

Website Maintenance Checklist

Simple best practices to keep your site secure, functional, and performing its best.

Maintaining a website isn't "set it and forget it". All digital visibility efforts depend on it functioning properly. Consistent maintenance protects your investment and prevents avoidable disruptions.

Weekly Tasks

- ✓ **Check for obvious breakages** – Visit key pages (home, contact form, service pages) to ensure nothing is broken or displaying errors.
- ✓ **Review user-facing functionality** – Test forms, buttons, and key calls to action to confirm they're working.
- ✓ **Create and verify website backups** – Ensure a full backup of your site is created and confirm it completed successfully so your data can be restored if needed.

Monthly Tasks

- ✓ **Update your CMS and plugins** – Keep your content management system (e.g., WordPress) and all plugins up to date to maintain security and stability.
- ✓ **Verify updates installed correctly** – Confirm that core, theme, and plugin updates haven't introduced issues.
- ✓ **Run or review security and malware scans** – Use your security tools or hosting provider to check for viruses, malware, or suspicious activity.

Quarterly Tasks

- ✓ **Test page loading speed** – Use tools like GTmetrix or PageSpeed Insights to check your site speed and identify slow pages.
- ✓ **Check responsiveness across devices** – Make sure your site displays and functions well on desktop, mobile, and tablet.
- ✓ **Review navigation and user experience** – Confirm menus, internal links, and paths to lead forms are clear and intuitive.

Yearly Tasks

- ✓ **Comprehensive performance review** – Check page speed trends and hosting performance over time.
- ✓ **User experience assessment** – Review site layout, navigation, and overall usability for potential improvements.
- ✓ **Security overview** – Confirm SSL certificates, backups, and any security plugins or measures are current and working.
- ✓ **Review compatibility with browsers and devices** – Ensure everything still works on major browsers and new device resolutions.
- ✓ **Review and audit user accounts** – Remove inactive users, confirm appropriate access levels, and ensure only authorized individuals have administrative permissions.
- ✓ **Update legal notices and footer information** – Review and update copyright dates, privacy policies, terms of use, disclaimers, and any required legal notices.