V4Designs

UX Audit Checklist
10 UI issues that hurt conversion

Fix these before your users leave.

Struggling with high bounce rates or low conversions?

Before spending more on ads or redesigns, use this checklist to identify the most common UI/UX mistakes that push users away.

We've audited 100+ websites and found these 10 issues repeat again and again — across industries and budgets.

Fixing even 2-3 of these can improve your site's usability and conversions significantly

Checklist

UX issue	How it hurts conversion	Quick tip to fix
Lack of Focus	Users can't find what they need quickly	Use clear, consistent labels and max 5 main menu items
Weak Visual Hierarchy	Users feel lost or overwhelmed	Highlight CTAs and key info with color/spacing
Inconsistent CTA Buttons	Reduces action-taking	Make buttons bold, consistent, and action-oriented
Poor Mobile Optimization	64%+ users leave immediately	Use responsive layouts & test on real phones
Slow Loading Pages	Increases bounce rate	Compress images and use lazy loading

Checklist

UX issue	How it hurts conversion	Quick tip to fix
Cluttered Layout	Creates cognitive overload	Use whitespace and grid-based design
Unclear Value Proposition	Users don't know what you do	Put your USP above the fold in 1 clear sentence
Inaccessible Design	Alienates differently-abled users	Add contrast, alt text, readable fonts
Broken Forms	Leads are lost	Test all forms, reduce unnecessary fields
Lack of Feedback (Micro-interactions)	Users don't know what happened	Add visual cues when users click or hover

Completed the
checklist?

If 3+ issues apply to your site — it's time for a quick, free consultation.

Claim Your Free 15-Min UX Audit – Limited Availability

Schedule your session here   **Book Now!**

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