The Care and Keeping of
YOUR
WEBSITE

A Logbook and Planner for Website Maintenance,
Marketing, and Optimization for DIYers &
Entrepreneurs

The Care and Keeping of Your Website: A Logbook and Planner for Website Maintenance, Marketing, and Optimization for Small Businesses

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Book Cover and Interior Layout by Kimberly Eddy

First edition 2023

Table of Contents

How to Use this Log Book to Care for Your Website

This Website Log Book was created to help not-too-techie website owners who need to manage and maintain their own website for their small business. As a professional website designer and developer with over 17 years of experience, I know that many website owners choose to manage their own websites in-house themselves, rather than pay a website designer or developer to maintain and manage the site. Although I'd obviously suggest a professional take care of these tasks, I know finances in a small business do not always allow for that.

Thus, I created this log book and planner to help the small business owner know what should be done weekly and monthly on their website to keep it healthy and growing.

Let's go through this.

First and foremost, I can't stress enough how important it is to have all of your important information in one place. This means, knowing who your web hosting is through, and where you registered your domain names. So many times, I'm hired to help on a website redo, and the owner of the website has no idea where any of these things are, even though they pay the bill annually. Keep it in one place!

I have a nice spot for your information right at the front of this book.

Record any website or company you use for hosting, domain name, email marketing, premium plugins for your website, and so forth. If you are concerned about security, copy these pages, and stash the information in your safe or some other secure location, so you have it if you need it.

You should also note how to log into your company's Google services, including:

• Google Business Profile (Sometimes called Google Maps, and formerly called "Google My Business"). This is a free listing you can (and should) manage for your business if you serve people locally.

• Google Search Console which helps detect problems indexing your website. This is also free.

• Google Analytics which shows you how people are finding your website, and what they are doing once they get there. This can help you improve user experience on your website, and understand what is working (and not working). Again, this is a free service and very handy to use.

• Google Tag Manager works with services like Google Analytics, Google Ads, Facebook, and others to reduce the amount of code on your website for these different services. Google Tag Manager is also free

• Google Ads allows you to advertise on Google. This is charged per click.

Next, I have an annual "calendar" of sorts to record when all of your plugins, hosting, domains, and other services renew. Many premium plugins and other services for a website have annual billing, and this can sometimes take you by surprise. Record that all in one place to make it easier at a glance.

Your monthly and weekly planner spreads are where you can check off what needs to be taken care of on your website and basic internet marketing. Because the internet and the technologies we use to access the internet are constantly changing, things will break on your website over time. Plugins and platforms will need updates, and having a plan to keep on top of the tedious stuff will save you time, money, and stress later.

The monthly and weekly spreads include reminders to check over some common issues plaguing websites. I'm going to briefly describe each of these.

Monthly Tasks

You should regularly look over Google Search Console for errors such as 404 errors (meaning there's a broken link).

Check over page speed, to make sure your page is loading reasonably fast. People are pretty impatient these days, so you need to make sure nothing is dragging your page speed down.

pagespeed.web.dev

Usually, in my experience, slow load times on DIY websites are caused by uploading photos that are over 200KB in file size.

I recently fixed a website that had several pictures that were 5 MB and bigger. That's huge! You can have a "big" picture (in dimensions) that is still "small" in file size. I usually save a copy "small" and keep the higher resolution original file too. I save the small copy as "file-name-sm.jpg". Lower the resolution of images in software like Photoshop by "exporting" the image as a jpg, and adjusting the quality settings until the file size is reasonable while keeping the quality acceptable. Other apps like Canva or Adobe Express also allow you to control the quality when downloading, so as to reduce the image size.

ahrefs.com/webmaster-tools

Keeping an eye on your page rank is also important. What this means is where your website's different main pages will appear in a search result page (SERP) when someone searches for specific keywords. There are a few different ways to keep an eye on this.

First of all would be to use an SEO Plugin if you're using Wordpress. I like RankMath SEO.

Even more effective, no matter the platform you're using for your website, would be to use a service like AHREF's webmaster dashbard. This is a free service, with some premium options. You'll be able to monitor what search keywords people are using, and where your website appears when someone searches for that keyword.

By monitoring what people are searching for (and finding you for), you can work on improving your search rank by giving people more of what they are looking for (if relevant). If the search results are not relevant, then you need to reasses the content on your website so you attract searchers looking for what you actually

provide, rather than visitors looking for something irrelevant to what you do.

You should also regularly check your analytics to see where your traffic is coming from and what they are doing once they find you. If they are dropping off on a certain page, for example, that might indicate a problem on that page or something confusing your visitors.

Check over the mobile view of your website, to make sure it is loading properly, looks good, and is easy to use. Many visitors will land on your site via cell phone, so it's important this is a good experience for them.

