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FREE GUIDE | TANJI WEB | KATY TX

# 5 Reasons Your Website Is Losing Local Customers

A practical guide for Katy and Houston business owners who want their website to create more calls, form submissions, and booked conversations.

Use this as a quick self-check. If two or more of these issues show up on your site, there is a good chance you are losing qualified local prospects before they ever contact you.

Katy and Greater Houston

5-minute read

Actionable fixes included

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**Want a second set of eyes on your site? Visit [tanjiweb.com](https://tanjiweb.com) and request a free lead-gen audit.**

## REASON 01

# You're Invisible on Google

Google still needs the basics spelled out clearly

A good-looking website can still be hard to find. This usually happens when the page does not clearly connect your service, city, and customer problem in the places Google and visitors check first. If someone searches for what you do nearby and your site does not make that connection quickly, competitors get the chance before you do.

### WHAT TO DO

**Put your main service and location in the page title, main headline, and first paragraph. Make sure your Google Business Profile is complete, and keep your business name, address, phone, and service wording consistent across directories and profiles.**

## REASON 02

# Your Site Breaks on Mobile

Tiny mobile frustrations quietly erode trust

Most local visitors are checking you from a phone while they are distracted, in a hurry, or already comparing options. If text is cramped, buttons are awkward, forms feel tedious, or the layout looks slightly broken, that small friction becomes a trust problem. They may never complain. They just leave.

### WHAT TO DO

**Open your site on your phone and try to complete the main action in under 30 seconds. Can you read the headline, tap the main button, call, or submit the form without pinching or hunting? Fix those basics before spending more to send traffic there.**

### REASON 03

## Your Page Loads Too Slowly

Performance shapes first impressions faster than copy does

A slow website creates doubt before a visitor reads a single sentence. People may never say, "This business feels behind the times," but that is often the impression a sluggish or clunky site leaves behind. Slow pages also make every ad click, social visit, and Google search visit less valuable because fewer people stay long enough to act.

### WHAT TO DO

**Run the site through PageSpeed Insights and look closely at the mobile score. Start with oversized images, heavy scripts, popups, sliders, and third-party widgets. Speed fixes are often some of the fastest trust and conversion wins because they improve the first impression before the visitor evaluates anything else.**

### REASON 04

## There's No Clear Call to Action

If the next step is vague, people hesitate

A surprising number of business websites never clearly ask for the call, the form fill, or the appointment. The visitor sees a headline, a few decent sections, and then no obvious next move. When people have to figure out what you want them to do, many of them choose the easier option: they keep comparing.

### WHAT TO DO

**Choose one primary action and repeat it consistently. If you want calls, make the phone number prominent. If you want consultations, use one clear button. Your header, hero section, body sections, and footer should all point visitors toward the same next step.**

## REASON 05

# You're Not Capturing Leads

Not every good prospect is ready on visit one

Some people land on your site ready to call. Many are still comparing options, checking credibility, or planning to come back later. If you offer no simple way to stay in touch, those visitors disappear. Then you have to earn their attention all over again through another search result, ad, referral, or social post.

### WHAT TO DO

**Offer a low-pressure next step for people who are interested but not ready to buy. A short guide, checklist, quote request, or free audit can work well. Follow up with useful answers, not pressure, so your business stays top of mind.**

### WANT HELP FINDING THE FASTEST WIN?

**Tanji Web builds fast, lead-focused websites for Katy and Houston businesses. Request your free lead-gen audit at [tanjiweb.com](http://tanjiweb.com). We will review your site, explain what is costing trust or leads, and show you what to fix first.**