

# 7 expert testimonials that sliders suck.

**“This popular design element is** – for many – the go-to solution when there are more messages to put on the home page than there is room to put them. Rather than make the tough decisions that require prioritizing conversion goals, web teams turn to the rotating banner as an offer of compromise.

**Sliders are absolutely evil** and should be removed immediately.”  
– Tim Ash, CEO at SiteTuners, Author of *Landing Page Optimization*.

**“Sliders please the owner of the site,** but they deliver little to no value to the customers. The reason is that we are not going to sit there and wait for your “movie” to play out. I’m also not a fan of sliders because for most businesses they provide an excuse not to think about personalization and being good at giving the customer the right answer, right away.”  
– Avinash Kaushik, *Digital Marketing Evangelist for Google*, Author of *Web Analytics 2.0*.

**“We seldom use sliders.** A slider is an “involuntary autoscroll.” It’s like the webpage grabs the user’s mouse and starts scrolling around the page without the user’s permission.

And we, as designers, lose control of what the user sees. If the user scrolls down the page, they may completely miss some of the panels of the slider.”  
– Karl Blanks, *Chairman and Co-Founder of Conversion Rate Experts*

**“It’s extremely rare** to see sliders work. You’re better off using static images and copy.”  
– Peep Laja, *Owner of ConversionXL.com and Markitekt*

**“I think sliders are distracting.** It’s a way to put extra crap on a page that’s typically not best for visitors. If it’s important in most cases you should just put it on the page without sliders or extra clicks.”  
– Hiten Shah, *Co-Founder of Crazyegg and KISSMetrics*

**“Sliders suck 99.8%** of the time! We once did a test with a client where we changed their slider to a static image with 3 core benefits and lifted conversions by a nice amount.”  
– Bryan Eisenberg, *Author of Waiting For Your Cat to Bark*.

**“I think sliders are interesting** but somewhat problematic. The biggest problem I see is that if visitors are bouncing from the page in a second or two, they will never see the other options on the slider. If you use a slider for navigation, be sure the same choices are visible in static form, too. I think sliders work best for portfolio displays where several large, strong images can be displayed in the same space without impeding the visitor’s ability to navigate or determine what other content is on the site.”  
– Roger Dooley, *Author of Brainfluence and owner of Neurosciencemarketing.com*

## Where’s my slider?