



✅ WEBSITE DEVELOPMENT AND MAINTENANCE CHECKLIST

(Based on “13 Years of Web Development and Maintenance” — [SimplyEducate.me](#))

🔒 1. Security and Backups

- ☐ Back up the entire website regularly — especially before plugin updates or migrations.
- ☐ Keep a copy of backups both on the server and local storage.
- ☐ Remove unused or outdated plugins that may pose security risks.
- ☐ Ensure SSL is installed and functioning correctly.

🔗 2. Link Management

- ☐ Regularly check for spammy or low-quality backlinks.
- ☐ Remove or disavow harmful links that affect SEO rankings.
- ☐ Fix all broken internal and external links using a link checker.
- ☐ Simplify permalinks to descriptive URLs (e.g., /theories-of-education instead of dated links).

🧰 3. Plugin and Tool Management

- ☐ Install only essential plugins for site functionality.
- ☐ Keep plugins updated and check compatibility before updating.
- ☐ Uninstall unused plugins to minimize vulnerabilities.
- ☐ Maintain a list of installed plugins for quick reference:
Anti-Spam, Better Search Replace, Broken Link Checker, WooCommerce, Complianz, Display Posts, Duplicator Pro, Fluent Forms, Humix, Math ML block, Newsletter, RankMath, Redis Object Cache, Search in Place, WPCode Lite.

⚡ 4. Website Speed and Caching

- ☐ Optimize caching settings; purge only updated URLs (not the entire cache).
- ☐ Use Content Delivery Networks (CDNs) to reduce latency and speed up page loads.
- ☐ Monitor website performance with GTMetrix or similar tools.
- ☐ Optimize images and limit auto-loading videos or heavy scripts.

5. AI and Automation Assistance

- ☐ Use AI assistants (e.g., ChatGPT) for troubleshooting and writing support.
- ☐ Refine AI-generated outputs manually before publication.
- ☐ Experiment with AI-powered analytics and content tools (e.g., NichelQ, Writio).

6. Analytics and Monitoring

- ☐ Review Google Search Console for 404 errors and indexed pages.
- ☐ Check analytics tools (Google Analytics or Ezoic) for slow-loading pages and high bounce rates.
- ☐ Identify top-performing posts and underperforming pages for optimization.
- ☐ Track direct traffic trends — an indicator of loyal readership.

7. Migration and Server Management

- ☐ Use dedicated tools (like Duplicator Pro) for site migration.
- ☐ Verify permalink structure post-migration to prevent 404 errors.
- ☐ Use FileZilla for large file transfers beyond the upload limits.
- ☐ Choose efficient control panels like CloudPanel over traditional cPanel for simplicity and lower cost.

8. Optimization Discipline

- ☐ Avoid unnecessary changes when the website is functioning well.
- ☐ Test every optimization before applying sitewide changes.
- ☐ Document changes and their effects on site performance.

9. Documentation

- ☐ Record all major changes in a physical notebook for easy access.
- ☐ Note what actions resulted in traffic improvements or errors.
- ☐ Use the notes to guide future troubleshooting and maintenance.

10. Continuous Learning

- ☐ Keep updated with current web technologies and SEO best practices.
- ☐ Read references and experiment with new features in moderation.
- ☐ Document new lessons learned.