On the monthly and weekly pages, there are additional spots to include other items for your to-do list that align with your specific website.

Weekly Tasks

Before running any kind of updates on your website, make sure you always create a backup. For Wordpress websites, I recommend using Updraft Plus or WP Vivid, which both have free options that should meet most needs.

If you have a security plugin such as Wordfence on your website, go through your security warnings each week and make sure everything is functioning well.

Most of these warnings will just be about vital updates for plugins and Wordpress itself. If something really serious is going on with your website (not just updates), the best option is to reach out to your web hosting for help and their recommendations for fixing the issue.

If you have a security plugin installed, run a quick malware scan, just to be safe.

Keep up to date with the updates for your different plugins, themes, and versions of Wordpress. Again, always make a backup. You'll rarely need it, but you'll be happy you had it if you need it.

Check Google Search Console for any indexing errors on your website. The goal is not to have a "zero errors" score, but to keep an eye on potential problems. If there are broken links, they should be fixed, as should any other issues preventing Google from indexing all the pages that can be indexed.

Keeping an eye on your website and social media analytics each week is also a great way to assess what is working for your business and what isn't. I've included the most common social media platforms at the moment, but don't feel you have to use them all. Figure out which social media platforms your ideal customers are hanging out on, and go all in on those platforms.

If you have a business profile on your key platforms, you should be able to check how your profile and individual posts are performing. Sometimes this is called Analytics and sometimes it's called Insights (it's pretty much the same thing).

You can't do everything at once, so pick what you want to achieve for right now via social media (and your website) and work to reach that goal, whether growing your audience or getting more sales. Use the space in the weekly spread to keep track of how you are doing with that.

Confession: I usually record this kind of thing in a spreadsheet in my Google Drive, but I included it in the log book because it's easy to let the simple task of checking your analytics get away from you.

Important Information about Your Website

Domain Names

This is your website's address (such as yourwebsite.com). All website's have at least one domain name, and they usually renew annually.

My website's Domain Name(s)	Registered Thru	Renewal Date
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Login for your Domain Registrar:

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Web Hosting

Your web hosting is where the files for your website are located. Think of it like renting a storefront for a shop. This is where your website lives. It usually renews annually.

My Web Hosting Company   Renewal Date

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Web Hosting Login:

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CPANEL   ………………………………………………………………………………………………..

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EMAIL

If you have email accounts that use your domain name (for example email@yourwebsite. com), record that information below.

Email service is thru: Renewal Date

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Email Login:

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Website Dashboard

If you're using a content management system like Wordpress, Joomla, Squarespace or Wix, you'll have a dashboard from which you can update your website.

Login for your Dashboard

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Google Webmaster Tools

Google has many free services Website owners use to manage their website and internet marketing, including Google Search Console, Google Analytics, Google Tag Manager, and Google Ads. These each need to be connected to your website.

Login for your Google Account

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☑ **Google services connected to your website / business**

☐ Google Analytics
☐ Google Tag Manager
☐ Google Search Console
☐ Google Business Profile ("Google Maps")
☐ Google Ads

Important Website Services

Keep track of the login information for other important website services you use.

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Plugin and Software License Renewals

When you own a website, there are a lot of small fees you'll find yourself paying for different licenses for your website. These costs help the maker of the plugin keep it updated and working for you, because over time the technology that allows us to access content on the Internet changes and things stop working properly from those changes.

Plugins are a kind of software installed on your website (mostly on Wordpress Websites, but other kinds of website use them too) that allow your website to easily add different functions without having to hand code the whole thing yourself. Some of these are simple. Some are very complex, and thus have paid licenses.

I've included this section in our log book for you to have a spot to record when your different licenses renew, so this expense doesn't take you by surprise.

Plugin and Software License Renewals

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Plugin and Software License Renewals

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Plugin and Software License Renewals

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Month of ....

W E B S I T E

☑	WHAT	NOTES
☐	Broken Links and 404 Errors	
☐	Check Page Speed and Fix	....
☐	Check Page Rank	....
☐	Check Analytics for the month	....
☐	Look over the mobile view of your site.	....
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Renewals this Month

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What's working well on the website this month?

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What problem areas need to be addressed?

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Week of ....

WEBSITE

☑	WHAT	NOTES
☐	Check Security Alerts	
☐	Run Malware Scan	....
☐	Run a Backup of Your Website and Database	....
☐	Check For and Run Updates of Your Plugins, Themes, and Wordpress if needed	....
☐	Check For Any Google Search Console Indexing Errors	....
☐	....	
☐	....	
☐	....	
☐	....	
☐	....	
☐	Check Social Media Analytics	....

