

AFTER LAUNCH · FOR OWNERS

The maintenance checklist

A site is not finished at launch. It starts to drift the same day it goes live. Here is the honest list of what quietly rots, and how to **catch it** before it becomes an outage, a breach, or a slow slide off Google.

MONTHLY — THE TEN MINUTES THAT PREVENT THE BAD WEEK

- ☐ **Is the domain more than a year from expiring?**
An expired domain takes the whole site and email down, and squatters buy them fast.
- ☐ **Is the SSL certificate valid and auto-renewing?**
An expired certificate throws a scary browser warning that scares off every visitor.
- ☐ **Are backups running AND been restored once to prove they work?**
A backup nobody has tested is a hope, not a backup.
- ☐ **Are plugins, themes, and core up to date?**
Most hacks walk in through a known hole in outdated software, not a clever attack.
- ☐ **Do the contact forms still actually deliver?**
Forms break silently. Send yourself a test. Silent forms lose real leads for months.

QUARTERLY — THE DRIFT THAT IS INVISIBLE UNTIL IT IS NOT

- ☐ **Is the PHP version still supported?**
End-of-life PHP stops getting security fixes and eventually breaks plugins outright.
- ☐ **Any broken links or pages returning errors?**
Dead links bleed trust and rankings. Crawl the site or check Search Console.
- ☐ **Is the site still fast on a real phone?**
Speed decays as content and plugins pile up. Test on a mid-range phone, not a fast laptop.
- ☐ **Are old admin accounts and unused plugins removed?**
Every unused account and plugin is an unlocked door nobody is watching.
- ☐ **Is anyone actually reading the security and uptime alerts?**
Alerts into an inbox nobody opens are the same as no alerts at all.

WHERE THIS LEADS

Doing this by hand, every month, is the work.

This checklist is real and worth running. But running it forever, on every site, and proving each item actually passed — that is a job. It is the job most studios walk away from at launch.

Daylit stays, and keeps the list running.

Keystone reads the whole server for what this checklist can only ask about, and the keep-it-working services tend a site across the seasons — backed up, monitored, and reported honestly, so nothing on this page ever becomes a bad week.

[See Keystone →](#)daylit.studio/process/keystone/