



The Website Form Page Cheat Sheet

7 Friction Points Killing Your Conversions (And Exactly How to Fix Them)

By Friction Point Video — Purpose-built video. Zero fluff. frictionpointvideo.com

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Let's be honest about your form pages.

Someone found you. They clicked through. They read your stuff. They were interested enough to go to your contact page.

And then something stopped them.

Not a competitor. Not the price. Not a bad review. **Your form page.**

Here's what most B2B form pages are silently saying to every visitor who lands on them:

"Give us your name, email, phone number, company name, job title, budget, timeline, and a full description of what you're looking for — then click Submit and hope for the best."

Not exactly a warm welcome.

Every unnecessary field, every missing piece of context, and every absent human face is a friction point. And friction points cost you leads. Every single day.

This cheat sheet names the 7 most common ones — and tells you exactly how to fix them.

No Context Above the Form

The Problem

Your visitor doesn't know what they're actually getting in return for their information. They see a form and think: *"What happens if I fill this out?"* — and they don't stick around to find out.

The Fix

Add a clear, specific value statement directly above the form. Tell them exactly what happens next.

✗ ~~"Fill out the form below."~~

✓ "Tell us a bit about your situation and we'll send you a personalised recommendation within 24 hours. No spam. No pressure. Just a real conversation."

📌 The rule: Every form needs a "here's what you get" statement within eyesight of the submit button. If people don't know what they're getting, they won't give you what you're asking for.

Too Many Fields

The Problem

Every additional field increases abandonment. That 15-field form isn't qualifying leads — it's repelling them.

The Fix

Ask yourself: "What is the absolute minimum we need to start a helpful conversation?"

Usually it's three things:

- Name
- Email
- One qualifying question

That's it. You can learn everything else on the call.

Fields vs Conversion Rate (roughly):

1-3 fields

Highest conversion

4-6 fields

Moderate drop-off

7-10 fields

Significant
abandonment

11+ fields

You're asking them to do
homework

i The rule: If a field isn't essential for the first conversation, cut it. Every field you remove is a friction point gone.

No Human Element

The Problem

The page feels like a machine. Cold. Corporate. Transactional. There's not a single real human face anywhere on it.

The Fix

Add a short video — 60 seconds — next to or above your form. A real team member. Ideally the person who will actually follow up.

Something like:

"Hey — I'm Mark. If you're thinking about reaching out, here's exactly what happens when you fill out this form. I'll personally get back to you within 24 hours. No spam. No pressure. Just a real conversation about whether we can help."

Why it works

Video is the closest thing to a face-to-face conversation your website can offer. On a form page — the highest-anxiety moment of the buyer journey — that human connection isn't just nice to have. It's the difference between a lead and a bounce.

 The rule: If your form page doesn't have a human face on it, you're leaving conversions on the table. Full stop.

Mystery After Submission

The Problem

The visitor submits the form and gets a generic "Thanks, we'll be in touch" message. Then silence. Then anxiety. Then regret.

The Fix

Create a detailed "what happens next" section — on the page AND on the confirmation page. Be specific. Be human. Be reassuring.

For example:

01

Within 2 hours, you'll get a personal email from me directly.

02

I'll ask a couple of quick questions to make sure I can actually help.

03

We'll arrange a no-pressure 20-minute call at a time that works for you.

04

No spam. No list. Just a real conversation.

📌 The rule: People don't ghost when they feel safe. They ghost when they feel uncertain. Tell them exactly what happens next and watch your show-up rate improve overnight.

Your Button Says "Submit"

"Submit" is the most uninspiring, vaguely threatening word in web design. It tells the visitor nothing about what they're actually getting.

The Fix: Make the button text reflect the value — for them, not for you.

✗ Instead of this...

- Submit
- Send
- Contact Us
- Request Info

✓ Use this

- Let's Start Talking
- Send Me the Details
- Book My Strategy Call
- Yes, I'd Like to Chat

ⓘ The rule: Your button should answer the question: "What do I get when I click this?" Not what *you* get from them clicking it. What **THEY** get.

No Social Proof Near the Form

The Problem

Your visitor is at the moment of highest anxiety — and there's nothing on the page reassuring them that other people have done this and been glad they did.

