

**30+ things people forget  
when maintaining  
their sites**



**Progress  
Planner**

# About me

- Husband
- Father
- Developer
- Investor
- Marketer



**During / right after  
building**



# Is your site language set correctly?

If your site is in Dutch, don't set it to English...



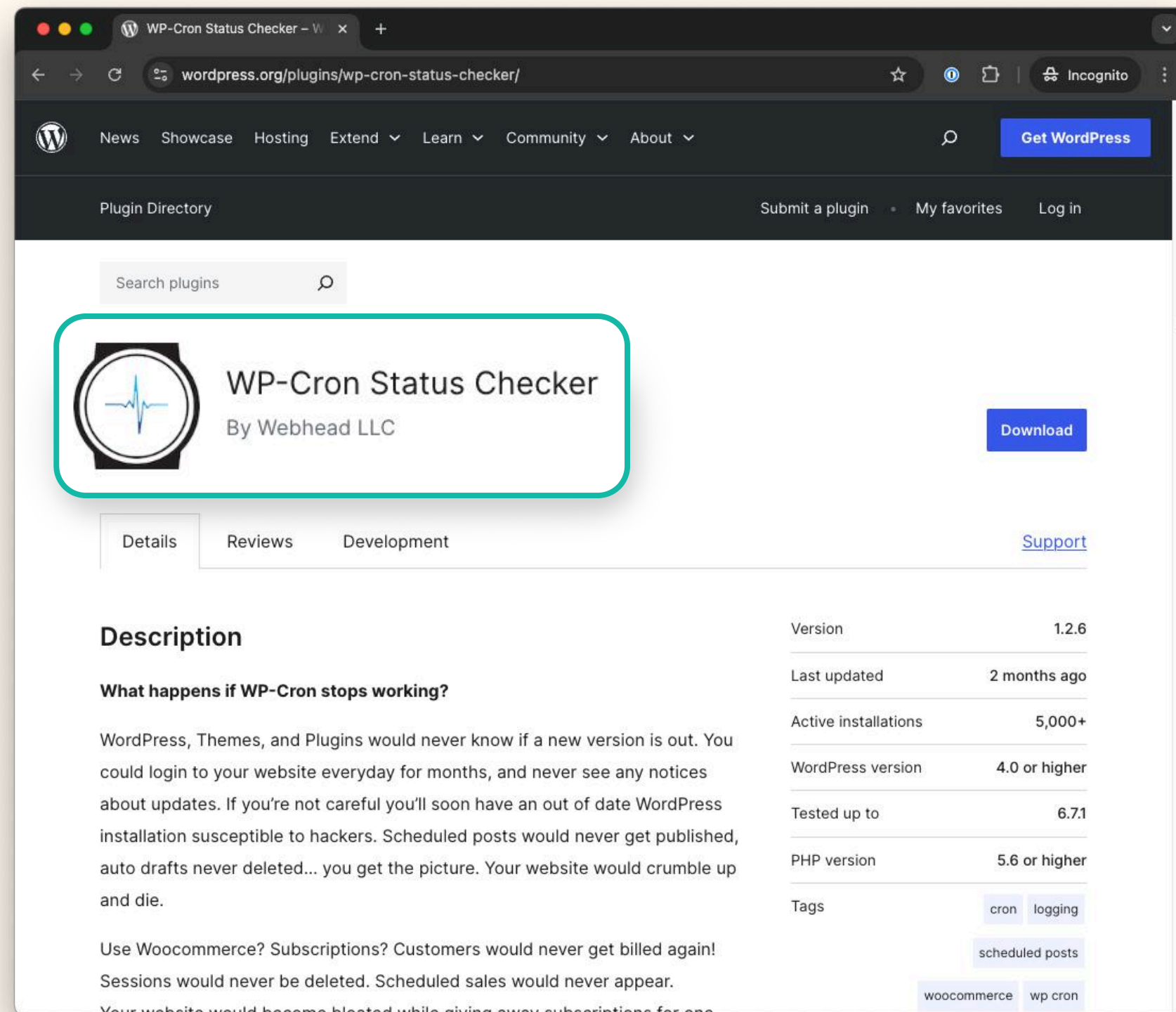
# Is your time zone set correctly?

Please set it to the actual timezone,  
not a GMT offset.



