
- Use imagery that feels like it's from the same story or brand shoot, with consistent tone, lighting, and mood.

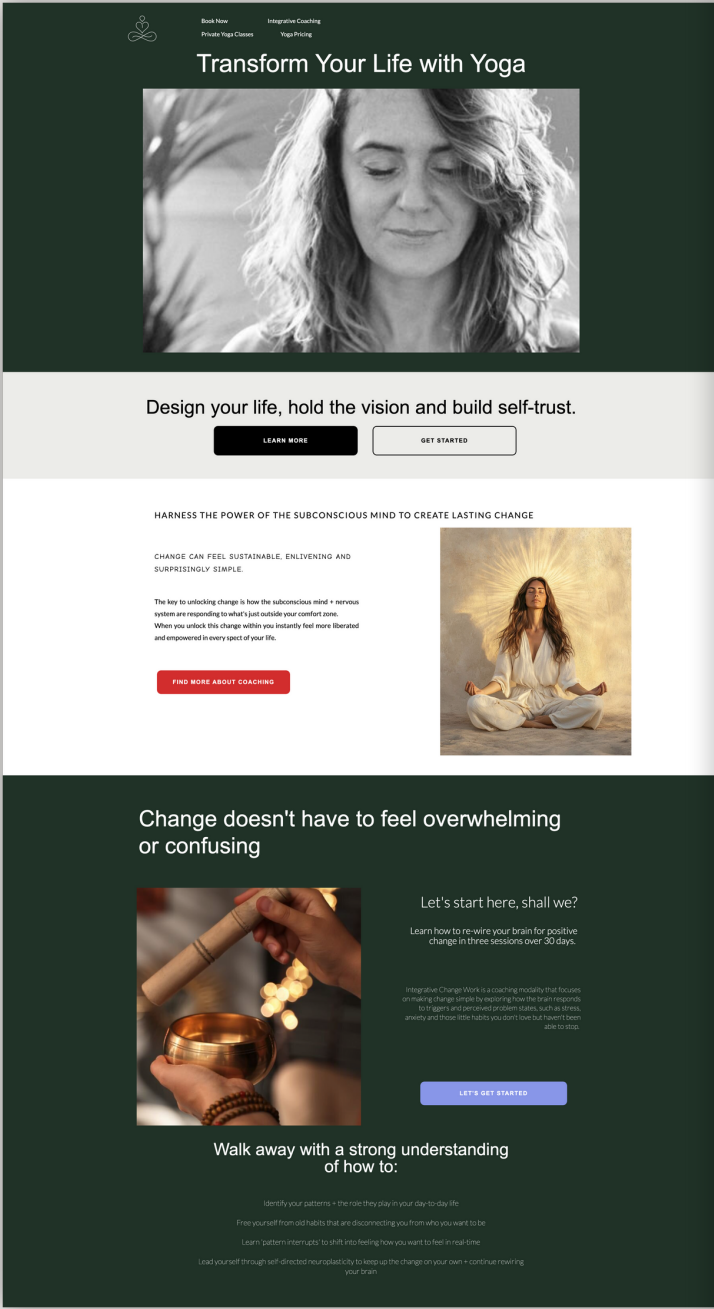
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MISTAKE #3: CLUTTERED LAYOUT

