E3 DESIGN

A free checklist from E-3 Design

Website care checklist

What to check every week, month, quarter and year so your site stays up, safe, fast and current.

Last updated October 31, 2026
The latest version is always at e-3design.com/downloads

e-3design.com
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Last updated October 31, 2026. Each item links to the page on e-3design.com that explains it.

Every week, check the site loads on a phone, send a test through each form, and confirm updates and backups ran. Every month, review users, plugins, security, speed, Search Console and your content. Every quarter, test a restore. Every year, check renewals, contact details and access, and whether the site still fits the business.

The short version

- **Weekly (10 to 15 minutes):** site up on a phone, forms tested, updates and backups confirmed, nothing odd.
- **Monthly (about an hour):** users, unused plugins, two-step login, SSL, speed, Search Console, content.
- **Quarterly:** a test restore, lead sources, email records, a check on several devices.
- **Yearly:** domain and license renewals, contact details, who has access, and whether the site still fits.
- Write down what you checked, and give each item a named owner.

Before you start

You can't look after a site if you don't know where its pieces live. Spend 20 minutes writing these down, and keep them in a password manager or another secure place.

- [ ] Where the domain is registered, and which account owns it
  e-3design.com/learn/website-basics/protect-your-domain
- [ ] Where the site is hosted, and who has the login
  e-3design.com/articles/own-your-digital-assets
- [ ] What it's built on: WordPress, Squarespace, Wix, a static build or something else
  e-3design.com/articles/website-care-checklist
- [ ] Where business email is hosted
  e-3design.com/articles/own-your-digital-assets
- [ ] Who has admin access to the site, domain, hosting, Google profile and analytics
  e-3design.com/answers/logins-you-should-have

Every week

- [ ] **Is the site up?** Open the home page and two or three key pages on your phone. Better, use an uptime monitor that alerts you.
  e-3design.com/learn/website-basics/uptime-monitoring-setup
- [ ] **Do the forms work?** Send a test through each form. Confirm the email arrives and isn't in spam.
  e-3design.com/help/form-emails-spam-or-missing
- [ ] **Did updates run, and did anything break?** The safe pattern: back up, update on a test copy, check the key pages, then update the live site.
  e-3design.com/answers/plugin-updates
- [ ] **Did the backup run?** Confirm the latest one finished and is stored away from the web server.
  e-3design.com/answers/wordpress-backups

- [ ] **Anything odd?** Admin users you don't recognize, pages you didn't add, strange footer links, a flood of form spam, or a "Not secure" warning.
  e-3design.com/help/not-secure-ssl

Every month

Security

- [ ] Delete plugins and themes you don't use, not just deactivate them
  e-3design.com/articles/website-care-checklist
- [ ] Review admin users. Remove anyone who no longer needs access, and lower roles that are higher than needed
  e-3design.com/answers/wordpress-user-roles
- [ ] Two-step login is on for every admin
  e-3design.com/articles/website-care-checklist
- [ ] The SSL certificate is valid and not close to expiring
  e-3design.com/tools/domain-ssl-checker

Speed

- [ ] Test the home page and one key service page on mobile. Google's Web Vitals call these "good": Largest Contentful Paint within 2.5 seconds, Interaction to Next Paint within 200 milliseconds, Cumulative Layout Shift of 0.1 or less
  e-3design.com/tools/speed-test
- [ ] Look for huge new images uploaded straight from a phone
  e-3design.com/articles/website-speed-on-phones

Search and visibility

- [ ] Search Console: new errors, pages dropping out of the index, or a sudden fall in clicks
  e-3design.com/answers/search-console
- [ ] Search for your business name, and your main service plus town. Is what shows up accurate?
  e-3design.com/articles/website-care-checklist
- [ ] Your Google Business Profile: new reviews and outside edits
  e-3design.com/articles/google-business-profile-habits

