Website Maintenance Checklist

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WordPress Website Maintenance Checklist

1. Update the WordPress software
Install the latest WordPress version to benefit from new features, improved performance, and critical security fixes.

2. Update all plugins and themes
Keep plugins and themes updated to avoid compatibility issues and patch vulnerabilities.

3. Back Up Website Data
Create full backups of your site files and database. Use tools like UpdraftPlus or rely on your hosting provider

4. Monitor Website Traffic
Use Google Analytics or similar tools to track visitor behavior and identify performance trends or drop-offs.

5. Check the website for broken links
Scan your website regularly and fix broken internal or outbound links that could harm SEO and user experience.

6. Optimize Website Images
Compress and resize images to reduce load times and improve performance.

7. Compress Website Assets with a Caching Plugin
Use caching tools (e.g., WP Rocket, Perfmatters) to serve your site faster by compressing JavaScript, CSS, and HTML files.

8. Clean Up the Database
Delete post revisions, trashed posts, and spam comments to keep your database lean and efficient.

9. Scan for Malware
Run malware scans with tools like Wordfence or Sucuri to detect threats early.

10. Fix Google Search Console Issues
Check for crawl errors, mobile usability issues, and indexing problems to keep your site healthy in search.

11. Update Passwords
Change admin, FTP, and database passwords regularly to protect against unauthorized access.

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eCommerce Website Maintenance Checklist

1. Keep Your Payment Gateway Secure
Ensure that your payment processor is working correctly and meets the latest security standards (e.g., PCI compliance).

2. Verify SSL Certificate
Check that your SSL certificate is active so your site displays as secure (HTTPS).

3. Review Product Pricing
Regularly compare your product pricing to market trends and competitors.

4. Confirm Order Delivery Process
Ensure your shipping and delivery system is timely and accurate.

5. Check and update your inventory
Check for out-of-stock items and update listings as needed.

6. Check if your pricing is still competitive
Stay ahead by tracking competitor promotions and offers.

7. Monitor Competitor Activity
Stay ahead by tracking competitor promotions and offers.

8. Add Extra Security Layers
Use firewalls, anti-malware plugins, and server protections to keep your site safe.

9. Track Website Performance
Monitor uptime, page speed, and user behavior for a seamless customer experience.

10. Moderate Customer Comments and Reviews
Engage with customers by replying to reviews and moderating inappropriate content.

11. Improve Your Marketing Strategy
Adjust your campaigns, offers, and messaging based on current analytics and seasonal trends.

12. Test Your Checkout Process
Run tests to make sure checkout is smooth, secure, and mobile-friendly.

13. Review Social Media Integrations
Ensure platforms like Pinterest, Instagram, and Facebook are connected and functioning.

14. Test Everything
Regularly test site functionality (forms, popups, menus, carts) to catch and fix bugs early.

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★★★★★
46 reviews

Clutch
★★★★★
5 reviews

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