

# 7

## 7 signs your website is costing you customers

— and how to fix them

Your website works for you day and night, or quietly sends customers to a competitor. This guide helps you find out which, in about ten minutes, with nothing more than your phone.

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A practical guide for Belgian & Luxembourg small businesses · 2026

## How to use this guide

1. Take your smartphone and open your own website. Most of your customers will see it exactly like that.
2. For each of the seven signs, do the **1-minute self-check** and tick the box if you find a problem.
3. Count your ticks at the end. Each sign comes with a concrete fix: some you can do yourself this afternoon, others are a job for your web developer.



SIGN 1/7

### Your browser says “Not secure”

☐ Problem found

**Why it costs you customers.** When a site has no valid SSL certificate, Chrome, Edge, Safari and Firefox show “Not secure” next to the address, and warn people again before they type into a form. A visitor who was about to request a quote sees a warning instead of your offer. It also signals to Google that the site is not looked after: secure (HTTPS) sites are preferred in search results.

#### 1-MINUTE SELF-CHECK

1. Type just [yourcompany.be](#) (without https) into the address bar, on your phone and on a computer.
2. Look at the left of the address bar: you want a padlock or settings icon, not “Not secure” or a red warning.
3. Open a few inner pages and your contact form: the warning sometimes only appears there.
4. Try both [www.yourcompany.be](#) and [yourcompany.be](#): both should end up on the same secure address.

#### HOW TO FIX IT

- ✓ Ask your host to install a free Let's Encrypt certificate: most hosts include one at no extra cost.
- ✓ Make every [http://](#) address redirect automatically to [https://](#).
- ✓ Make sure images and scripts are also loaded over https, otherwise the padlock disappears (“mixed content”).
- ✓ Put renewal on autopilot: certificates expire, and an expired one triggers an even scarier full-page warning.

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SIGN 2/7

## It's hard to use on a phone

☐ Problem found

**Why it costs you customers.** Most people look for a local business on their smartphone, often on the move. Google also looks at the mobile version of your site first to decide how to rank it. If the text needs zooming, the menu doesn't open or the buttons are too small for a thumb, people press "back" and call the next result.

### 1-MINUTE SELF-CHECK

1. Open your homepage on your own phone, holding it in one hand.
2. Can you read the text without zooming? Does the page fit the screen without scrolling sideways?
3. Open the menu and reach your contact page using only your thumb.
4. Tap your phone number: does it start a call? Tap your email address: does it open a new message?

### HOW TO FIX IT

- ✓ Use a responsive, mobile-first design: the layout adapts to the screen instead of shrinking.
- ✓ Body text of at least 16 px; buttons and links at least 44 px high, so a thumb can hit them.
- ✓ Make phone and email clickable and keep a call button in view.
- ✓ Test on a real phone, not just by narrowing a desktop browser window.

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SIGN 3/7

## It speaks only one language

☐ Problem found

**Why it costs you customers.** Brussels is officially bilingual, Flanders speaks Dutch, Wallonia French, and Luxembourg works in Luxembourgish, French and German, with plenty of English in between. A Dutch-speaking customer from Brussels or the Rand will rarely fill in a French-only quote form, and the other way round. Expats and EU staff often look for English. With one language you are invisible to part of your market, including on Google, which favours results in the searcher's language.

### 1-MINUTE SELF-CHECK

1. Look at your homepage: is there a visible language switch (FR · NL · EN) at the top?
2. Switch language: does everything change, including menu, buttons, form and footer?
3. Read a paragraph in the second language: does it sound natural, or like a machine translation?
4. Search Google for your trade + your town in the other language (for example "loodgieter Schaarbeek" and "plombier Schaarbeek"): do you appear?

### HOW TO FIX IT

- ✓ Offer at least the languages your customers speak: FR + NL in Brussels, EN for expats, FR + DE (+ EN) in Luxembourg.
- ✓ Give each language its own address (for example [/fr/](#) and [/nl/](#)), linked with "hreflang" tags, so Google can show the right one.
- ✓ Have texts written or proofread by native speakers: Belgian French and Flemish Dutch, not literal translations.
- ✓ Translate the details too: form labels, error messages, opening hours and the legal notice.

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SIGN 4/7

## You're missing from Google Maps

☐ Problem found

**Why it costs you customers.** When someone searches "electrician near me" or "restaurant Ixelles", Google shows a map with a few businesses above the normal results. Those places come from Google Business Profile, a free listing. Without one, or with an incomplete one, you leave that spot to competitors, along with the reviews, photos and "Call" button that come with it.

### 1-MINUTE SELF-CHECK

1. Search Google for your business name + town: does a panel with your details appear (on the right, or at the top on mobile)?
2. Check that name, address or service area, phone, website and opening hours are all correct.
3. Search your trade + your municipality without your name: do you show up on the map?
4. Look at your reviews: when did you last receive one, and did you reply?

