

TURCHETTE
B2B MARKETING & PUBLIC RELATIONS

I'VE GOT A "**GLITCHY**" WEBSITE

HERE ARE SOME POTENTIAL CAUSES

By Lance Miller, Interactive Director



Why would a new site have glitches after it launches? This is often a tough question to answer because it can be a little like asking "why did a car break down"? There are many potential reasons why something can affect the site, and it could be something you would never foresee. This much is certain: with the proper planning and web development disciplines, many if not all glitches can be avoided. With our evolved web development pre-engagement, pre-launch and post-launch processes you can be assured of a well-tuned, high-performance website, which will deliver the metrics you need.

1. **Missing or corrupted files** - When files are transferred using FTP (File Transfer Protocol), occasionally a file could fail to upload or only partially upload.

2. **Server configuration differences** - Linux, Apache, MySQL & PHP can all have different configurations on different servers that impact a site, such as memory allotment differences, different software components/support in PHP, different PHP versions, etc.

3. **Hosting outages** - Even major sites like Facebook can experience servers going down. The causes of hosting outages vary, but they usually resolve themselves promptly.

4. **Network problems** - From local network connectivity issues to firewall configurations, to regional Internet Service Provider (ISP) outages, to cyber attacks, and even bad weather - there are seemingly endless possibilities for issues on a network to impact any given website or a computer's performance.

5. **SSL configuration issues** - A site can throw warnings or display a "broken lock" if an SSL certificate expires or is not configured properly - or if a page is displaying a resource such as an image file with an HTTP connection rather than HTTPS.

6. **References to non-existent servers** - If a website is referencing a resource from an external server that is no longer active, or is experiencing an outage, the website will not work properly. This is common when utilizing third-party scripts or when a site goes live and accidentally retains references to its staging environment.

7. **Issues or outages with third-party providers** - Besides a third-party server experiencing an outage, other issues can arise from utilizing third-party services. Most often these issues manifest themselves as functions no longer working on your site due to factors such as changes to API functions (YouTube is famous for this), changes to terms & conditions (Google is famous for this), or expired access tokens (social media channels are famous for this).

8. **Theme/Plugin/WordPress conflicts** - Particularly common when site (or server) software is updated, websites occasionally experience issues due to software conflicts such as utilizing outdated javascript versions or plugins not working well with one another.

9. **SPAM/hacks** - No explanation needed.

10. **Browser updates** - Though rare, there are occasionally updates to web browser software that are significant enough to cause a site to render differently or unsuccessfully. Famous examples include when browsers stopped supporting Flash player or began muting videos that played automatically.

11. **Another site on a shared environment causing problems by being attacked, triggering SPAM, etc.** - This is most brutal when their activity causes the shared IP address to be flagged/blocked by a browser or e-mail provider.

12. **Mail configuration issues** - E-mail notifications may fail to successfully send from a website for reasons including server configuration problems, failing to use SMTP to send mail, or inadequate DNS records.

13. **Human error** - End users sometimes do strange or unpredictable things that the site's code did not reasonably anticipate and might not be able to successfully process.

14. **Cache synchronization issues** - Caches speed up a site and are crucial to good user experiences, but also add layers of complication to what users see, and introduce a potential for mayhem. In addition to the cache in a user's own browser software, caches can also exist on the web host's server, the website's software, and with a CDN service such as Cloudflare or Sucuri (if in use). There can even be a cache within the user's company network! So, if in doubt... clear all of your caches!

If you're looking to develop a healthy, highly effective website that will move you up in the search rankings, our web development team can help.

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3799 Route 46, Suite 100, Parsippany, NJ 07054
973-227-8080 x1 • jgorab@turchette.com
turchette.com

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