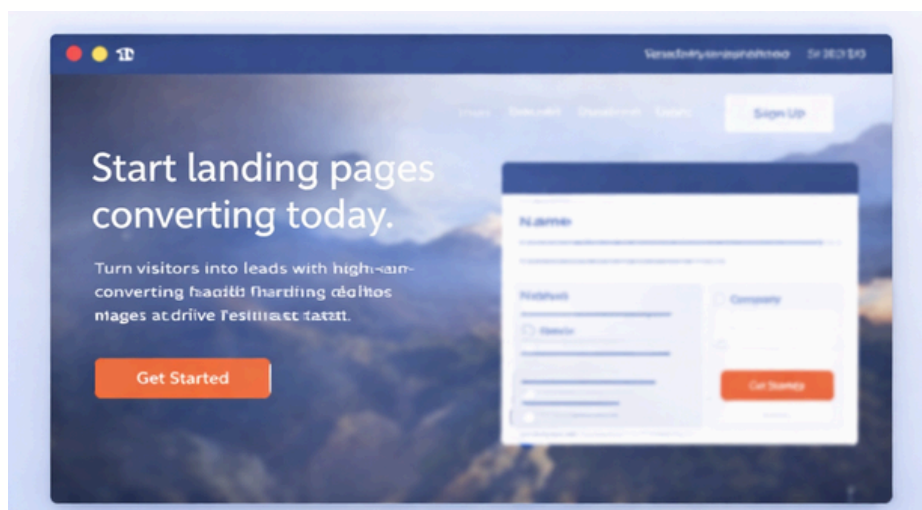


THE 5 HIDDEN REASONS YOUR LANDING PAGES DON'T CONVERT

Even when traffic is strong



**A practical guide to identifying what's really
limiting conversion**

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**Acquire
retain**

Why your landing pages aren't performing

You've invested in traffic.

SEO is working.

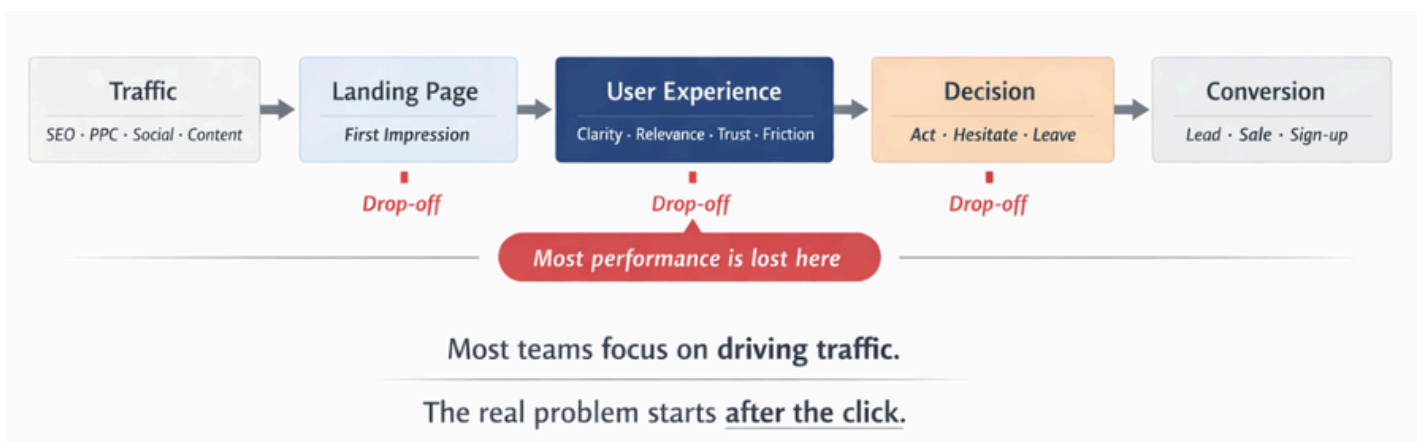
Paid campaigns are driving clicks.

People are landing on your page.

But conversion isn't where it should be.

This is more common than most teams realise.

The problem usually isn't traffic - it's what happens *after* people arrive.



Most landing pages don't fail because of...

- ✘ Button colour
- ✘ Minor tweaks
- ✘ Small A/B tests

They fail because:

- ✔ **Users can't quickly understand, trust, or act on what they're seeing.**

This guide will help you identify the most common (and often overlooked) reasons why.

1. Your value proposition isn't clear in 5 seconds

When someone lands on your page, they are asking:

- What is this?
- Is it for me?
- Why should I care?

