Website Maintenance Checklist

This comprehensive checklist covers all critical maintenance tasks organized into four key categories—security, performance, content, and analysis—providing both what to do and how to do it properly to ensure your website remains a valuable asset.



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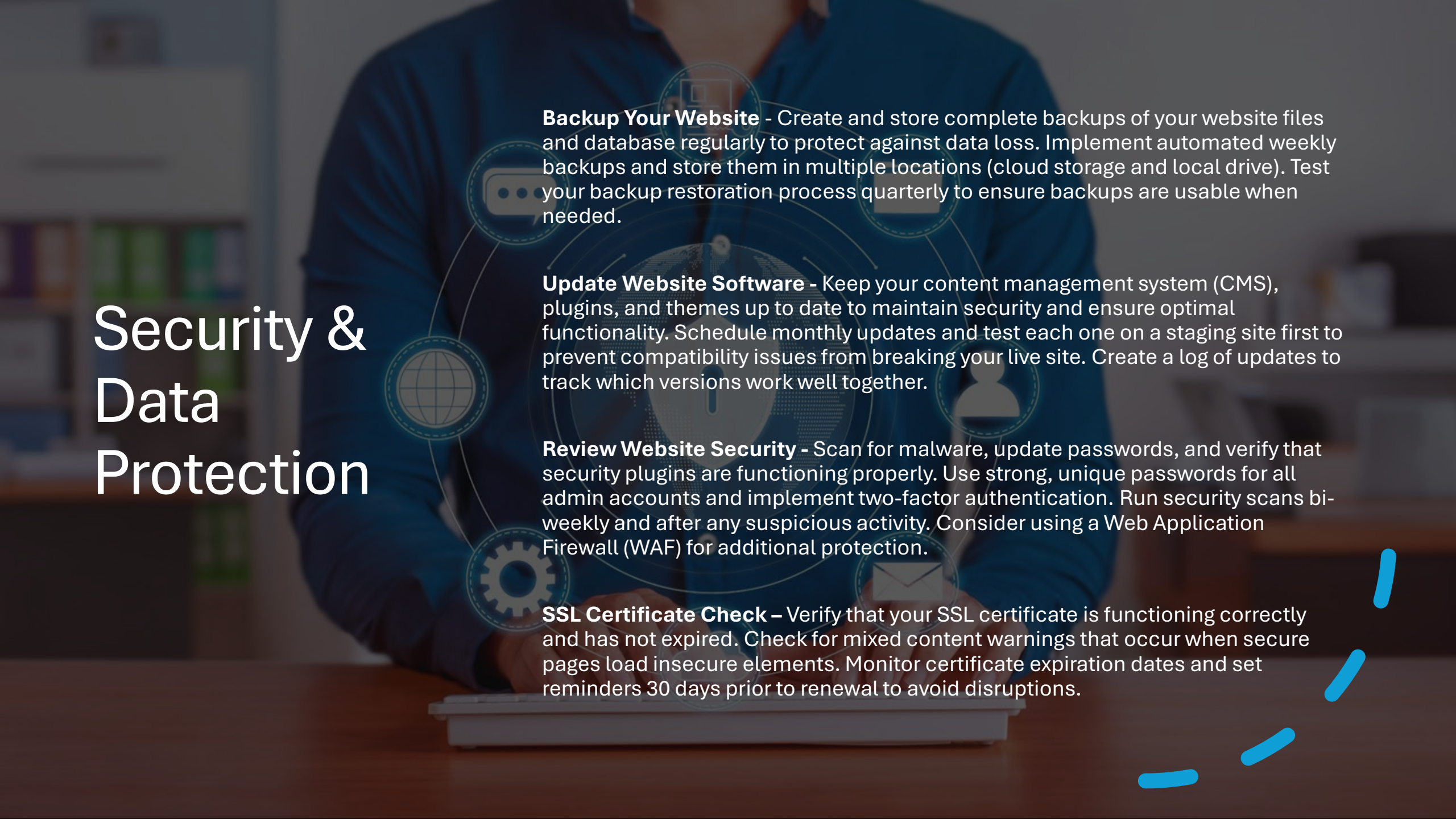
Security & Data Protection



Backup Your Website - Create and store complete backups of your website files and database regularly to protect against data loss. Implement automated weekly backups and store them in multiple locations (cloud storage and local drive). Test your backup restoration process quarterly to ensure backups are usable when needed.

