

# MAINTAINING A WEBSITE CHECKLIST



## THE COVEN

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## MAINTAINING A WEBSITE CHECKLIST

Creating a website, whether you outsourced the job or designed it yourself, can feel like a mammoth task or investment, but the work doesn't stop once you're simply up and running. Websites need to to be loved and sustained if you want them to remain relevant, secure and successful. It's therefore worth dedicating a little bit of time each month to maintenance – or at least checking in to see whether everything is still as it should be.

**Before we start...**

**How do I currently feel about my website?**

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**What do I like?**

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**What do I dislike?**

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- Have I backed up my website recently?**
- Have I monitored my website's security lately?**
- Is my service provider software up to date?**
- Have I checked when my domain next needs renewing?**
- Have I checked my site's speed?**
- Is my site GDPR compliant?**
- Is my copyright up to date?**
- Are all my links still working?**
- Have I checked Google Analytics lately for user insight?**
- How is my SEO?**
- Does my website copy need rewriting?**
- Is all my content and information correct?**
- Are my social media channels linked on my website?**
- Are my social share images and meta data up to date?**
- Have I written an FAQ and is it up to date?**
- Do I have testimonials on my page?**
- Do I need to update my product page? (if I have a store)**
- Are my product and shipping prices still correct?**

**Out of the checklist above, what haven't I done or what needs doing or revamping?**

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**Make a plan of action...I am giving myself the time to work on these tasks when...**

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**Do I need to outsource any of these tasks? If so, who am I going to hire?**

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**Hold yourself accountable...When am I next going to check in with this checklist?**

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