

Yearly Website Health Checklist

Keep Your Business Website Modern, Secure & Effective

Use this checklist annually to ensure your website remains secure, functional, and up-to-date.

Check off each item as you complete it, and note any issues that need professional attention as you encounter them.

1. Security & SSL

- SSL Certificate is valid and not expiring soon
Check for padlock icon in browser address bar
- WordPress core is updated to latest version
Updates ® Dashboard in WordPress admin
- All plugins are updated
Outdated plugins are security vulnerabilities
- All themes are updated
Remove unused themes to reduce attack surface
- Security plugin is active and configured
e.g., Wordfence, Sucuri, or iThemes Security
- Backup system is working and tested
Try restoring to a test environment annually
- Admin passwords changed this year
Use strong, unique passwords
- Two-factor authentication enabled
Extra protection for admin accounts

2. Performance & Speed

- Page load times are optimized
Test at GTmetrix.com or PageSpeed Insights
- Images are optimized and compressed
Large images slow down your site
- Caching plugin is active
Reduces server load and speeds up pages
- Unused plugins removed
Each plugin adds load time
- Database optimized
Remove spam comments, revisions, and transients
- CDN configured (if applicable)
Faster delivery for global visitors

3. Mobile & Accessibility

- Website displays correctly on mobile phones
Test on actual devices, not just browser resize
- Website displays correctly on tablets
Check landscape and portrait orientations
- All buttons and links are tap-friendly
Minimum 44x44 pixels for touch targets
- Text is readable without zooming
Minimum 16px font size recommended
- Contact forms work on mobile
Test submission from a phone
- Images have alt text for accessibility
Helps visually impaired users and SEO

4. Content & SEO

- Business hours and contact info are current
Outdated info frustrates customers
- All prices and services are accurate
Review your offerings
- Copyright year is updated
Should show current year in footer
- Team/staff information is current
Update photos and bios as needed
- No broken links on the site
Use a broken link checker tool
- Meta descriptions on key pages
Improve click-through from search results
- Google Business Profile matches website
Consistent NAP (Name, Address, Phone)

5. Functionality Testing

- Contact form sends and receives properly
Send a test message to yourself
- Email signup/newsletter works
Subscribe with a test email
- All navigation links work
Click through every menu item
- Search function works (if applicable)
Test with common search terms
- E-commerce checkout works (if applicable)
Do a test purchase
- Third-party integrations working
Google Maps, social feeds, booking systems, etc.

6. Analytics & Tracking

- Google Analytics is collecting data
Check recent traffic in your dashboard
- Goals/conversions are tracking
Form submissions, purchases, etc.
- 404 errors reviewed and addressed
Find and fix broken pages
- Search Console connected and monitored
Check for crawl errors and warnings

7. Legal & Compliance

- Privacy Policy is current
Update if you've changed data practices
- Terms of Service reviewed
Ensure they reflect current business practices
- Cookie consent notice working (if required)
GDPR/privacy law compliance
- Accessibility standards considered
WCAG 2.1 guidelines for inclusivity

Notes & Action Items:

Need help with your website?

Contact: ParksvilleTech.com • Support@ParksvilleTech.com • 1 (250) 228 6520

Serving the Oceanside Community & RDN with Professional Tech Support