# Does WP Cron work?

Please run it server side when you can!



The screenshot shows the WordPress.org plugin directory page for 'WP-Cron Status Checker' by Webhead LLC. The page is viewed in an Incognito browser window. The plugin is highlighted with a red rounded rectangle. Below the plugin name, there are tabs for 'Details', 'Reviews', and 'Development', with 'Details' being the active tab. The 'Description' section explains the importance of WP-Cron and what happens if it stops working. To the right, a table lists plugin statistics and compatibility requirements. At the bottom right, there are tags for 'cron', 'logging', 'scheduled posts', 'woocommerce', and 'wp cron'.

Search plugins

**WP-Cron Status Checker**  
By Webhead LLC

Download

Details Reviews Development [Support](#)

### Description

**What happens if WP-Cron stops working?**

WordPress, Themes, and Plugins would never know if a new version is out. You could login to your website everyday for months, and never see any notices about updates. If you're not careful you'll soon have an out of date WordPress installation susceptible to hackers. Scheduled posts would never get published, auto drafts never deleted... you get the picture. Your website would crumble up and die.

Use Woocommerce? Subscriptions? Customers would never get billed again! Sessions would never be deleted. Scheduled sales would never appear. Your website would become bloated while giving away subscriptions for one

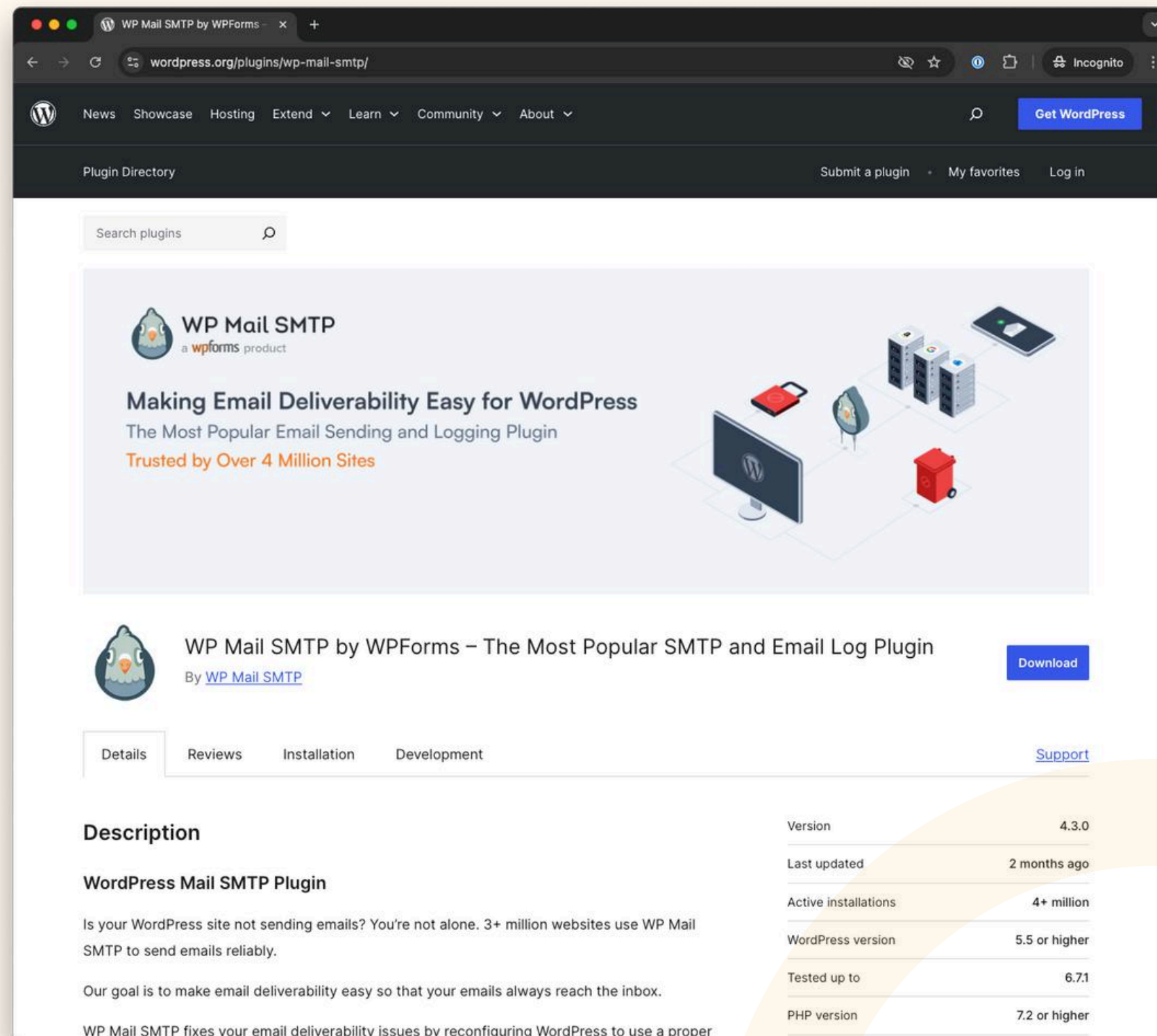
Version	1.2.6
Last updated	2 months ago
Active installations	5,000+
WordPress version	4.0 or higher
Tested up to	6.7.1
PHP version	5.6 or higher
Tags	<a href="#">cron</a> <a href="#">logging</a> <a href="#">scheduled posts</a> <a href="#">woocommerce</a> <a href="#">wp cron</a>





