



tiny blue sky

The Tiny Blue Sky No-Nonsense

# WordPress Maintenance Checklist

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Choosing WordPress is a smart move for all kinds of businesses. It's flexible and robust, giving you the control to create a unique online presence. But just like any tool you use to promote your products and services, maintaining your WordPress site is crucial to its long-term health. Security isn't just for big businesses—small businesses are just as vulnerable to threats like hacking and data breaches. Without a maintenance plan, minor issues like outdated plugins or broken links can quickly spiral into significant problems, costing you time, money, and potentially even your website.

Instead of handling WordPress maintenance piecemeal, following a consistent, well-thought-out plan is essential. At Tiny Blue Sky, we liken it to taking your car to the mechanic for a service. You wouldn't want the service person to miss something crucial that could cause you problems down the line, and the same goes for your website. Having a checklist in place ensures nothing gets overlooked. It's your safety net, guaranteeing that you address the critical areas of security, performance, and backups every time.

Like everything on the internet, there are many differing opinions regarding what should go into website maintenance. That's why we've created this definitive checklist, so you don't have to guess! This guide will be your go-to resource, helping you ensure your site is secure, fast, and free from any nasty surprises that might affect your brand image and bottom line.

# Why You Need a WordPress Maintenance Plan

## **Security**

WordPress is open-source, which means it's constantly evolving. But if you don't update plugins and themes, you leave the door open for hackers.

## **Performance**

A well-maintained site runs faster and smoother, giving visitors a great experience that keeps them coming back.

## **Backups**

If the worst happens—like a hack or crash—you need a backup ready to restore your site to its former glory without delay.

## **SEO**

An elite-level website doesn't just look beautiful. It works in unison with search engines. Staying ahead on technical and on-page SEO will give you the best chance to connect with your ideal clients.

## **Cost Savings**

Take it from us! Fixing a major issue after it happens costs way more than preventing it! If you notice something isn't working the way it should—get on top of it ASAP before it becomes a monster!

# Your Daily Checklist

Some tasks require constant monitoring. At Tiny Blue Sky, we advise clients to commit to a morning ritual that includes the following:

## ● Check Website Functionality

Survey your homepage and key landing pages where you send visitors to ensure everything feels familiar and functions as it should.



**Hot tip!** Don't forget to test those web forms so you're accurately collecting visitor data.

## ● Monitor Website Uptime

Use a tool like [Uptime Robot](#), [HostTracker](#), or [Pingdom](#) to check if your website runs smoothly. If something's down, act fast to get it back online!

## ● Backup Your Website

Double-check that daily backups are happening and stored somewhere safe, off-site. Every so often, restore one to a test site to ensure it's all working as expected.

# Your Weekly Checklist

Some tasks don't need to be handled every day, but leaving them for too long can cause issues that are harder to fix. Set an alert for the same time every week to stay on top of these essential jobs:

## ● Update WordPress Core, Themes, and Plugins

Each WordPress site is unique and requires plugins that enhance functionality. Keeping these current is crucial, especially for running an online store. Outdated plugins can lead to compatibility issues, security vulnerabilities, and even checkout failures that directly affect your revenue.

## ● Check for Broken Links

Broken links make your site look unprofessional, frustrate visitors, and hurt your search engine rankings. Dead links signal to search engines that your site isn't well-maintained, which can push you down in search results.



**Hot tip!** Use the WordPress plugin [Broken Link Checker](#) to scan for any dead links.

## ● Review User Comments

Check your comments section to approve, reply, or delete as needed. Clear out any spam to keep things tidy and engaging. You don't want potential customers to see unanswered comments from 12 months ago, do you?

## ● Monitor Website Analytics

By regularly checking tools like Google Analytics, you can spot trends and identify any unusual spikes or drops in traffic. For example, a sudden increase in traffic could indicate a successful campaign or a surge in interest, while a sharp decline might point to a technical issue or SEO problem.

## ● **Run a Security Scan**

Regularly scan your site for threats. Doing so helps you catch any vulnerabilities before they can cause damage. This is crucial for maintaining your site's integrity and protecting customer information, especially if your site processes transactions or collects personal data.

# Your Monthly Checklist

These tasks aren't on your daily radar, and tackling them weekly isn't necessary, but don't let them collect dust either! Take care these tasks on the 1st of each month, and you'll avoid those "uh-oh" moments later:

## ● **Optimize Your Database**

Over time, your WordPress database collects unnecessary data, such as post revisions, spam comments, and expired transients that act as a performance chokehold. If left unchecked, this clutter can slow down your site and affect its performance.

## ● **Review SEO Performance**

SEO isn't a "set it and forget it" task—it requires regular attention to ensure your site stays visible in search engine results pages. We recommend using an SEO tool like Moz, Ahrefs, or SEMRush to check your site's performance based on current keyword rankings, search trends, and traffic patterns.



**Hot tip!** Update your existing blog meta titles and descriptions to meet relevancy standards for today's audience. Google will not promote dated content!

## ● Test Website Speed

A fast-loading website is crucial for both user experience and SEO. Slow load times and today's average attention span don't mix! Avoid frustrating visitors by utilizing tools like [Google PageSpeed Insights](#) or [GTmetrix](#), which offer suggestions for improvements, such as optimizing images or reducing unnecessary scripts.

## ● Verify Backups

Daily backups are only useful if you manually check to see if they work. Try restoring one to a staging environment so everything appears intact and functional. We have heard horror stories from website owners who skipped this step and lost critical data later on.



**Hot tip!** Add an extra layer of security by saving your backups in multiple locations, such as on the cloud and an external drive.

## ● Check for 404 Errors

404 errors are the bane of any website owner. Search engines don't like dead-end pages, and neither do your users. Google Search Console will find these instantly, so if you spot any, use a redirection plugin or modify the URL so it accurately points to the correct page.

## ● Review Security Settings

Your website's security settings are the first line of defense against unwanted intrusions. Regularly auditing your security settings and access controls is critical to keeping things locked down. **We can't stress this enough!!!** Ensure all users are using strong, unique passwords, and enable two-factor authentication for an extra layer of security.

# Does the whole idea of “web maintenance” feel a bit overwhelming?

You're not alone. Keeping a website in top shape is an ongoing job that demands time and attention—time that could be better spent focusing on growing and scaling your business.

So, while we've equipped you with a checklist to keep your WordPress site in top shape, we understand that there are only 24 hours in a day, and some jobs require a level of technical expertise that might be outside your wheelhouse.

That's why Tiny Blue Sky offers comprehensive WordPress maintenance packages—both basic and premium—to ensure that your website stays in excellent condition while you focus on growing your business and scaling your operations.

Remember, your website isn't just a window into your business—it's the very engine that drives it forward. Neglecting regular maintenance or simply not having the time to give it the attention it needs can result in costly downtime, security risks, and missed opportunities. Tiny Blue Sky has a dedicated team of developers whose sole focus is to provide you with the tools and expertise to keep everything running smoothly.

## But we don't stop there...

A fully functional website means nothing if it's not optimized to attract the right audience, right?

That's why our offer goes above and beyond rudimentary maintenance. We ensure your website is fine-tuned for SEO, marrying high performance with visibility. After all, a beautiful website that no one sees won't do your business any good. Our team handles the technical side and focuses on your on-page SEO, ensuring your site sends all the right signals to Google and Bing. We work to understand your business and amplify your exposure to the ideal clients you're looking to reach.

At Tiny Blue Sky, we take pride in ensuring you have everything you need to succeed, from security and performance to SEO optimization. Let us handle the details so you can focus on what matters most.



Select your package here

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