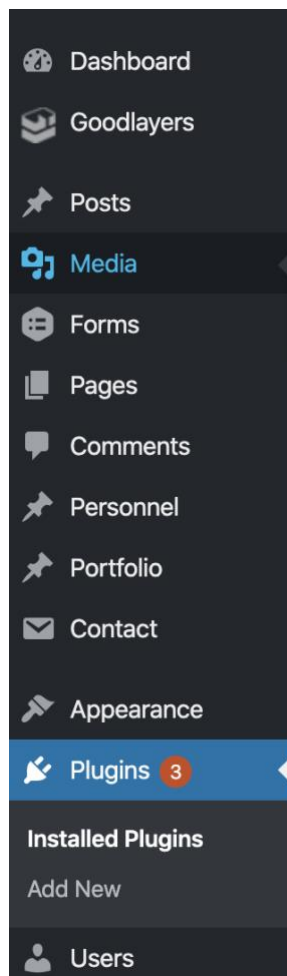


# Website Maintenance Checklist



Regular website maintenance is crucial to ensure your site's effectiveness and security and lessen the possibility of it being hacked.

It is important to keep all your site's components, the theme, the plugins and the WordPress version up-to-date.

In you WP dashboard (see image at left), plugins, theme and WP version updates will become visible, once they become available.

You should check for updates in your dashboard regularly and perform these updates immediately. Click on the updates (in this case, 3 plugins) and perform the update manually. Theme updates and WP version update will also be highlighted in red once they become available.

The first line of defense is keeping everything under the hood updated.

## SECURITY AND BACKUPS

Check these issues regularly and make sure that everything is addressed:

- Always delete unused plugins and unused themes. They can become a security issue. Also remember to delete free plugins once you upgrade to their paid version.
- Add plugins that help with security. I recommend [iThemes Security](#) for overall security measures and [Akismet](#) to fight spam.
- Schedule automatic, regular security scans. I recommend using [Sucuri](#) (and if your site is hosted on SiteGround, add Sucuri as a feature to your plan.) You can also run a regular security check with Sucuri here: <https://sitecheck.sucuri.net/>
- Schedule regular backups of your site. There are various plugins that you can use to do that. I recommend trying basic, free plugins like [UpdraftPlus](#) or VaultPress from [Jetpack](#). Free plugins, however, might give you limited backup scheduling and recovery choices.
- Change your site's login password regularly, especially if the site was maintained by many admins in the past. Choose strong, long passwords (use uppercase, lower case, numbers, symbols).
- Consider giving your editor/writers limited user roles (not your admin login) that you can manage and easily remove if needed.
- Add a security layer, like 2-Factor authentication to your site login. I recommend [Mini Orange 2 Factor Authentication](#). You would need a Google Authenticator app on your phone as well.

☐ Consider purchasing one of my three monthly [Peace-of-Mind Plans](#) and rest assured that all your security, backup and maintenance issues will be in good hands:

 <b>PEACE-OF-MIND PLAN BASIC</b> <small>Price adjustable to site size</small>	 <b>PEACE-OF-MIND PLAN ADVANCED</b> <small>Price adjustable to site size</small>	 <b>PEACE-OF-MIND PLAN PRO</b> <small>Price adjustable to site size</small>
<b>\$65</b> month	<b>\$165</b> month	<b>\$265</b> month
<ul style="list-style-type: none"> <li>✓ Consultation call</li> <li>✓ Initial website audit (theme, plugins, backup scheduling, security assessment)</li> <li>✓ Monthly backups</li> <li>✓ Plugins, WordPress Core and WP Theme Updates as soon as they become available</li> <li>✓ Security and Malware Monitoring</li> <li>✓ Scan for and fix broken links</li> <li>✓ Rollback to previous versions</li> </ul>	<ul style="list-style-type: none"> <li>✓ Consultation call</li> <li>✓ Initial website audit (theme, plugins, backup scheduling, security assessment)</li> <li>✓ weekly backups</li> <li>✓ Plugins, WordPress Core and WP Theme Updates as soon as they become available</li> <li>✓ Security and Malware Monitoring</li> <li>✓ Scan for and fix broken links</li> <li>✓ Rollback to previous versions</li> <li>✓ Downtime Monitoring</li> <li>✓ Off-Site Admin Assistance</li> <li>✓ Google Analytics</li> <li>✓ Monthly maintenance report</li> </ul>	<ul style="list-style-type: none"> <li>✓ Consultation call</li> <li>✓ Initial website audit (theme, plugins, backup scheduling, security assessment)</li> <li>✓ Daily backups</li> <li>✓ Plugins, WordPress Core and WP Theme Updates as soon as they become available</li> <li>✓ Security and Malware Monitoring</li> <li>✓ Scan for and fix broken links</li> <li>✓ Downtime Monitoring</li> <li>✓ Rollback to previous versions</li> <li>✓ Off-Site Admin Assistance</li> <li>✓ Google Analytics</li> <li>✓ Weekly maintenance report</li> <li>✓ SEO</li> <li>✓ Database cleaning &amp; optimization</li> <li>✓ Monthly Consultation Calls</li> <li>✓ 24/7 priority support</li> </ul>

## PERFORM REGULAR WEBSITE AUDITS

A website audit starts with gathering all the data you can—from your site structure and page flow to your site’s analytics, SEO practices and maintenance and security habits.

Add to that a rigid content audit to find outdated or duplicated content or content that is missing. This helps you analyze whether your site’s content and design are aligned with your business goals, speak to your target audience, are on brand and consistent throughout your site.

Screenshot everything you gather for documentation. Here is a breakdown of topics that a thorough site audit should cover.

### GENERAL

- Get information about the web hosting plan, contact for support and the login information
- Review all WordPress plugins; create documentation for future reference
- Document licenses, costs, renewal dates for premium plugins
- Check responsiveness on all platforms
- Check sitemap
- Footer dates updated? Privacy/cookie notices updated and in place?
- Contact page & social media links up to date?
- Site icon/favicon in place? Does it align with your brand?
- Search function/box in place and visible?

## **THEME REVIEW (for WordPress sites)**

- Check history of theme, author and any potential issues
- Check if there have been theme customizations and that the site uses a child theme
- The theme folder should be cleaned up to have only one active theme and one fallback theme
- Set up regular theme updates