The Fix

Place at least one piece of social proof within visible proximity of the form:

- A short video testimonial (most powerful)
- A written quote with a real name and photo
- A logo bar of companies you've worked with
- A specific stat — *"We've helped 200+ B2B companies"*

⊗ The rule: At the moment of highest friction, your buyers need to see that real people trusted you and it worked out. Social proof at the point of conversion isn't optional. It's essential.

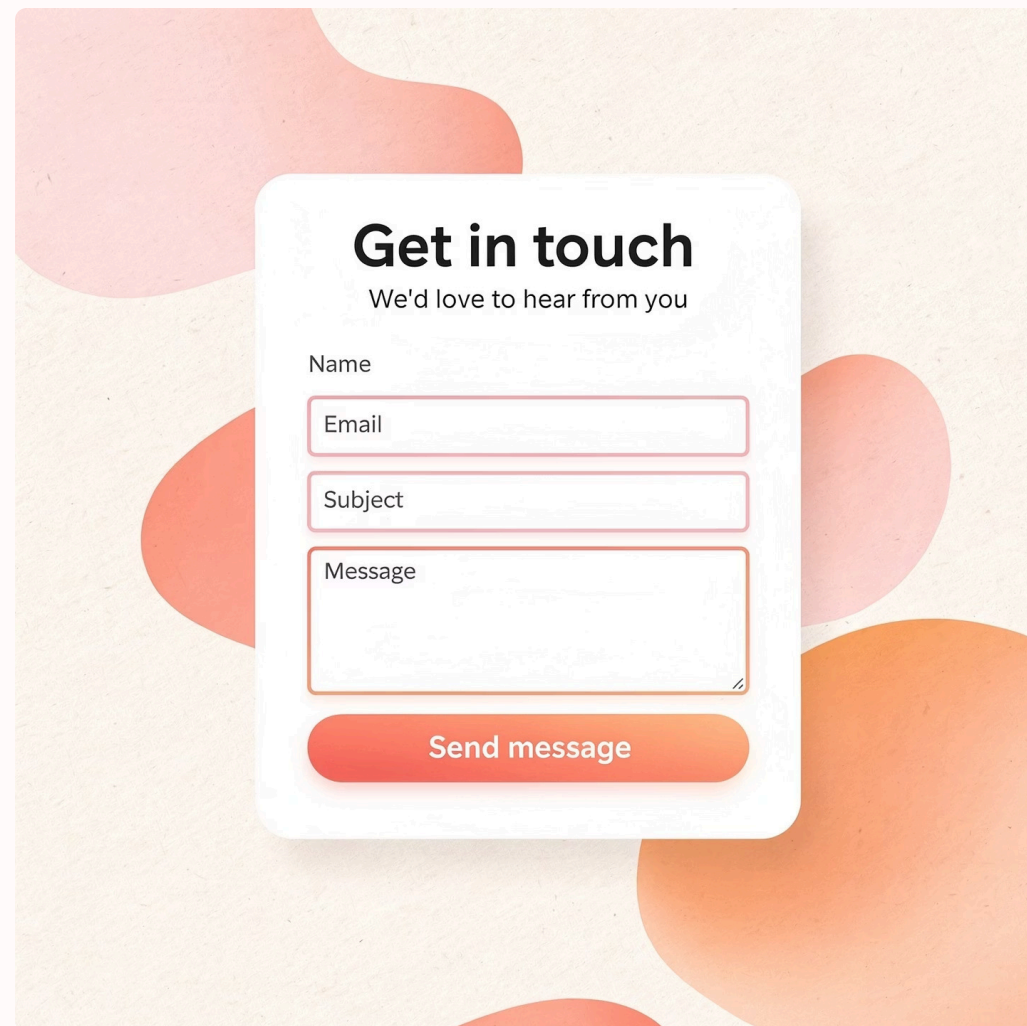
Distractions Everywhere

The Problem

Nav menus, footer links, sidebar CTAs, blog recommendations — every single one is an exit door at the exact moment you need people to stay.

The Fix: Strip the page right back.

- Remove or simplify the main navigation
- Remove sidebars entirely
- Cut footer links to the bare minimum
- Remove anything that isn't directly supporting the one action you want them to take



Get in touch
We'd love to hear from you

Name

Email

Subject

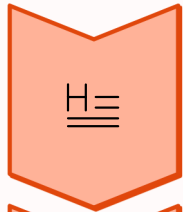
Message

Send message

⊗ The rule: A form page has one job. Everything on that page either supports that job or sabotages it. There is no middle ground. Every extra link is an invitation to leave.

