



## Keep Your Website Fresh

### MONTHLY CHECKLIST

<b>Content</b>	
All pages on site loading without errors	
All forms working properly	
Remove spam comments from forms and blogs	
Check broken links: <a href="http://www.brokenlinkcheck.com/">http://www.brokenlinkcheck.com/</a>	
Check for 404 errors and resolve: <a href="https://www.google.com/webmasters/tools/">https://www.google.com/webmasters/tools/</a>	
Make sure the editorial calendar for email and social media is up to date, add anything new	
<b>Outreach</b>	
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	
<b>Technology</b>	
Backups performed regularly	
Website software is up-to-date	
Check load times: <a href="https://tools.pingdom.com/">https://tools.pingdom.com/</a>	
Check security scans: <a href="https://sitecheck.sucuri.net/">https://sitecheck.sucuri.net/</a>	
If you need to be ADA compliant – check your site here: <a href="http://wave.webaim.org/">http://wave.webaim.org/</a>	

<b>Data</b>	
Check stats: <a href="https://analytics.google.com/analytics/web/">https://analytics.google.com/analytics/web/</a>	
Check SEO Ranking: <a href="https://www.semrush.com">https://www.semrush.com</a>	

## ANNUAL CHECK LIST

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

If you have questions or comments, please contact:

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