



WHOLE WHALE

Website Maintenance Checklist

Month: _____

CMS

- Minor Updates

TIP: Minor updates should be automatically handled by the host.

- Security Updates
- Major updates

TIP: Check out WP Engine for handling updates on your behalf.

New Content Added

- Week 1
- Week 2
- Week 3
- Week 4
- Bonus

Notes

Use the space below to outline your content or jot down some analytics.

Google Analytics

- Users: _____
- Sessions: _____
- Page Views: _____
- Bounce Rate: _____
- Exit Rate: _____
- Avg. session duration: _____

Plugins

- Update all website plugins

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