# Are emails arriving?

Please check & set up proper email sending if not.



The screenshot shows the WordPress.org plugin directory page for WP Mail SMTP. The page header includes the WordPress logo, navigation links (News, Showcase, Hosting, Extend, Learn, Community, About), and a 'Get WordPress' button. The main content area features a search bar and a large banner for the WP Mail SMTP plugin. The banner includes the plugin's logo, the text 'Making Email Deliverability Easy for WordPress', and 'The Most Popular Email Sending and Logging Plugin'. Below the banner, there is a 'Download' button and a 'Details' tab. The 'Details' tab is active, showing a 'Description' section and a table of plugin specifications.

**WP Mail SMTP**  
a **wpforms** product

**Making Email Deliverability Easy for WordPress**  
The Most Popular Email Sending and Logging Plugin  
Trusted by Over 4 Million Sites

**WP Mail SMTP by WPForms – The Most Popular SMTP and Email Log Plugin**  
By [WP Mail SMTP](#) [Download](#)

[Details](#) [Reviews](#) [Installation](#) [Development](#) [Support](#)

**Description**

**WordPress Mail SMTP Plugin**

Is your WordPress site not sending emails? You're not alone. 3+ million websites use WP Mail SMTP to send emails reliably.

Our goal is to make email deliverability easy so that your emails always reach the inbox.