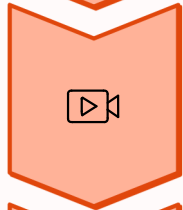
The Perfect Form Page

A Visual Blueprint — Top to bottom, here's what a great form page actually looks like:



Headline

Mirrors the buyer's question or situation. Not "Contact Us." Something like: *"Ready to find out if we're the right fit?"*



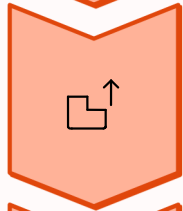
Video (60 seconds)

Real team member. The person who follows up. Explains exactly what happens after they submit.



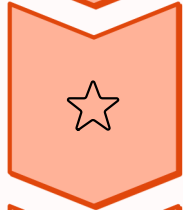
The Form (3-5 fields max)

Name | Email | One qualifying question. Button: "Let's Start Talking"



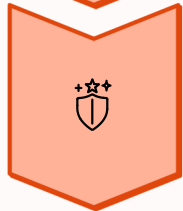
What Happens Next (3 steps)

Specific. Reassuring. Human.



Social Proof

Video testimonial or quote + photo + name



Trust Statement

"No spam. No list. Just a real conversation."

The 60-Second Form Page Video Script

Use this as a guide — not a word-for-word script. Keep it natural. Keep it human.



A few tips:

- Your smartphone is fine — authenticity beats production value every time
- Film the person who actually follows up — not your CEO, not a stock presenter
- Smile at the end. That's where the connection happens.
- Add captions — most people watch without sound

Form Page Quick-Check Scorecard

Score your form page right now. Be honest. It only works if you are.

#	Criteria	✓ or ✗
1	Headline mirrors the buyer's need (not "Contact Us")	<input type="checkbox"/>
2	A real team member video is on the page	<input type="checkbox"/>
3	Form has 5 fields or fewer	<input type="checkbox"/>
4	Button text describes the value (not "Submit")	<input type="checkbox"/>
5	"What happens next" is clearly explained	<input type="checkbox"/>
6	Social proof is visible near the form	<input type="checkbox"/>
7	Page distractions are removed	<input type="checkbox"/>
8	Trust statement included (no spam, no pressure)	<input type="checkbox"/>
9	The person in the video is the person who follows up	<input type="checkbox"/>
10	Confirmation page continues the human experience	<input type="checkbox"/>

Your score: ____ / 10

8-10 ✓

Solid. Your form page is doing its job.

5-7 ⚠

Getting there — but there's friction in the gaps. Fix the ✗ items first.

0-4 ✗

Your form page is actively repelling leads. Time for a rebuild. Start with Day 1 below.

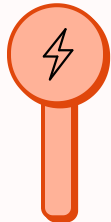
Fix Your Worst Form Page in 5 Days

Pick your worst-converting form page. The one that gets the most traffic and the fewest enquiries. That's your target. Here's your plan:



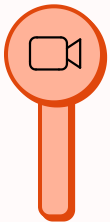
Day 1 — Audit

Score it using the scorecard above. Identify the lowest-scoring items. Those are your priorities.



Day 2 — Quick Wins

Rewrite the headline so it mirrors the buyer's need. Cut your form fields down to 3–5. Rename the button so it describes the value. (Each of these takes less than 20 minutes.)



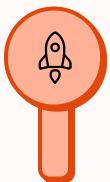
Day 3 — The Video

Film a 60-second video using the script framework. Your phone is fine. Do it in one or two takes. Don't overthink it — authenticity beats polish every single time.



Day 4 — Build It Out

Add the video to the page. Add your "what happens next" section. Add one piece of social proof near the form. Remove navigation and distractions.



Day 5 — Publish and Track

Hit publish. Note today's conversion rate as your baseline. Come back in 30 days and compare.

✔ Most of these fixes take less than an hour each. Five days from now, your form page could be converting at a completely different level.

Want to Know If the Rest of Your Website Has the Same Problem?

This cheat sheet covers your form pages. But friction shows up everywhere — not just where people fill in forms.

Your homepage. Your service pages. Your about page. All of it.

The Friction Snapshot checks your entire website against 25 criteria from the Selling 7 framework and tells you exactly what it finds. What's working. What isn't. What to fix first.

For £17. In 60 seconds. No sales call. No waiting. No fluff.

 Friction Snapshot

Friction Point Video

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