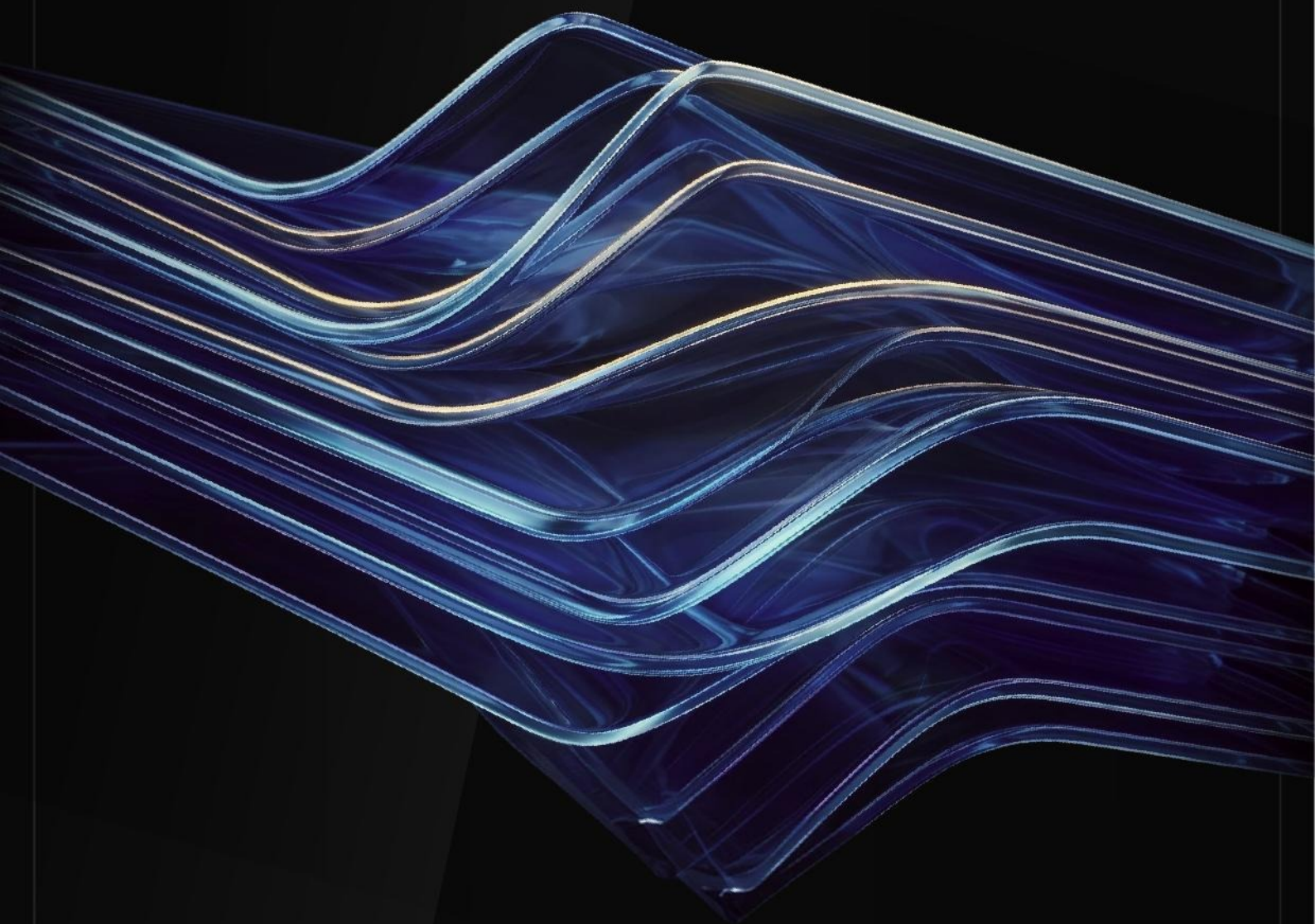


The website maintenance checklist

Checklist · October 2026 · Marrallisa Kreijkes



HOW TO USE THIS CHECKLIST

Small checks, on a fixed rhythm.

Most website problems stay quiet until they are expensive: a domain that expires, a form that stopped sending, a backup that cannot be restored. A fixed rhythm catches them early. The monthly list takes about half an hour, the quarterly list an afternoon.

Put a name next to every task in the calendar at the end. A task without an owner does not happen.