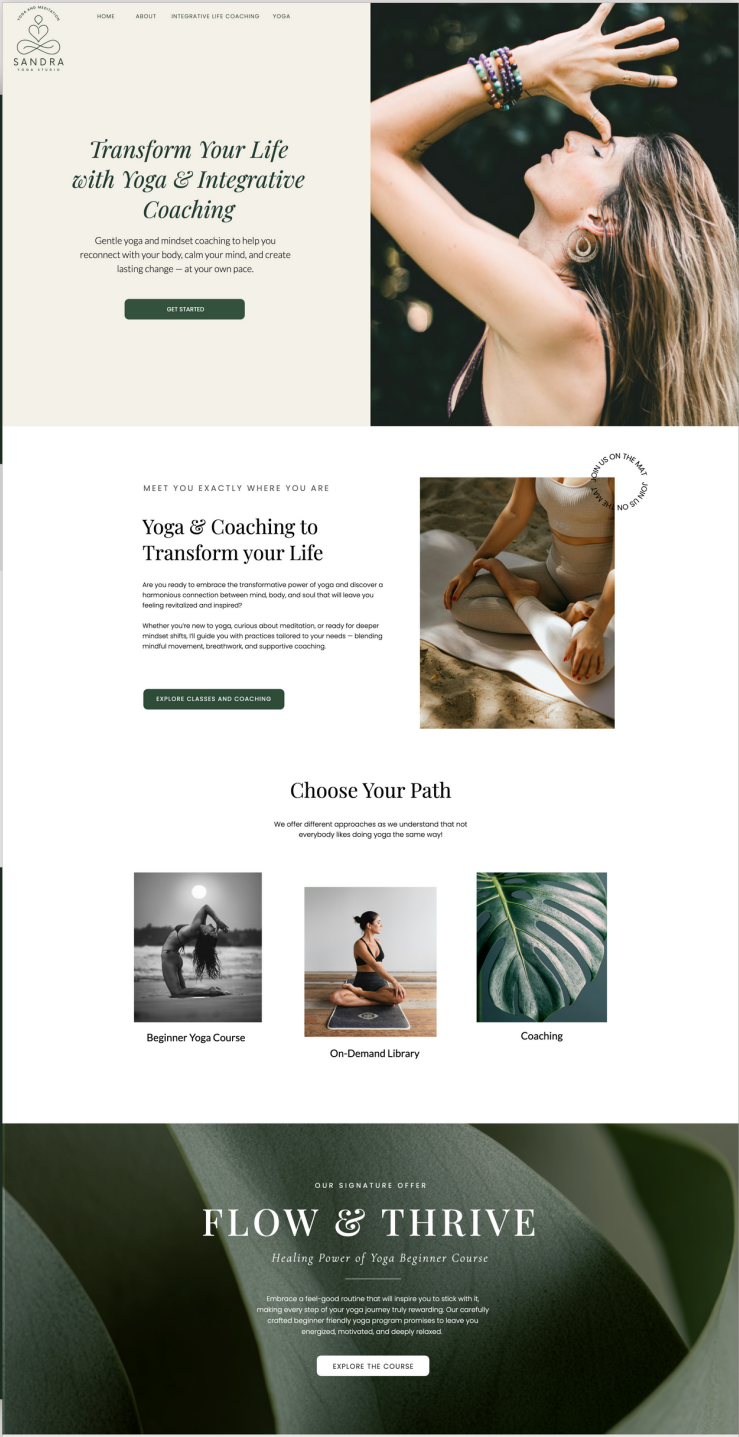
When your homepage is packed with dense text, multiple buttons, and competing visuals, visitors don't know where to focus — so they leave. A cluttered layout can make even great content feel overwhelming.

Example:

before



after



Why the After Works:

A clean, intentional layout reduces mental effort for your visitors. When their eyes have a clear path to follow, they feel at ease and are far more likely to click, read, and stay engaged.

Quick Fix:

- Remove anything that isn't essential to the main goal of the page.
- Use a logical flow that guides visitors from top to bottom.
- Repeat your main call-to-action in key places so there's always a next step.

Your website should be your hardest-working team member — your 24/7 salesperson.

When it's designed with clarity and intention, marketing stops feeling like a full-time job. Your visuals do the heavy lifting, attracting dream clients before you even say a word. No more second-guessing if your site "looks right" — you just show up, knowing it's working for you.

Ready to see your website through a designer's eyes? [Schedule a free clarity call with us here!](#) ✨



Hey, I'm Kat — soulful brand + web designer for entrepreneurs who want growth without burnout.

I believe your business should support your life, not consume it. I create brands and websites that attract dream clients with ease, so you can focus on the work you love (and still have time to breathe).

Let's connect on [Instagram](#) →

Celeste Creative
BRANDING + WEB DESIGN