



Keep Your Website Fresh

MONTHLY CHECKLIST

Content	
All pages on site loading without errors	
All forms working properly	
Remove spam comments from forms and blogs	
Check broken links: http://www.brokenlinkcheck.com/	
Check for 404 errors and resolve: https://www.google.com/webmasters/tools/	
Make sure the editorial calendar for email and social media is up to date, add anything new	
Outreach	
Update your blog with relevant, interesting content (at least once a month 4 times a month is better)	
Marketing automation - update emails and triggers if anything has changed with your organization	
Send an email newsletter to your list	
Technology	
Backups performed regularly	
Website software is up-to-date	
Check load times: https://tools.pingdom.com/	
Check security scans: https://sitecheck.sucuri.net/	
If you need to be ADA compliant – check your site here: http://wave.webaim.org/	

Data	
Check stats: https://analytics.google.com/analytics/web/	
Check SEO Ranking: https://www.semrush.com	

ANNUAL CHECK LIST

Review site for what could be improved: branding, images, text, functionality	
Updates: Are all graphics and text up to date?	
Mobile: How does the site look and function on a mobile device?	
SEO: Update meta title and meta description tags.	
Statistics: Review stats and compare to last year.	
Uptime: Review logs to confirm better than 99% uptime.	

If you have questions or comments, please contact:

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