

A top-down view of a desk with a laptop, notebook, pen, and glasses. A white box with a black border is centered on the desk, containing the title and subtitle. A dark green bar at the bottom contains the website address.

*Routine Website
Maintenance*

Checklist

*Steps to keep your
website fresh*

THEITTCAGENCY.COM

REGULAR UPDATES THAT

Keep your website Fresh

and running smoothly



Regular Updates

Ensure all software, including the content management system and plugins, are up-to-date to protect against vulnerabilities and improve functionality.



Backup Data

Schedule regular backups of your website to prevent data loss. Keep backups stored securely and test them periodically to ensure they can be restored if needed.



Check for Broken Links

Use tools to identify and fix any broken links, improving user experience and search engine rankings.



Optimize Images

Reduce image sizes without compromising quality to enhance loading times and overall site performance.



Review Analytics

Regularly review website analytics to understand user behavior and identify areas for improvement.



Monitor Site Speed

Use tools to measure site loading times and make necessary adjustments to optimize speed.



Test Forms and Checkout Processes

Ensure all forms and e-commerce functionalities work smoothly and efficiently



Update Content

Regularly refresh content to keep it relevant and engaging for your audience.

Security Checks



Security Checks

Implement and update security measures, such as SSL certificates and firewalls, to protect against cyber threats.



Mobile Optimization

Ensure the website is fully responsive and performs well on all mobile devices.

By following this checklist, you can maintain a professional, efficient, and secure online presence that supports your business marketing efforts.

THC Agency

MOST COMMON

pain points

for websites

Slow Loading Times

Users often get frustrated if a website takes too long to load, leading to potential loss of traffic and engagement.

Complex Navigation

A confusing or cluttered navigation system can make it difficult for users to find the information they need quickly.

Lack of Mobile Optimization

With more users accessing websites from mobile devices, a site that isn't mobile-friendly can deter potential visitors.

Outdated Design

An old-fashioned or unattractive design can diminish user trust and make your website appear less credible.

Poor Content Quality

Users desire relevant, high-quality content that is engaging and informative. A lack of this can lead to disinterest.

Limited Interactivity

Visitors often look for interactive elements like comments sections, forums, or live chat to engage with content and the community.

Inadequate Customer Support

Users expect quick and efficient support options, such as chatbots or clear contact information, to resolve their queries.

Security Concerns

Ensuring user data is protected and visibly secure (e.g., SSL certificates) is crucial for building trust.

Lack of Personalization

Users appreciate a personalized experience that caters to their preferences and past interactions.

Unclear Calls to Action

It's essential for users to understand what actions they should take next, whether it's signing up for a newsletter or making a purchase.

By tackling these pain points, you can ensure a professional, efficient, and secure online presence that enhances your business marketing initiatives.

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