

The Website Management Checklist

Every recurring task that keeps a site secure, available, fast, and recoverable — sorted by how often it needs doing.

WEBSITE

OWNER

HOSTING

MONTH / YEAR

DAILY

~5 minutes — most of this should arrive as an alert, not a login

- ☐ Site is up and loading correctly
- ☐ Security alerts reviewed
- ☐ Overnight backup completed successfully
- ☐ Forms and transactional email delivered
- ☐ Analytics skimmed for a traffic cliff
- ☐ Payment gateway processing normally

WEEKLY

~30 minutes per site

UPDATES

- ☐ CMS core updated
- ☐ Plugins and extensions updated
- ☐ Themes and templates updated
- ☐ Server-side dependencies reviewed

VERIFICATION

- ☐ Site tested on mobile and a second browser
- ☐ Forms, checkout, and search tested end to end
- ☐ Broken internal and outbound links checked
- ☐ 404 errors reviewed in analytics or server logs

HOUSEKEEPING

- ☐ Comments, spam, and user submissions moderated
- ☐ Error logs scanned for repeating entries

Automate first, then check. Every daily item and half the weekly items should reach you as a notification. If a task on this sheet requires you to log in and look, ask whether the hosting environment can do it instead.

MONTHLY

1-2 hours per site

RECOVERY

- ☐ Backup restored to staging and verified
- ☐ Offsite copy confirmed to exist
- ☐ Restore time measured, not estimated

SECURITY

- ☐ Full malware and file-integrity scan run
- ☐ User accounts audited, stale access revoked
- ☐ Two-factor authentication verified on all admin accounts
- ☐ SSL certificate expiry date confirmed

PERFORMANCE

- ☐ Core Web Vitals reviewed
- ☐ Largest pages and heaviest assets identified
- ☐ Caching layer confirmed active and hitting
- ☐ Database reviewed for bloat and cleaned

CONTENT AND RESOURCES

- ☐ Stale content updated
- ☐ Disk, bandwidth, and resource usage checked against plan limits
- ☐ Uptime percentage recorded for the month

QUARTERLY

Half a day — block it out properly

- ☐ Full content audit completed
- ☐ Technical SEO crawl run
- ☐ 301 redirects verified for all removed or renamed URLs
- ☐ Plugins, themes, and integrations pruned
- ☐ Accessibility checked against WCAG basics
- ☐ Disaster recovery plan tested, not just backups
- ☐ Hosting resources reviewed against actual growth
- ☐ Credentials inventory and documentation refreshed
- ☐ Analytics and conversion goals verified as still tracking

ANNUALLY

Once a year, ideally not in December

- ☐ Domains renewed and registrar contact details verified
- ☐ Domain and DNS confirmed registered to the business
- ☐ Privacy policy, terms, and cookie consent reviewed
- ☐ Hosting plan and provider reassessed
- ☐ Third-party services and subscriptions audited
- ☐ Redesign or rebuild need evaluated

If You Manage More Than One Site

Batch by tier, not by site. Running the full checklist site by site multiplies your time by the number of sites. Running one tier across the whole portfolio at once turns it into a single sitting. The tasks below only exist once you're managing a portfolio.

- ☐ Bulk updates run across all installations
- ☐ Portfolio-wide status reviewed in a single view
- ☐ Client reports generated and sent
- ☐ Environments standardized across sites
- ☐ Staging environments confirmed available for every site
- ☐ Per-account hosting costs reviewed
- ☐ Offboarding checklist ready for departing clients

Twelve-Month Log

MONTH	BACKUP RESTORED	MALWARE SCAN	UPTIME %	CORE WEB VITALS	ACCESS AUDIT	NOTES
Jan						
Feb						
Mar						
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						

The three things to own regardless of who does the work: your domain registration and DNS, your own admin credentials, and a restore you have personally verified.

Produced by ScalaHosting