

Birthday Website Refresh Checklist

Use this checklist as a quick birthday refresh for your website. Think of it as a yearly reset to make sure everything is still running smoothly, looking current, and supporting your business as it grows.

No full redesign required... just a thoughtful sweep to clean things up! A little maintenance now keeps your site polished, professional, and working for you all year long.

YOUR CHECKLIST:

Run a full website backup (using UpdraftPlus or your preferred tool) before making any changes.

Update all plugins, themes, and your WordPress version to keep everything secure and running smoothly.

Review your services, offers, or products and update any pricing, deliverables, or descriptions.

Add any new testimonials, results, or client wins to keep your site current and credible.

Review your homepage and key pages to make sure your messaging still aligns with your current offers.

Add a new blog post or two to keep your site active and improve SEO over time.

Click through your site like a visitor and fix any broken links, outdated info, or clunky sections.