Content

- [ ] Hours, published prices, staff and service areas are still correct
  e-3design.com/articles/website-care-checklist
- [ ] No expired offers, past events or "coming soon" notices
  e-3design.com/articles/website-care-checklist
- [ ] Phone and email links work when tapped on a phone
  e-3design.com/learn/website-basics/check-site-on-phones
- [ ] Menu and footer links all work, with no error pages
  e-3design.com/articles/website-care-checklist

Every quarter

- [ ] **Test a restore.** Restore at least one page or file from backup. A backup you've never restored is a hope, not a plan.
  e-3design.com/answers/wordpress-backups
- [ ] **Review leads.** Where did form and call leads come from, and how fast were they answered?
  e-3design.com/answers/track-calls-and-forms
- [ ] **Check email records,** especially after adding an email or marketing tool.
  e-3design.com/tools/email-deliverability
- [ ] **Try a few devices:** an iPhone, an Android phone and a desktop browser, on the pages that bring you business.
  e-3design.com/learn/website-basics/check-site-on-phones
- [ ] **Read one page as a stranger would.** Would they know what you do, where, and how to reach you?
  e-3design.com/articles/website-care-checklist

Every year

Things that expire

- [ ] **Domain:** check the renewal date, turn on auto-renew and check the card on file
  e-3design.com/answers/domain-expires
- [ ] **Domain contact details** are accurate, so renewal notices reach someone
  e-3design.com/learn/website-basics/protect-your-domain
- [ ] **Hosting and paid plugins or themes.** A lapsed license can mean no more security updates
  e-3design.com/articles/website-care-checklist
- [ ] **Email accounts:** remove mailboxes for people who've left and check storage limits
  e-3design.com/help/mailbox-full

Access and ownership

- [ ] List everyone with access to the site, domain, hosting, email admin, Google profile, analytics and social pages
  e-3design.com/answers/logins-you-should-have
- [ ] Remove former staff and vendors
  e-3design.com/articles/own-your-digital-assets
- [ ] The owner holds top-level access everywhere
  e-3design.com/articles/own-your-digital-assets
- [ ] Two-step login recovery codes are stored somewhere safe
  e-3design.com/articles/website-care-checklist

The bigger picture

- [ ] Does the site still fit the business?
  e-3design.com/answers/redesign-or-fix
- [ ] Are there questions customers keep asking that the site doesn't answer?
  e-3design.com/articles/website-care-checklist
- [ ] Is the theme or page builder still supported and updated?
  e-3design.com/articles/website-care-checklist
- [ ] Take an archive copy of the whole site and store it apart from regular backups
  e-3design.com/articles/website-care-checklist

When a check fails

What failed	When to act
Site down or a form broken	Today. These cost customers directly. Start with why a website goes down.
An update or backup failed	This week, before the next update runs
Speed, content or search issues	Add to a list and work through monthly
Anything that looks like a hack	Stop, don't delete things in a panic, and get help. See what to do if your site was hacked.

Your care log

Write down the date, what you checked and what you fixed. When something breaks, add a check for it so it doesn't happen twice.

Date	What I checked	What I fixed	Who

Sources

1. Hardening WordPress (WordPress Developer Resources)
2. More than a password: multifactor authentication (CISA)
3. Web Vitals (web.dev)
4. Registrants' benefits and responsibilities (ICANN)

About E-3 Design

E-3 Design builds, hosts and looks after websites for small businesses. Larry Davis has been building on the web since 2000. Most of our clients are around Dayton, Ohio and Somerset and Johnstown, Pennsylvania, and we work with businesses anywhere.

What we do

- Websites and redesigns
- Website care: uptime monitoring, tested updates, daily backups and security alerts
- Hosting, with SSL included
- SEO and AI search, including Google Business Profiles
- Leads and follow-up

How we work

- Accounts we set up are in your business's name, with E-3 added as a user
- Domains we manage are registered to you
- Redesigns and speed fixes are tested on a staging copy first
- For redesigns and site moves, you approve the plan and the preview before launch
- We save your DNS records before changing them

Rather we did it for you?

Call E-3 on 814-399-4655, email support@e3help.me, or start with a free website check at e-3design.com/free-website-check. More free guides: e-3design.com/learn

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