



THIRDEYEDSIGN

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Website Maintenance Checklist

A well maintained website is a healthy website. If you're not keeping up with it, your website could be LOSING you money!

Daily

Respond to customer or prospect inquiries

Weekly

Back up your website and store offline

Check for updates to your Content Management System and extensions

Write one blog post

Check for and fix any broken links

Monthly

Review your website statistics and make adjustments to your site where needed

Add new content, tweak your calls to action, etc.

Update or add listings to local directories

Check for 404 (Page not found) errors and fix link or set up redirect

Quarterly

Review progress toward your website goals

Ensure any dated content is up to date

Review and tweak your title tags

Review and update your meta descriptions

Check your page load speed

Test your forms

Test your website on new browsers

Remove any unneeded website extensions

Remove any inactive website administrators

Review all company contact information and update as needed

Test your latest backup

Check your ordering process (if you are running e-commerce)

Yearly

Update your copyright date in your footer and update other date references

Review each page of your website for content accuracy

Renew your website domain name(s)

Review your overall web strategy

Examine the overall design of your site