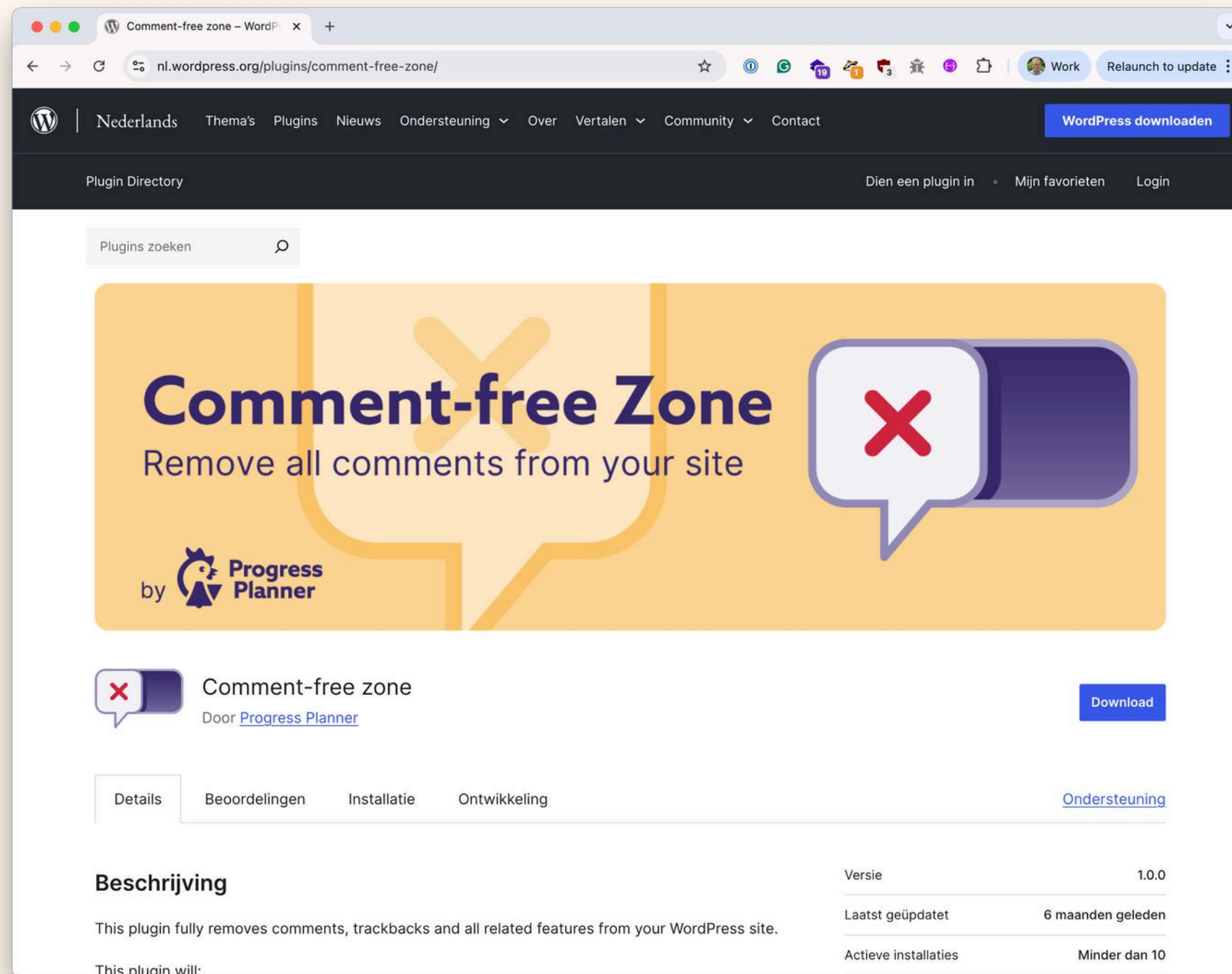
WP Mail SMTP fixes your email deliverability issues by reconfiguring WordPress to use a proper

Version	4.3.0
Last updated	2 months ago
Active installations	4+ million
WordPress version	5.5 or higher
Tested up to	6.7.1
PHP version	7.2 or higher



# Do you need comments?

If not: why not disable them entirely?



The screenshot shows the WordPress plugin directory page for 'Comment-free zone' by Progress Planner. The page is in Dutch. The main heading is 'Comment-free Zone' with the subtitle 'Remove all comments from your site'. Below this is a large orange banner with a speech bubble icon containing a red 'X'. The plugin is listed with a 'Download' button. The description states: 'This plugin fully removes comments, trackbacks and all related features from your WordPress site.' The version is 1.0.0, last updated 6 months ago, and has fewer than 10 active installations.

Comment-free zone  
Remove all comments from your site  
by Progress Planner

Comment-free zone  
Door Progress Planner

Details Beoordelingen Installatie Ontwikkeling Ondersteuning

**Beschrijving**  
This plugin fully removes comments, trackbacks and all related features from your WordPress site.  
This plugin will:

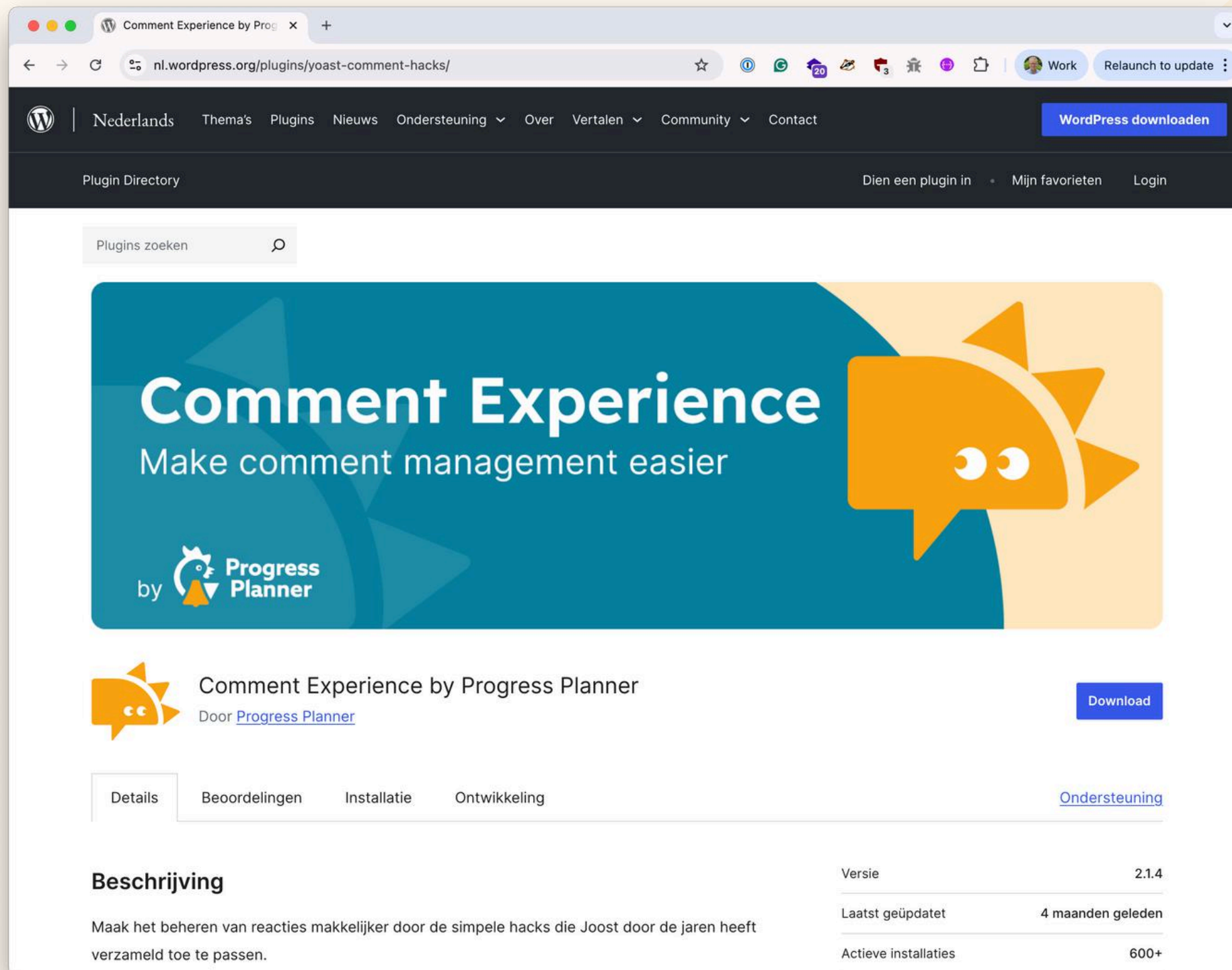
Versie	1.0.0
Laatst geüpdatet	6 maanden geleden
Actieve installaties	Minder dan 10