On Viralistic managed hosting, SSL, daily backups, uptime monitoring, domain and DNS management and security updates are handled for you. Use this list to see what is covered and what still needs a name.

By **Marrallisa Kreijkes**, Founder of Viralistic and official n8n Ambassador

01 EVERY MONTH

About half an hour, in the same week every month.

☐ **Core software, theme and plugin updates are installed, after a fresh backup**

On a site with a shop, bookings or custom code, test updates on a staging copy first.

☐ **Backups ran on schedule, and a copy is stored outside your hosting account**

The 3-2-1 rule: three copies, on two kinds of storage, one of them off-site.

☐ **Uptime monitoring is on, and its alerts reach a person who acts on them**

For example with UptimeRobot or Better Stack.

☐ **The SSL certificate is valid and renews automatically**

An expired certificate shows every visitor a security warning.

☐ **Every form is tested end to end**

The message arrives, the confirmation email goes out and the lead lands in your CRM.

☐ **Search Console shows no new errors, security issues or manual actions**

☐ **Your own pages contain no broken links**

Search Console's Page indexing report, or a crawl with Screaming Frog (free up to 500 URLs).

☐ **Analytics still records enquiries and sales as conversions**

02 EVERY QUARTER

An afternoon, once every three months.

- ☐ **A backup was restored to a test environment, and the site worked**
A backup you have never restored is a hope, not a backup.
- ☐ **Core Web Vitals are 'good' for your key pages**
LCP within 2.5 seconds, INP within 200 milliseconds, CLS 0.1 or less (PageSpeed Insights).
- ☐ **SPF, DKIM and DMARC are verified for every service that sends email from your domain**
Your mailbox, website forms, newsletter tool and CRM. Test with internet.nl or MXToolbox.
- ☐ **DMARC reports are read, and the policy is moving from none to quarantine or reject**
Gmail, Yahoo and Outlook require DMARC from senders of more than 5,000 emails a day.
- ☐ **HTTPS and security headers pass a free scan**
internet.nl tests both, along with DNSSEC.
- ☐ **Every user account is still needed, and former staff and agencies are removed**
In the CMS, hosting, domain registrar, analytics and Search Console.
- ☐ **Two-factor authentication is on for every admin, hosting, domain and email account**
- ☐ **Prices, team, opening hours, offers and dates are still correct on every page**
- ☐ **Your key pages and forms work on a phone, tested by hand**

03 EVERY YEAR

Put the date in your calendar now.

- ☐ **Every domain renews automatically, in your company's name, with a valid payment method**
Include old domains that only redirect. Note each expiry date.
- ☐ **Certificate renewal is automated for every domain and subdomain**
Since 15 March 2026, public SSL certificates last at most 200 days, so a yearly manual renewal no longer works.
- ☐ **Passwords for shared accounts are changed and stored in a password manager**
- ☐ **One document lists where every account lives, in whose name, and who has access**
Domain registrar, DNS, hosting, email, CMS, backups, analytics, forms and CRM.
- ☐ **API keys and connected apps are reviewed, and unused ones are revoked**

☐ **The server software still receives security updates**

For example your PHP version ([php.net/supported-versions](https://www.php.net/supported-versions)).

☐ **Your privacy statement and cookie banner match the tools the site uses today**☐ **The site is checked against WCAG 2.2 level AA**

At minimum: keyboard navigation, contrast, alt text and form labels.

☐ **Outdated, thin or overlapping pages are updated, merged or removed**

Redirect every URL you remove to the closest live page.

☐ **Your hosting plan, maintenance contract and data processing agreements still fit your site**

04 MAINTENANCE CALENDAR

Give every task an owner, and note the date each time it is done.

TASK	FREQUENCY	OWNER	LAST DONE
Updates (CMS, theme, plugins)	Monthly		
Backup check	Monthly		
Uptime and SSL	Monthly		
Form test	Monthly		
Search Console and broken links	Monthly		
Test restore of a backup	Quarterly		
Speed (Core Web Vitals)	Quarterly		
SPF, DKIM and DMARC	Quarterly		
Security scan and two-factor login	Quarterly		
Access review	Quarterly		
Content review	Quarterly		
Domain and certificate renewals	Yearly		
Passwords and API keys	Yearly		
Privacy, cookies and accessibility	Yearly		
Content audit	Yearly		

Any questions? Get in touch.



Scan to connect with Marrallisa on LinkedIn

Plan a strategic call: calendly.com/marrallisa/30min

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