### HOW TO FIX IT

- ✓ Claim or create your free profile at [business.google.com](https://business.google.com) and complete the verification.
- ✓ Choose the right main category, add your service area (you can hide your address if you work from home), opening hours and good photos.
- ✓ Use exactly the same name, address and phone number as on your website and other directories.
- ✓ Ask happy customers for a review with a direct link, and reply to every review, positive or not.

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SIGN 5/7

## It takes ages to load

☐ Problem found

**Why it costs you customers.** Every second of waiting loses impatient visitors, especially on mobile data. A slow site also scores worse with Google, which measures loading speed (the "Core Web Vitals") on real visitors' devices. The usual culprits: huge photos straight from a camera, too many plugins and cheap, overloaded hosting.

### 1-MINUTE SELF-CHECK

1. Go to [pagespeed.web.dev](https://pagespeed.web.dev), enter your address and run the test.
2. Look at the Mobile result: a performance score in green (90–100) is good, orange (50–89) needs work, red (under 50) is costing you visitors.
3. Open your site on your phone over 4G with Wi-Fi off, and count the seconds until you can read and tap.

### HOW TO FIX IT

- ✓ Resize and compress photos: about 1600 px wide for large images, in WebP or optimised JPEG, ideally under 200 KB each.
- ✓ Remove plugins, sliders, pop-ups and scripts you don't really need.
- ✓ Use fast hosting with a CDN, so pages are served from close to your visitors.
- ✓ Re-run the test after each change: the score shows straight away whether it helped.

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SIGN 6/7

## Asking for a quote is too much work

☐ Problem found

**Why it costs you customers.** A visitor who is ready to buy wants to act in seconds: call, send a WhatsApp or leave a request. If the phone number is hidden at the bottom of a page, the form asks fifteen questions or, worse, the form silently stopped working months ago, that customer goes elsewhere and you never even know it happened.

### 1-MINUTE SELF-CHECK

1. From your homepage on your phone, count the taps needed to call you or reach the form. More than two is too many.
2. Fill in your own form now, like a customer would, and check that the message reaches you within minutes, and not in spam.
3. Count the required fields: name, contact details and a message are usually enough.
4. Check that the visitor sees a clear confirmation after sending.

### HOW TO FIX IT

- ✓ Put a call button, your phone number and a "Request a quote" button at the top of every page.
- ✓ Keep the form short; ask for details later by phone or email.
- ✓ Add a WhatsApp link if you use it for work: many customers prefer it.
- ✓ Test the form every month, and answer requests within one working day.

7

SIGN 7/7

## The information is out of date

☐ Problem found

**Why it costs you customers.** Old prices, wrong opening hours, a team photo from years ago, a past event on the homepage or "© 2019" in the footer: visitors conclude that nobody looks after the business, or that it has closed. Wrong details also cost you directly: the customer who comes by on a Monday when you are closed won't come back. And Belgian law requires certain details on every business website: company name, legal form, enterprise number (BCE/KBO), VAT number, address and contact details.

### 1-MINUTE SELF-CHECK

1. Read your homepage as a stranger would: is anything clearly from another year (dates, events, promotions, ©)?
2. Compare opening hours, address and phone with your Google Business Profile: are they identical?
3. Click your social-media icons: do they lead to active pages?
4. Find your legal notice: are your enterprise number (BCE/KBO) and VAT number shown?

### HOW TO FIX IT

- ✓ Set a fixed "website day" once a quarter to check prices, hours, photos and news.
- ✓ Change opening hours on your site and on Google at the same time, holidays included.
- ✓ Remove dead links and expired promotions rather than leaving them up.
- ✓ Add or complete the legal notice and privacy page, in every language of the site.

## Your score

Count the signs where you ticked "Problem found".

- 0** Your site is in good shape. Repeat this check every six months, and after any change to your site.
- 1-2** A few targeted fixes will make a real difference. Start with security (sign 1) and contact (sign 6): they lose customers the fastest.
- 3+** Your website is probably costing you customers every week. A rebuild is often faster, and cheaper, than patching an old site.

## Prefer to have it fixed for you?

Dynamic Marketing builds fast bilingual and trilingual websites for small businesses in Belgium and Luxembourg, at a fixed price. Every website fixes the seven signs in this guide and includes the first year of its support plan: hosting, SSL, backups, forms, domain renewal and email.

| WEBSITE | PRICE<br>(ONE-OFF) | WHAT YOU GET                                                                                               | YEAR 1<br>INCLUDED |
|---------|--------------------|------------------------------------------------------------------------------------------------------------|--------------------|
| Start   | €349               | One-page site, 2 languages, contact form, link to your Google profile · about 7 working days               | Essential          |
| Duo     | €499               | Up to 5 pages, 2 languages, quote form, Google Business Profile setup · about 10 working days              | Plus               |
| Trio    | €799               | Up to 8 pages, 3 languages, copywriting & translation, quote or booking form, Maps · about 14 working days | Pro                |

Support plans from year 2: **Essential €99** · **Plus €149** · **Pro €199** per year. Extra language +€150, extra page +€90. All prices excl. VAT.

### Free audit of your website

Send us your website address. Within 2 working days you receive a short audit covering these seven signs, and a fixed quote. No obligation.

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