# Do you need comments?

If you do: optimize the experience

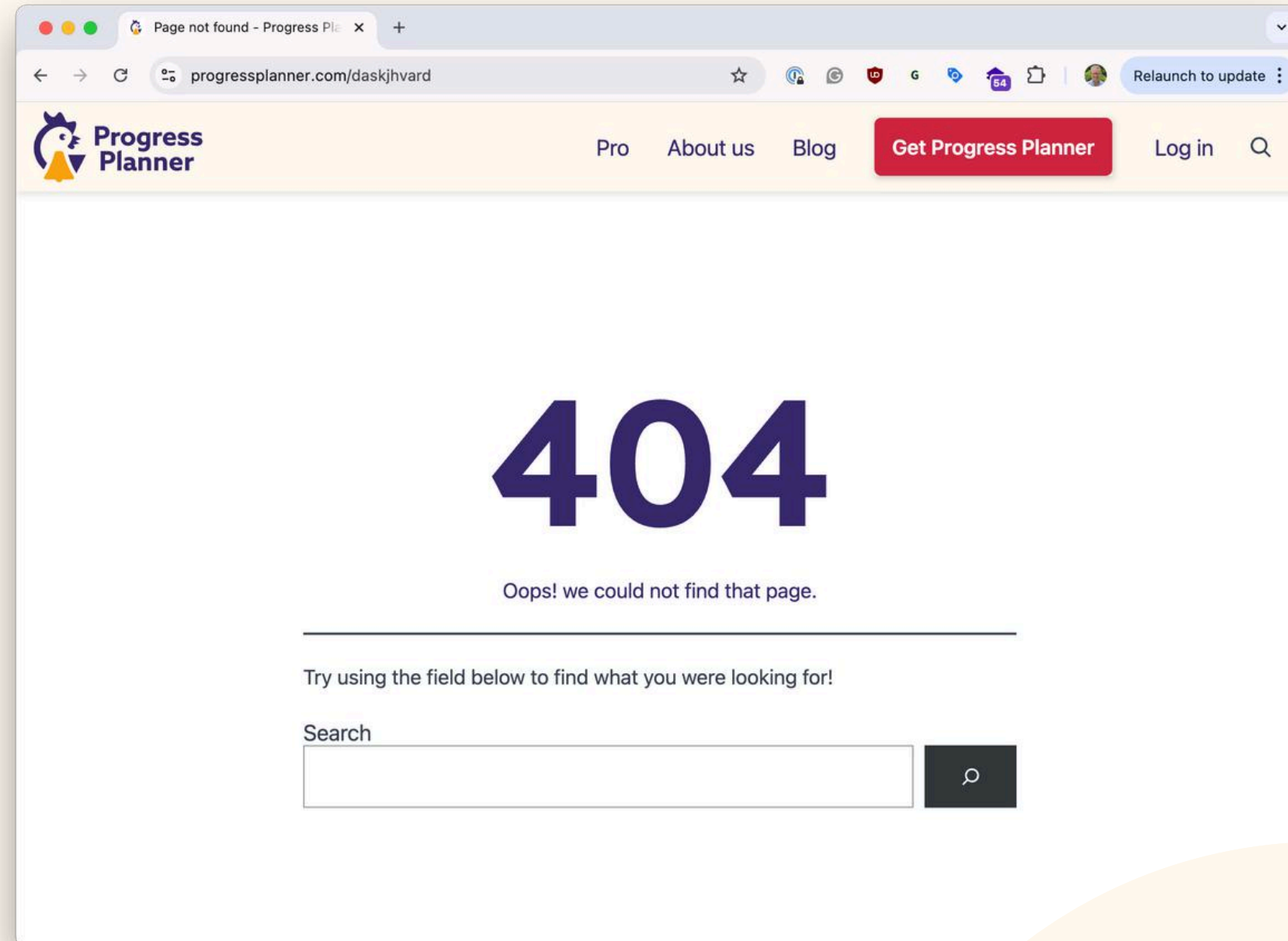


The screenshot shows the WordPress plugin directory page for 'Comment Experience by Progress Planner'. The page is in Dutch. At the top, there's a search bar and navigation links. The main header features the plugin name 'Comment Experience' and the tagline 'Make comment management easier', along with the 'by Progress Planner' logo. Below this, there's a 'Download' button. A tabbed interface shows 'Details', 'Beoordelingen', 'Installatie', and 'Ontwikkeling'. The 'Details' tab is active, showing a description in Dutch: 'Maak het beheren van reacties makkelijker door de simpele hacks die Joost door de jaren heeft verzameld toe te passen.' To the right, a table lists plugin statistics.

Versie	2.1.4
Laatst geüpdatet	4 maanden geleden
Actieve installaties	600+



# Is your 404 helpful?



Does it *help* people find their way if they're lost?