Update Website Software - Keep your content management system (CMS), plugins, and themes up to date to maintain security and ensure optimal functionality. Schedule monthly updates and test each one on a staging site first to prevent compatibility issues from breaking your live site. Create a log of updates to track which versions work well together.

Review Website Security - Scan for malware, update passwords, and verify that security plugins are functioning properly. Use strong, unique passwords for all admin accounts and implement two-factor authentication. Run security scans bi-weekly and after any suspicious activity. Consider using a Web Application Firewall (WAF) for additional protection.

SSL Certificate Check – Verify that your SSL certificate is functioning correctly and has not expired. Check for mixed content warnings that occur when secure pages load insecure elements. Monitor certificate expiration dates and set reminders 30 days prior to renewal to avoid disruptions.

Performance Optimization

Monitor Site Speed - Test loading times and make improvements to keep pages loading quickly. Use tools like Google PageSpeed Insights or GTmetrix monthly to identify specific issues affecting performance. Set performance budgets for page load times (under 3 seconds is ideal) and optimize any pages that exceed them.

Optimize Images - Compress images to improve loading speeds without sacrificing quality. Implement lazy loading so images only load when scrolled into view. Use modern image formats like WebP with proper fallbacks, and ensure all images have appropriate dimensions rather than being resized via CSS.

Check Browser Compatibility - Test your site on different browsers (Chrome, Firefox, Safari, Edge) to ensure consistent functionality. Pay special attention to forms, interactive elements, and custom code. Create a quarterly testing checklist for critical site functions to verify across all major browsers.

Check Mobile Responsiveness - Test your website on various devices and screen sizes to ensure it displays and functions properly for all users. Use real devices when possible, not just browser emulators. Verify that touch targets are appropriately sized (at least 44×44 pixels) and that text is readable without zooming.

Content & Functionality

Check and Fix Broken Links - Scan your site for broken links that frustrate users and harm search rankings. Use automated tools monthly to identify 404 errors and set up proper redirects for changed URLs. Review your 404 page to ensure it helps visitors find alternative content.

Test Contact Forms - Verify that all contact forms on your website function properly and that notifications are sent to the correct email addresses. Submit test messages through each form on your site monthly. Ensure spam filters aren't blocking legitimate form submissions. Set up alternative notification methods (like SMS alerts) for critical forms.

Update Content - Review and refresh text, images, and other content to keep information accurate and relevant. Create a content calendar scheduling quarterly reviews of key pages. Update publication dates when content is significantly revised. Remove or redirect outdated content that no longer serves your visitors.

Maintain SEO Elements - Update page titles, meta descriptions, and keywords to maintain or improve search rankings. Monitor search performance in Google Search Console monthly. Refresh meta descriptions for pages with low click-through rates. Update structured data markup to reflect content changes and maintain rich result eligibility.

Analysis & Planning

Review Analytics - Check traffic patterns, popular content, and conversion rates to guide future improvements. Set up custom dashboards showing key metrics for your specific goals. Compare current data with previous periods to identify trends. Use event tracking to monitor particular user interactions beyond pageviews.

Create Maintenance Schedule - Set regular intervals for all maintenance tasks to prevent overlooking anything. Assign specific team members to each responsibility. Use project management tools to track completion status and set automated reminders. Review and adjust the maintenance schedule quarterly based on site growth and changing needs.

For detailed guidance on implementing this website maintenance checklist or assistance with your specific website needs, visit us online at https://blaserconsulting.com or call (206) 249-9134.

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