

THE TOP 10 MOST COMMON WEBSITE MISTAKES WE SEE AND HOW TO AVOID THEM

We've seen and heard it all. We've fixed broken pages and images, cleaned up hacked sites, patched security vulnerabilities, tracked down old website developers, and just about every other crazy website issue you could imagine. Well, we've got good news! **Most issues are 100% preventable and fixable.**

Here are the top 10 mistakes we see, and how to keep your website from experiencing one of them.

MISTAKE 1

NEGLECTING ONGOING MAINTENANCE

THE FIX

Stay on Top of Technical Issues & Schedule Monthly Website Maintenance

- Update the CMS, themes, & plugins regularly.
- Improve site security & run monthly scans.
- Back up your site before major changes.
- Automate daily backups if possible.



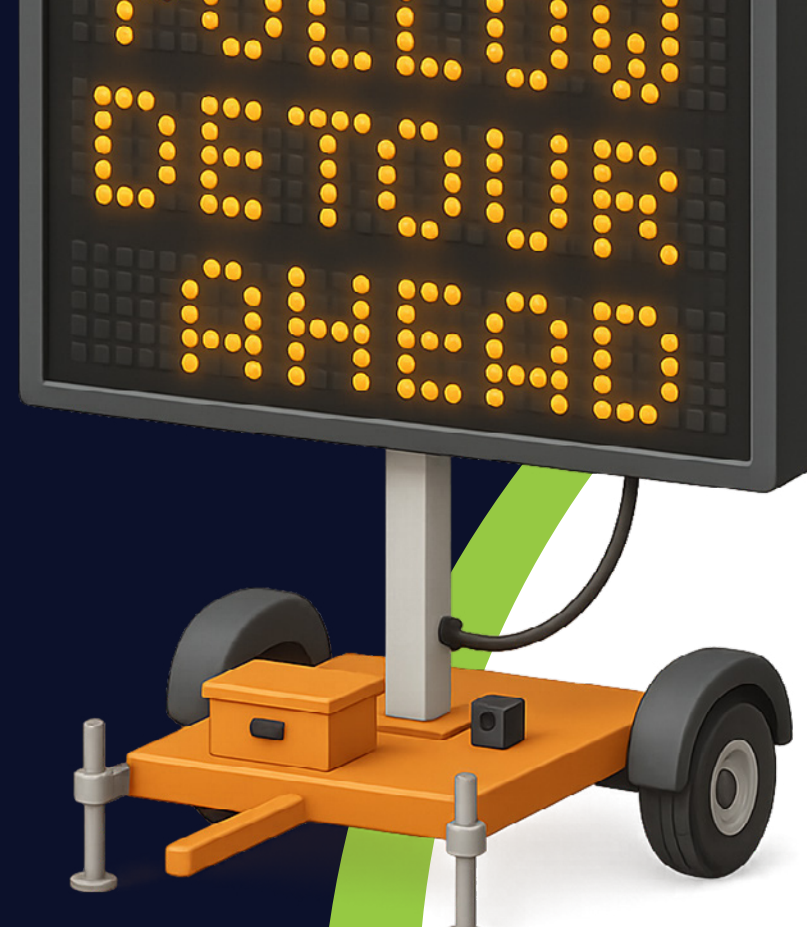
MISTAKE 2

NO CLEAR CALL TO ACTION

THE FIX

Make CTA Steps Obvious & Actionable

- Use strong, specific CTAs like "Free Estimate," or "Schedule a Call."
- Don't send mixed signals with multiple conflicting CTAs.
- Make it visible in multiple areas.
- Limit friction with less steps to act.



MISTAKE 3

DIY DESIGN GONE A LITTLE TOO WILD

THE FIX

Stick to Clean, Consistent, Mobile-Friendly Design

- Limit fonts to 2-3 max.
- Choose 2-4 brand colors & use consistently.
- Follow a brand guide or style sheet that outlines your design choices.
- Use whitespace to create a clean site.



MISTAKE 4

NOT MOBILE-FRIENDLY

THE FIX

Build for Mobile-First Experience

- Use a responsive theme that adapts to different device sizes.
- Preview each page on mobile AND desktop.
- Check your site's mobile performance in Google Search Console.
- Test menus, forms, & CTAs to ensure they're intuitive on mobile devices.

MISTAKE 5

SUPER SLOW LOAD TIMES

THE FIX

Optimize For Speed and Performance

- Compress large images.
- Host on a reputable server.
- Use caching and a CDN (like Cloudflare) to speed up global access.
- Nix unused plugins & scripts that add bloat.
- Run site audits to find problem areas.



MISTAKE 6

CONFUSING NAVIGATION

THE FIX

Simplify, Clarify, and Guide Users Where You Want Them to Go

- Stick to 5-7 items in your main menu.
- Use common, intuitive labels.
- Organize dropdowns logically.
- Add search for blogs or resources.
- Every click should lead to action, not confusion.



MISTAKE 7

OUTDATED OR MISSING CONTENT

THE FIX

Build a Content Maintenance Routine

- Schedule quarterly content audits to review pages for relevance & accuracy.
- Refresh homepage banners, location pages, business hours, and FAQs
- Use a calendar to track updates.
- Run a site crawl to find errors.



MISTAKE 8

BROKEN FORMS & MISSING CONTACT INFO

THE FIX

Make It Effortless to Reach You

- Put contact info where people expect it, like the header, footer, and contact page.
- Use a proven, secure form builder like WPForms or Gravity Forms.
- Set up clear email routing to ensure submissions will hit someone's inbox.

MISTAKE 9

NO ANALYTICS OR TRACKING

THE FIX

Build Analytics Into Your Maintenance Plan

- Install Google Analytics 4 (GA4). Track traffic, behavior, and key user events.
- Use Google Tag Manager to manage all your tracking scripts in one place.
- Set up goals or conversion events for key actions like form submissions, downloads, purchases, or contact clicks.



MISTAKE 10

RELYING ON ONE PERSON WHO DISAPPEARS

THE FIX

Build Redundancy Into Your Website Management

- Document & securely store login credentials.
- Make sure your name (or company) is listed as the owner on all major accounts
- Partner with a reputable web maintenance team, not a one-person shop.



MAINTAIN YOUR WEBSITE WITH WEBSITE MAINTENANCE SERVICES FROM NEON GOLDFISH

The real cost of poor website maintenance isn't just dollars. It's lost time, mounting stress, and missed opportunities when issues go unnoticed. Our job is to make sure your site runs smoothly, loads quickly, ranks well, and stays secure.

Proactive fixes, smarter improvements, and long-term support from a team that answers the phone.

Every business owner makes mistakes. **The key is catching them early, before they snowball into something bigger.**

LET'S TALK ABOUT YOUR WEBSITE