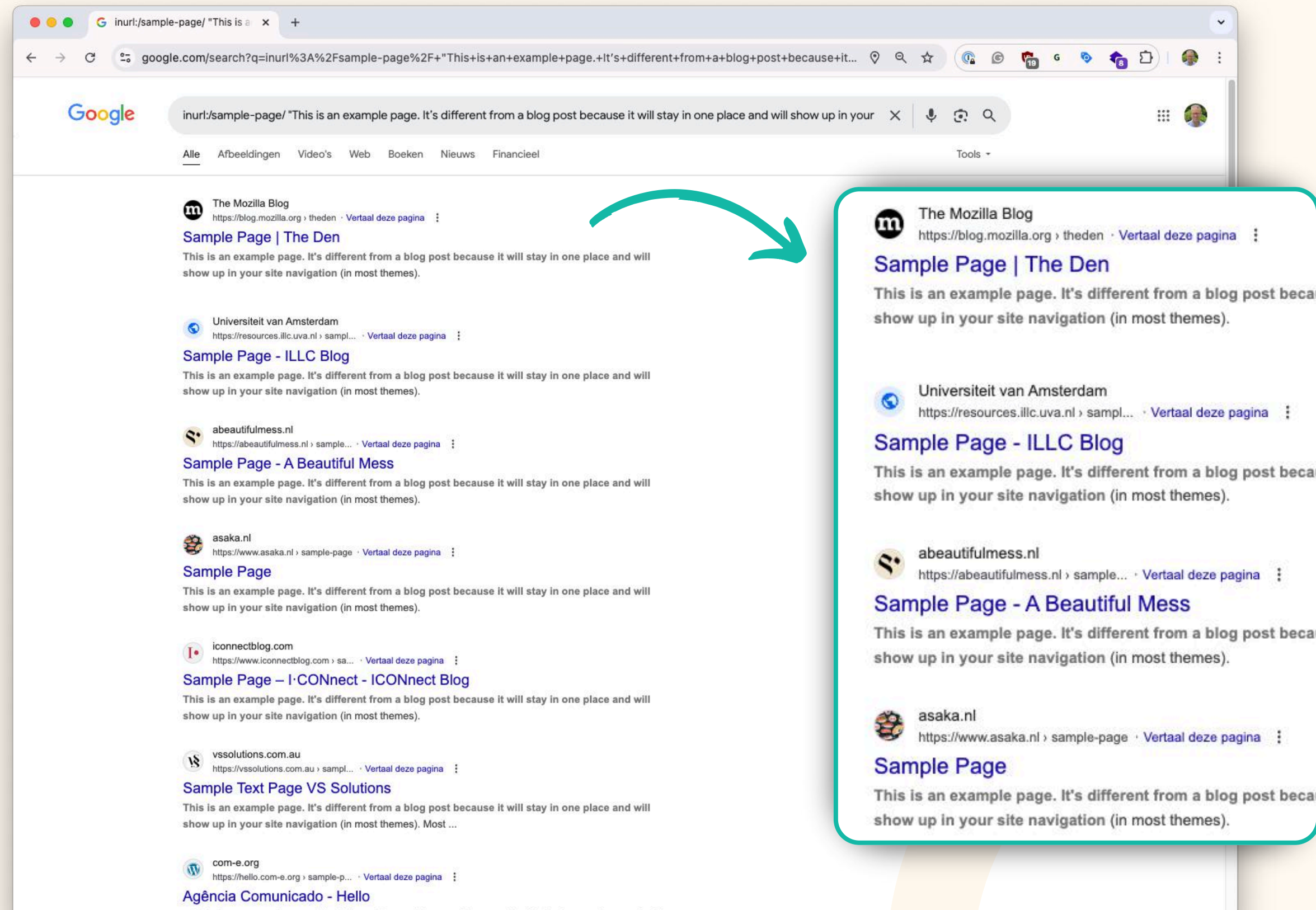


# Did you turn off public errors?

I'm all for proper debugging, but please don't display (PHP) errors on the frontend for everyone.



