

Your Nonprofit Website Maintenance Checklist

Monthly Website Checklist

Monthly Website Checklist

☐ **Check website software and security updates**

Review your content management system, plugins, themes, and other website software for available updates.

Check for:

- Core software updates
- Plugin and extension updates
- Theme updates
- Security patches
- Compatibility issues

☐ **Test donation and contact forms**

Submit a test entry through your most important forms.

Check that:

- The form submits successfully.
- Confirmation messages appear.
- Email notifications are delivered.
- Donation or payment processing works.
- Information reaches the appropriate system or person.

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☐ **Review important pages and upcoming events**

Check the pages visitors rely on most and make sure the information is current.

Review:

- Homepage
- Donation page
- Contact information
- Programs and services
- Volunteer information
- Membership information
- Upcoming events
- Staff and leadership information

☐ **Check website backups**

Confirm that your website is being backed up according to your organization's backup schedule.

Check that:

- Recent backups exist.
- Backups are completing successfully.
- Backups are stored somewhere accessible.
- Someone knows how to restore the website if necessary.

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☐ **Review website security alerts**

Check your website, hosting account, security tools, and other relevant systems for warnings or alerts.

Pay attention to unusual login activity, malware warnings, failed updates, or other security notifications.

☐ **Look for broken links or obvious errors**

Click through important pages and look for problems visitors may encounter.

Check for:

- Broken links
- Missing images
- Error messages
- Incorrect buttons
- Missing pages
- Broken downloads
- Display problems

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□ **Review user accounts and administrator access**

Review everyone who currently has access to your website and related systems.

Remove access for:

- Former employees
- Former volunteers
- Former contractors
- Former board members
- Anyone who no longer needs access

Make sure current users have only the permissions they need.

□ **Test your website on mobile devices**

Visit your website using a phone or tablet. Focus on the pages where visitors are most likely to take action.

Check that:

- Text is easy to read.
- Menus work properly.
- Buttons are easy to tap.
- Forms are usable.
- Images display correctly.
- Important content is not hidden or cut off.
- Pages load reasonably quickly.

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□ **Review analytics and search performance**

Look at your website analytics and search data to understand how people are using your website.

Review:

- Most visited pages
- Popular resources
- Traffic sources
- Search queries
- High-exit pages
- Mobile versus desktop traffic
- Important donation or conversion pages

□ **Check downloadable documents**

Open important PDFs, forms, reports, and other downloadable files.

Check that:

- Files open correctly.
- Links work.
- Information is current.
- Documents are readable.
- Outdated versions have been removed or replaced.

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☐ **Review accessibility issues**

Review your website for common accessibility problems.

Check for:

- Missing or unclear image descriptions
- Poor color contrast
- Unclear link text
- Proper heading structure
- Keyboard navigation problems
- Difficult-to-use forms
- Content that may be difficult to read or understand

☐ **Check domain, SSL, hosting, and service information**

Make sure your nonprofit knows who manages the services that keep its website running.

Review:

- Domain registration, DNS, and Hosting
- SSL certificate
- Business email
- Donation platform
- Forms
- Analytics
- Third-party services
- Other critical integrations

Annual Website Checklist

Annual Website Checklist

☐ **Conduct a comprehensive website review**

Review the website as a whole rather than looking at individual pages.

Consider:

Content

Is the information accurate and current?

Design

Does the website still look professional and reflect your organization?

Functionality

Do important forms, links, integrations, and features work?

Performance

Are important pages loading properly?

Security

Are software, accounts, backups, and security practices up to date?

Accessibility

Can people with different needs use the website effectively?