

The Website Maintenance Checklist: How to Get Your Website Maintenance on Track

Your website is one of your most valuable marketing tools, so implementing a proper maintenance schedule ensures that your site will continue to work for you. We've put together a checklist of the most important tasks you need to complete in order to keep your website functioning well for visitors, potential clients, and customers!

Getting Started

- ✓ If you've already installed Google Analytics, you're ahead the game! If not, get to it!
- ✓ Find a company that will monitor your website security with automatic scanning.
- ✓ To avoid getting spam on your forms, make sure your form submissions are being sent to you properly.
- ✓ Monitor your website's uptime with online software.
- ✓ You'll need to choose a back-up service that will make a copy of your website for you. Back-ups of your database should be done daily and full site back-ups should be done weekly! Always store your back-ups on a separate web server.

Weekly Maintenance

- ✓ Confirm that your back-ups are being done and stored properly off-site.
- ✓ Check for any Content Management System (CMS) software and plugin updates that may need to be installed. This keeps your plugins working properly so you don't miss out on leads and potential sales!
- ✓ Check each page to make sure there are no loading issues. Website visitors and search engines like fast websites, and sites that don't perform are likely to be ignored in favor of your competitors.
- ✓ Test all your forms to ensure they're working correctly. When your forms don't work, you're losing money!
- ✓ Test all links to make sure none are broken or incorrect.
- ✓ Confirm that there are no 404 errors on your website.
- ✓ Check for and remove any spam comments, or you'll lose credibility. Prospects don't want to see spam cluttering your website.
- ✓ Test that all emails from your web server are functioning normally.
- ✓ Write a blog post and upload it to your website. Sites with active blogs perform better in SEO, and also encourage deeper relationships with prospects.

Monthly Maintenance

- ✓ Inspect your local search profile and account pages to ensure they are complete and correct.
- ✓ Analyze your website traffic data and compare patterns against the previous month to spot trends and possibilities. Modify content where applicable. This will help you focus your marketing efforts and get more results!
- ✓ Do a security scan and handle any issues that arise. Hacking and malicious attacks occur frequently, and scanning will help prevent a security breach that could be catastrophic to your business.
- ✓ Perform a speed test to confirm that your pages are loading within 3 seconds. If not, you'll need to address how to improve the speed.

Quarterly Maintenance

- ✓ Do an overall review of all website pages. Is content correct and up to date? Does anything need to be improved, like graphics or images? Make sure that you're providing visitors with all the correct information.
- ✓ Review all contact info for accuracy.
- ✓ Check for any unnecessary website plugins and remove them. Don't bog your website down with things it doesn't need or you don't use anymore. It will increase its risk of having broken data, and it will be less secure.
- ✓ Confirm that your meta descriptions and titles are still correct and adjust if needed. This will help with your SEO.
- ✓ Test your website on different browsers and mobile devices to ensure that it's loading and functioning properly.
- ✓ Validate your site for CSS/HTML, accessibility, mobile-optimization, etc.
- ✓ Assess uptime data and make sure that it's at 99%. Anything less could mean there's a problem!
- ✓ Make changes to any special offers, opt-ins, or forms to enhance conversion rates.

Yearly Maintenance

- ✓ Make sure your website domain is up to date. If it's up for renewal in the coming year, make a note on your calendar so that it doesn't expire!
- ✓ Do a thorough review of *each* page of your website. Is the information accurate? Is the content relevant? Has anything in your business changed that should be updated on your site?
- ✓ Review the overall design and layout to determine if it might be time for a refresh. Making sure your website's design is current will help you get more leads and make more sales.
- ✓ Evaluate your website strategy and make sure it still aligns with your business goals.

Okay, so now what?

If you're feeling overwhelmed and a bit confused by everything we discussed, don't worry! We can handle all of your website maintenance for you, saving you time and money by keeping your website running smoothly.

[Click here](#) to set up a free consultation, or call us now at **1-800-764-8528**.