

# 10 common technical errors

## 1. Slow Website Loading Time

- **Problem:** Slow loading websites can lead to high bounce rates and reduced user satisfaction.
- **Solution:**
  - Optimize images by compressing them.
  - Enable browser caching.
  - Minify CSS, JavaScript, and HTML files.
  - Use a content delivery network (CDN) to reduce latency.
  - Implement lazy loading for media.
- **Advice:** Regularly monitor website performance using tools like Google PageSpeed Insights and GTmetrix. Stay on top of server performance and ensure that plugins or add-ons don't bloat the site.

## 2. Broken Links (404 Errors)

- **Problem:** Broken links lead to a poor user experience and can harm SEO rankings.
- **Solution:**
  - Use online tools like Google Search Console or Screaming Frog to detect broken links.
  - Redirect broken URLs using 301 redirects to relevant pages.
- **Advice:** Periodically audit your website for broken links, especially after site migrations or redesigns. Implement a 404 page that provides users with a helpful message and a link back to the homepage.

## 3. Website Not Mobile-Friendly

- **Problem:** Poor mobile compatibility can lead to a loss of traffic as more users access websites via mobile devices.
- **Solution:**
  - Use responsive web design principles (CSS media queries, fluid grids).
  - Test your website using Google's Mobile-Friendly Test tool.
  - Ensure clickable elements are well-spaced and accessible on smaller screens.
- **Advice:** Design your site mobile-first, as a growing percentage of web traffic comes from mobile devices. Regularly test on various devices and screen sizes.

## 4. SSL Certificate Issues (Insecure Website)

- **Problem:** Missing or invalid SSL certificates will result in the "Not Secure" warning, affecting user trust and SEO.
- **Solution:**
  - Obtain and install an SSL certificate from a trusted authority.
  - Ensure that your website redirects HTTP to HTTPS.

- Regularly renew your SSL certificates.
- **Advice:** Schedule reminders for SSL renewal and use tools like Let's Encrypt for automated, free certificates. Monitor for mixed content issues (HTTP links in an HTTPS site).

## 5. Server Downtime

- **Problem:** Server issues or downtime result in an inaccessible website, harming both user experience and revenue.
- **Solution:**
  - Use server monitoring tools to receive alerts in case of downtime.
  - Implement a backup hosting plan or failover solution.
  - Keep the web server software up to date.
- **Advice:** Choose a reliable web hosting provider with strong uptime guarantees. Ensure that technical support is available 24/7, and use a content delivery network (CDN) for redundancy.

## 6. Poor Search Engine Optimization (SEO)

- **Problem:** A poorly optimized website will rank lower in search results, reducing organic traffic.
- **Solution:**
  - Use SEO tools to perform an audit (e.g., SEMrush, Moz).
  - Optimize meta tags, headings, URLs, and image alt texts.
  - Ensure that your website has a proper XML sitemap and submit it to search engines.
- **Advice:** Stay updated on SEO best practices and algorithm changes. Regularly perform keyword research and content updates to keep the site relevant.

## 7. Forms Not Working

- **Problem:** Broken forms can result in missed customer inquiries, leads, or sales.
- **Solution:**
  - Test the forms to ensure all fields and submission buttons work.
  - Check backend integrations for email or CRM system errors.
  - Implement form validation (both client-side and server-side).
- **Advice:** Regularly test forms after website updates or changes to ensure they function correctly. Set up notifications and monitoring systems to check for errors or missing form submissions.

## 8. Cross-Browser Compatibility Issues

- **Problem:** A website might look different or not function properly across various web browsers.
- **Solution:**
  - Use CSS resets and browser-specific fixes (vendor prefixes).

- Test the website on multiple browsers, including older versions.
  - Utilize modern JavaScript and CSS frameworks that offer cross-browser support (e.g., Bootstrap).
- **Advice:** Regularly test your site on all major browsers (Chrome, Firefox, Safari, Edge) and ensure backward compatibility for older browser versions.

## 9. Malware Infections or Security Breaches

- **Problem:** Malware infections can compromise website data, affect user trust, and harm SEO rankings.
- **Solution:**
  - Regularly scan the website for malware using tools like Sucuri or Wordfence.
  - Ensure that all software (CMS, plugins, themes) is up to date.
  - Implement a web application firewall (WAF) to block malicious traffic.
- **Advice:** Conduct frequent security audits and backups. Educate your team about security best practices and enforce the use of strong passwords and two-factor authentication.

## 10. Excessive Use of Plugins

- **Problem:** Using too many plugins (especially outdated or unnecessary ones) can slow down the website and cause conflicts.
- **Solution:**
  - Audit your plugins and remove any that are not necessary.
  - Replace outdated plugins with modern equivalents.
  - Limit plugin usage by finding multi-functional plugins that combine features.
- **Advice:** Regularly review your plugin usage and remove anything that's outdated or redundant. Use plugins that are well-maintained, and keep everything updated to avoid vulnerabilities.

## General Advice for Clients:

- **Implement Monitoring Tools:** Use tools like Google Analytics, Search Console, uptime monitors, and performance checkers to catch problems early.
- **Automate Backups:** Set up daily or weekly backups for the website so you can quickly restore it in case of an issue.
- **Educate Users:** Provide clear instructions on error handling and make it easy for users to report issues.
- **Regular Maintenance:** Schedule regular technical maintenance checks for updates, SEO improvements, and security patches.
- **Have a Response Plan:** Create a response plan in case of website issues, including communication protocols and contingency strategies.

This approach ensures the website runs smoothly, minimizes downtime, and provides an optimal user experience.