PATTEN DESIGN

SME DESIGN CHECKLIST

7 Signs Your Brand is Costing You Sales

1. THE 5-SECOND RULE

The Leak: If a visitor lands on your site and can't tell exactly what you do and who you do it for within 5 seconds, they're gone. Confusion is the ultimate conversion killer.

The Fix: Your "Hero" section (the top of your site) needs a clear, bold headline that speaks to the result you deliver. If it's vague or poetic, it's costing you money.

2. THE "FRANKENSTEIN" AUDIT

The Leak: Using four different fonts, three versions of your logo, and a "vibe" that changes from LinkedIn to your website. Inconsistency signals chaos, and chaos signals risk to high-value clients.

The Fix: Audit your touchpoints. If they don't look like they belong to the same family, you need a unified Brand System. Consistency builds the trust required to close bigger deals.

3. THE MOBILE REALITY CHECK

The Leak: 60% of SME decision-makers are browsing your site on their phone between meetings. If your site is clunky, slow, or hard to navigate on mobile, you've lost them before the first click.

The Fix: Test your site on a phone today. If you have to "pinch and zoom" or buttons are too small to hit, your Website Design is actively repelling your audience.

4. THE PRICING PARADOX

The Leak: You're selling a premium, high-ticket service, but your branding looks like a £500 DIY job. When your visual authority doesn't match your price tag, you face constant price resistance and "I'll think about it" emails.

The Fix: Your design should reflect the value you provide. High-end Identity Design removes the friction in the sales process by making your premium price feel like a bargain.

5. THE INVISIBLE CTA

The Leak: You're making your prospects play hide-and-seek. If your "Book a Call" or "Buy Now" button is buried at the bottom of a page or hidden in a sea of text, you're leaving revenue on the table.

The Fix: Your Call to Action (CTA) should be the most obvious thing on the page. Use a high-contrast colour (like our acidic lime!) and place it where people actually look.

6. THE TRUST FACTOR

The Leak: Testimonials are great, but if they're buried on a "Testimonials" page that no one visits, they aren't working for you. People need to see proof at the moment they are considering your service.

The Fix: Sprinkle your social proof (logos, case study results, quotes) throughout the journey. Put them right next to your service descriptions and CTAs to handle objections in real-time.

7. THE MESSAGE-MARKET FIT

The Leak: Your brand is talking about you—your history, your passions, your "vision." But your prospects only care about their problem. If your brand doesn't reflect the founder's pain points, they won't feel understood.

The Fix: Flip the script. Every piece of copy and design should answer: "How does this help the customer win?" This is the core of Brand Strategy.

SCORE YOURSELF:

0–2 Leaks: You're doing well, but there's room for optimization.

3–5 Leaks: Your brand is actively holding back your growth.

6–7 Leaks: You are losing sales every single day.

WANT A SECOND OPINION? LET'S PLUG THE LEAKS.

BOOK A BRAND TEARDOWN

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