MONTHLY WEBSITE & GOOGLE BUSINESS PROFILE CHECKLIST

A simple monthly check to keep your online presence working

Month / Year: _____ Date completed: _____

1. Website Functionality
☐ Open your website on a phone and check the main pages.
☐ Test navigation, buttons, phone and email links.
☐ Submit a contact form and confirm the message arrives.

2. Security & Updates
☐ Confirm a recent backup exists before making changes.
☐ Check for CMS, theme and plugin updates, if applicable.
☐ Look for security alerts and confirm the site uses HTTPS.

3. Google Search Console
☐ Compare clicks and impressions with the previous month.
☐ Review top search queries and pages for meaningful changes.
☐ Check for unexpected indexing problems on important pages.

4. Google Business Profile
☐ Verify business hours, phone, website link and services.
☐ Read recent reviews and respond where appropriate.
☐ Check photos and review calls, clicks or direction requests.

5. Website Content
☐ Check services, pricing, policies and contact details.
☐ Remove or update expired announcements and promotions.
☐ Note any useful FAQs, project examples or testimonials to add.

6. Mobile Experience & Speed
☐ Check that important pages are easy to read and use on mobile.
☐ Run a mobile test at pagespeed.web.dev.
☐ Record any major loading or usability issues.

MY TOP 3 PRIORITIES
1. _____

2. _____

3. _____

This is a quick review, not a full technical audit. Record issues and schedule fixes separately.