

WUNDERLANDMEDIA

8 Invisible Website Problems Costing You Customers

The leaks that fail silently, and the 15-minute self-check that catches them before they cost you.

By Kemal | wunderlandmedia.com

8

Silent Leaks

15 min

Self-Check

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Developers Needed

The whole idea in one line

The website mistakes that cost the most are the ones that fail silently. Visible problems get fixed because they're visible. These have no feedback loop, so they run for months.

1 Your Contact Form Stopped Sending Emails**#1**

Broken contact form notifications are the single most common thing I find on website audits. Not slow pages. Not missing keywords.

- ☐ **Submit your own form once a month**
Confirm the email actually arrives. This costs nothing and catches the most common leak.
- ☐ **Re-test after every plugin or host change**
A plugin update resetting a setting or a host tightening mail policy silently breaks delivery.
- ☐ **Store submissions in a database, not just email**
When email delivery dies, the message still isn't lost. Belt and suspenders.
- ☐ **Don't trust the green success message**
The visitor sees "Thanks, we'll be in touch" whether or not the email ever sends.

2 The Emails Send, But Land in Spam

- ☐ **Check your spam folder for form submissions right now**
If you find even one, your email authentication is failing.
- ☐ **Set up SPF, DKIM and DMARC records**
Unauthenticated email "from" your domain is exactly what spam filters catch. It's a DNS task, not a rebuild.

Since 2024 this got worse

Google and Yahoo tightened sender requirements in 2024. Unauthenticated email now gets junked far more aggressively. Quote requests from your own website can rot in your own spam folder.

3 Your SSL Certificate Is Quietly Failing to Renew

- ☐ **Click the padlock and check the expiry date**
Most certs auto-renew every 90 days. Until a DNS change, migration or firewall rule breaks it silently.
- ☐ **Set up a free uptime monitor with SSL expiry checks**
Takes five minutes. Warns you before visitors ever see the error screen.
- ☐ **Confirm `http://` redirects to `https://` automatically**
A missing redirect quietly serves an insecure version to some visitors.

~0% Your conversion rate while a "Your connection is not private" warning is showing. Almost nobody clicks past it.

4 Google Indexed Your Staging Site

- ☐ **Search `site:yourdomain.com` on Google**
Look for staging., dev. or test. subdomains with the full site sitting in the index.
- ☐ **Add `noindex` or password protection to staging**
One forgotten tag on launch day is all it takes for a duplicate copy to leak.
- ☐ **Remove it from the index properly, don't just delete**
Deleting alone leaves ghost pages lingering in search results for months.

WHAT SHOULD HAPPEN

Customer searches, lands on your real site with current prices and a working checkout.

WHAT ACTUALLY HAPPENS

Google picks the test copy. Customer lands on placeholder text, old prices, a checkout that goes nowhere.

5 Broken Redirects From Your Last Relaunch

- ☐ **Click the website links in your Google Business Profile**
If any land on a 404, old inbound links are bleeding visitors and rankings.
- ☐ **Check your social bios and last three newsletters**
A link from a newsletter you sent in 2023 still hits the old URL.
- ☐ **Map every old URL to its new one with a 301**
After a redesign, half the old URLs typically never get redirected.

Why you never notice

The damage arrives as absence. Rankings bleed slowly, referral visitors bounce off error pages, and nothing in your dashboard screams at you.

6 Your Cookie Banner Gutted Your Analytics

- ☐ **Cross-check analytics against server-side stats**
Your hosting panel's raw visitor stats count everyone, banner or not.
- ☐ **Treat your dashboard numbers as a sample, not the truth**
Declined banners plus ad blockers mean a big share of visitors go uncounted.

30-50% How much higher your real visitor count can be versus what your dashboard shows. Every decision downstream is then built on wrong data.

7 Half Your "Visitors" Are Bots

- ☐ **Check who's actually visiting before blaming sales**
If traffic looks stable but inquiries fell, real demand may have dropped under bot noise.
- ☐ **Watch for crawler storms slowing the server**
AI crawlers and SEO tools hammer sites and slow them down for real humans trying to buy.
- ☐ **Rate-limit or block aggressive bots**
Most don't identify themselves politely. Inflated numbers hide a real drop in demand.

8 JavaScript Errors You'll Never See

- ☐ **Add error tracking that reports from real browsers**
It surfaces errors from devices you don't own, including that four-year-old Android phone.
- ☐ **Test on the oldest phone in your household, over 4G**
At least once a quarter, try to actually complete a purchase or inquiry.
- ☐ **Don't rely on "it works on my machine"**
On your laptop, in Chrome, on fast Wi-Fi, it works by definition. The owner is always the last to know.

The failure mode

A third-party script times out, the booking widget never renders, the customer closes the tab. You will never reproduce this by "checking the site."

"I can't promise your website has any of these problems. Statistically though, at least one of them is running right now, and it picked you precisely because you can't see it."

Kemal, Wunderlandmedia

15 The 15-Minute Self-Check (No Developer Needed)

#	Check	Time	What a failure looks like
1	Submit your own contact form	3 min	No email in inbox or spam within 5 min (problem 1 or 2)
2	Search site:yourdomain.com on Google	2 min	Staging subdomains or pages you don't recognize (problem 4)
3	Click the padlock, check SSL + http to https	2 min	Cert expiring soon, or http:// doesn't redirect (problem 3)
4	Click your external links (GBP, bios, directories)	3 min	Any link lands on a 404 (problem 5)
5	Open your site like a stranger (old phone, 4G, ad blocker)	3 min	Can't contact or buy; widget never loads (problem 8)
6	Compare analytics vs hosting panel raw stats	2 min	Numbers wildly different (problems 6 and 7)

The key takeaway

Fifteen minutes covers leaks I've seen run quietly for months on business websites. Run this checklist once a quarter and you'll catch these before they cost you customers.

VISIBLE PROBLEMS

Reported within a day. Broken layout, wrong button text, obvious errors. They have a feedback loop.

INVISIBLE PROBLEMS

Run for months. The people affected simply disappear. Nobody complains, so nothing gets fixed.

Found something you can't fix yourself?

Finding invisible problems is most of what I do. Let's talk.

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