If those questions aren't answered immediately, they generally leave.

Quick self-check

- Can a first-time visitor understand what you offer instantly *without scrolling*?
- Is your headline specific enough?
- Does it clearly communicate a benefit or outcome?

Common example:

"We help businesses grow through innovative digital solutions"

sounds impressive, but gives users nothing to act on.

What better looks like:

- Clear audience
- Clear outcome
- Clear value



2. There's a mismatch between traffic intent and page message

Not all traffic is the same.

Someone clicking from:

- A Google search
- A paid ad
- A piece of content

...arrives with a specific expectation.

If your page doesn't match that expectation, conversion drops immediately.

Quick self-check

- Does your headline reflect the ad the user clicked on?
- Are you continuing the same message or switching context?
- Would a user feel like they've landed in the right place?

Common example:

Traffic arrives looking for one thing...

The page talks about something else.

What better looks like:

- Message continuity
- Clear intent alignment
- No cognitive "reset" required



3. You're asking users to process too much, too quickly

Most landing pages try to do too much.

- Too many messages
- Too many sections
- Too many options

This creates cognitive overload.

When people have to think too hard, they don't decide.

Quick self-check

- Is there a clear primary action?
- Are you presenting multiple competing messages?
- Does the page feel "busy" or overwhelming

Common example:

Trying to explain everything...

Instead of guiding one clear decision.

What better looks like:

- Clear hierarchy
- Focused messaging
- One primary path forward



4. You haven't built enough trust at the point of decision

Even if your proposition is clear, users still ask:

“Can I trust this?”

Trust isn't built at the bottom of the page.

It needs to appear at the moment someone is deciding.

Quick self-check

- Do you show proof near your CTA?
- Are testimonials relevant and specific?
- Do you address obvious concerns or objections?

Common example:

Trust signals exist...

But are buried or too vague.

What better looks like:

- Specific, relevant proof
- Visible credibility markers
- Objection handling built into the journey



5. There's friction at the moment of action

Even when users are ready to convert, small frictions can stop them.

- Unclear CTAs
- Too many form fields
- Uncertainty about what happens next

Friction doesn't always feel obvious — but it has a major impact.

Quick self-check

- Is your CTA clear and specific?
- Do users know what will happen after they click?
- Are you asking for more information than necessary?

Common example:

Users hesitate...

And hesitation leads to drop-off.

What better looks like:

- Clear next step
- Low perceived effort
- No ambiguity



What this looks like in practice

Real example

The image shows a landing page for Qlik Sense Desktop. At the top left is the Qlik logo. The main headline reads "Simple and intuitive business analytics". Below it is a sub-headline: "Get Qlik Sense Desktop, a free data analysis tool to help make you business decisions fast." A green button says "Start Analyzing Now". To the right is a computer monitor displaying a dashboard with charts and maps. Below the monitor is a desk with a keyboard, mouse, and a pen holder. On the left side of the page, there is a section titled "Get business insight from your analysis fast" followed by a paragraph of text and a list of four bullet points with green checkmarks. On the right side, there is a green header "Get Qlik Sense Desktop" above a form with fields for "First Name", "Last Name", "Phone", and "Business Email".

① Unclear value proposition
Generic headline — unclear what's being offered

② Cognitive overload
Too many competing messages and actions

③ Friction
The form asks for more information than necessary, increasing hesitation

What's happening here:

Multiple small issues combine to create hesitation — and hesitation leads to drop-off.

Most teams try to fix this by changing elements. The real challenge is knowing *what to fix first*.

What this means for your landing page

If your page isn't converting, it's rarely one big issue.

It's usually a combination of:

- Lack of clarity
- Intent mismatch
- Cognitive overload
- Weak trust
- Decision friction

The important shift

Most teams jump straight to solutions:

- “Let’s test a new layout”
- “Let’s change the CTA”

But without diagnosing the problem first, this leads to:

Random testing ≠ meaningful improvement.

So what should you do next?

**Most teams don't have a testing problem.
They have a decision-making problem.**

If you're not sure what to fix first -
or how to improve performance with confidence - this
upcoming mini-course is designed to help.

Coming Soon:

**How to Turn Landing Page Insights into Winning
Experiments**

👉 What you'll learn

- How to identify what's really limiting performance
- How to prioritise what to fix first
- How to validate changes through testing

[Join the Early Access List](#)



*A short, practical course designed to help you make better
optimisation decisions.*

Most landing pages don't need more traffic.

They need better decisions.