		Facebook	Instagram	LinkedIn	YouTube	Twitter	Pinterest	TikTok
☐	Impressions							
☐	Engagement							
☐	Clicks							
☐	Leads							

☑ WHAT	NOTES

☐ Check Website Analytics

☐   Traffic

☐   Source

☐   Behavior

☐   Goals Completed

☐ Look over your website for any potential problems

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Week of ....

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☑	WHAT	NOTES
☐	Check Security Alerts	....
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☐	Check For Any Google Search Console Indexing Errors	....
☐	....	
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☐	Check Social Media Analytics	....

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☐	Impressions							
☐	Engagement							
☐	Clicks							
☐	Leads							

☑ WHAT	NOTES

☐ Check Website Analytics

☐   Traffic

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☐   Source

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☐   Behavior

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☐   Goals Completed

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☐ Look over your website for any potential problems

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Week of ....

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☐	....	....
☐	....	
☐	....	
☐	....	
☐	....	
☐	Check Social Media Analytics	....

	Facebook	Instagram	LinkedIn	YouTube	Twitter	Pinterest	TikTok
☐ Impressions							
☐ Engagement							
☐ Clicks							
☐ Leads							

☑ WHAT	NOTES

☐ Check Website Analytics

☐   Traffic   :....................................:

☐   Source   :....................................:

☐   Behavior   :....................................:

☐   Goals Completed   :....................................:

☐ Look over your website for any potential problems

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☑	WHAT	NOTES
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☐	Run Malware Scan	....
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☐	Check For and Run Updates of Your Plugins, Themes, and Wordpress if needed	....
☐	Check For Any Google Search Console Indexing Errors	....
☐	....	
☐	....	
☐	....	
☐	....	
☐	....	

☐ Check Social Media Analytics

	Facebook	Instagram	LinkedIn	YouTube	Twitter	Pinterest	TikTok
☐ Impressions							
☐ Engagement							
☐ Clicks							
☐ Leads							

☑ WHAT	NOTES

☐ Check Website Analytics

☐   Traffic

☐   Source

☐   Behavior

☐   Goals Completed

☐ Look over your website for any potential problems

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Week of ....

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☐	Check Social Media Analytics	....

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☐	Impressions							
☐	Engagement							
☐	Clicks							
☐	Leads							

☑ WHAT	NOTES

☐ Check Website Analytics

☐   Traffic

☐   Source

☐   Behavior

☐   Goals Completed

☐ Look over your website for any potential problems

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Epilogue

Website Maintenance is crucial to keeping your website healthy and effective as you serve your target audience.

I hope this log book has been helpful to you as you manage your website yourself. As a DIY website owner, I'd love to continue to help you grow your website.

I have additional information for website owners on my website, thoughtsanddesigns.studio, and on social media that I share often with my audience.

What now?

In addition to log books like this one, I've also created several books for creating effective content on your website (geared towards different kinds of websites), and content planner books for your website. You can find these either on my website or over at Amazon.com. **These will be published in early 2023, with more due out in 2024.**

Love it? Let me know!

Was this book helpful to you? Please let me know how it helped and how it could be better, so I can serve others with books like this.

If this book wasn't as helpful as you'd hoped, please drop me a line in my email or on Twitter (@thoughtsdesign), so I can improve the book for future readers.

I appreciate you!

About the Author
Kim Eddy

Kim Eddy helps small businesses, organizations, and creative entrepreneurs grow through awesome website design. She works as an on-call Wordpress website specialist for many entrepreneurs, building optimized websites from scratch and maintaining websites for dozens of clients. She also serves as the webmaster for Davison Toastmasters (davisontoastmasters.org) and The Well Ministry for Creatives (seeyouatthewell.net).

Her passion is helping small businesses and creatives optimize their websites and online presence to better serve their tribe with their unique gifts.

Understanding website design is pretty expensive, especially for newbie business owners, she started to write and design materials to help DIY website owners and small businesses make awesome websites that work for them without hiring a professional. This includes many blog posts on her website, Thoughts and Designs LLC, as well as content like the book you're holding. She's created several books, ebooks, logbooks, and planners to help different entrepreneurs and business owners to improve their websites without knowing code. Her books can be found on Amazon.com.

Kim started her career as a graphic designer when Reagan was still in office, and grew to include website design over the last 17 years. Her first website was a mommy blog that she thought was pretty neat at the time.

On a personal note, Kim has been married to Martin for just over 30 years, and is the mom to five grown kids, two sons-in-law, a grandson, two Maine Coon cats and one neurotic Keeshond. Her days are powered by coffee, prayer, and Lindt 90% dark chocolate. She is preparing to move from her big old farmhouse in rural Michigan to Thomasville Georgia.

Visit her online at:
ThoughtsAndDesigns.Studio