



WordPress Website Maintenance Checklist

Weekly | Small, regular actions that keep your site healthy and prevent bigger issues later

- Check for plugin, theme, and WordPress core updates (Test in staging before applying)
- Back up the site and test that the backup works
- Run a malware and vulnerability scan
- Review uptime and make sure the site loads quickly
- Clean out spam comments and empty the trash
- Review analytics for any sudden drops or spikes in traffic
- Monitor login attempts and suspicious IPs
- Verify forms are submitting correctly (contact, quote, newsletter)

Monthly | Helps catch subtle performance, SEO, or content issues before they escalate

- Run a full performance test (Google PageSpeed Insights or GTmetrix)
- Crawl the site for broken links and fix redirects or 404s
- Review SEO health: indexing, schema markup, and sitemap submissions
- Test all CTAs and conversion tracking
- Clean up database overhead (post revisions, transients, spam)
- Optimise and compress images; remove unused media
- Check for outdated content, promotions, or events
- Ensure backups are stored off-site and old archives deleted



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Quarterly

Keeps your website aligned with technical standards and user expectations

- Test a backup restore in a staging environment
- Review and remove unused plugins or themes
- Check for deprecated code or compatibility warnings
- Ensure PHP, MySQL, and other server software are up to date
- Review caching setup and renew caching rules
- Conduct a mini UX and accessibility audit: navigation, mobile responsiveness, form usability
- Review structured data and canonical tags for consistency
- Refresh WP login salts and review password policies

Yearly

A full digital health check and brand refresh for the year ahead

- Review hosting plan performance, storage, and renewal terms
- Renew domain and SSL certificates if applicable
- Revisit privacy policy, cookie notices, and compliance documents
- Audit full site for design, branding, and content consistency
- Refresh hero visuals, featured images, and layout elements
- Evaluate long-term SEO strategy and UX improvements
- Document any new maintenance processes or workflow changes
- Update copyright year in the footer and legal pages