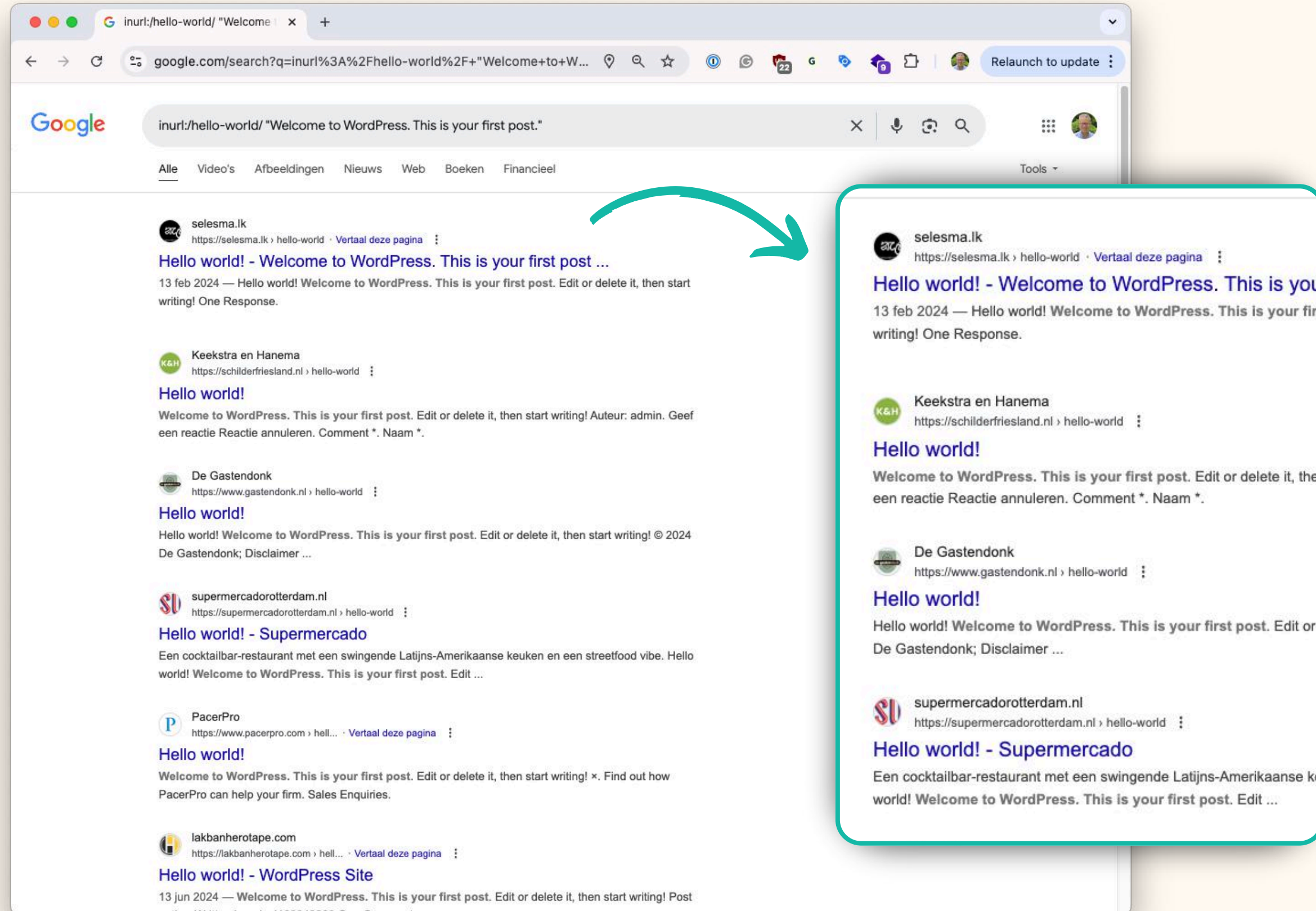
# Did you delete “sample page”?





# Did you delete “Hello world!”?

And the first comment that WordPress leaves?





# Change your site icon!



xInt-at.nl

<https://xInt-at.nl> › voorbeeld-pagina ⋮

Voorbeeld pagina - test.xInt-at.nl

... Dit is een voorbeeldpagina. Het verschilt van een bericht omdat het een vaste plek heeft en in de sitenavigatie getoond wordt (in de meeste thema's). De ...



stichtingteach.nl

<https://stichtingteach.nl> › voorbeeld-pagina ⋮

Voorbeeld pagina - Stichting TEACH ministries

... Dit is een voorbeeldpagina. Het verschilt van een bericht omdat het een vaste plek heeft en in de sitenavigatie getoond wordt (in de meeste thema's). De ...



straatwerken.nu

<http://www.straatwerken.nu> › voorbeeld-pagina ⋮

Voorbeeld pagina - Vervenne Holding B.V.

... Dit is een voorbeeldpagina. Het verschilt van een bericht omdat het een vaste plek heeft en in de sitenavigatie getoond wordt (in de meeste thema's). De ...



**The stuff that needs  
regular checking**



# Back-ups

Yes your host should do this.

No you can't always rely on that.

When did you last test them?



# Updates

Yes, you all probably don't forget this.  
But do your customers?

And... When did you last update your  
PHP version?



# Checking your users

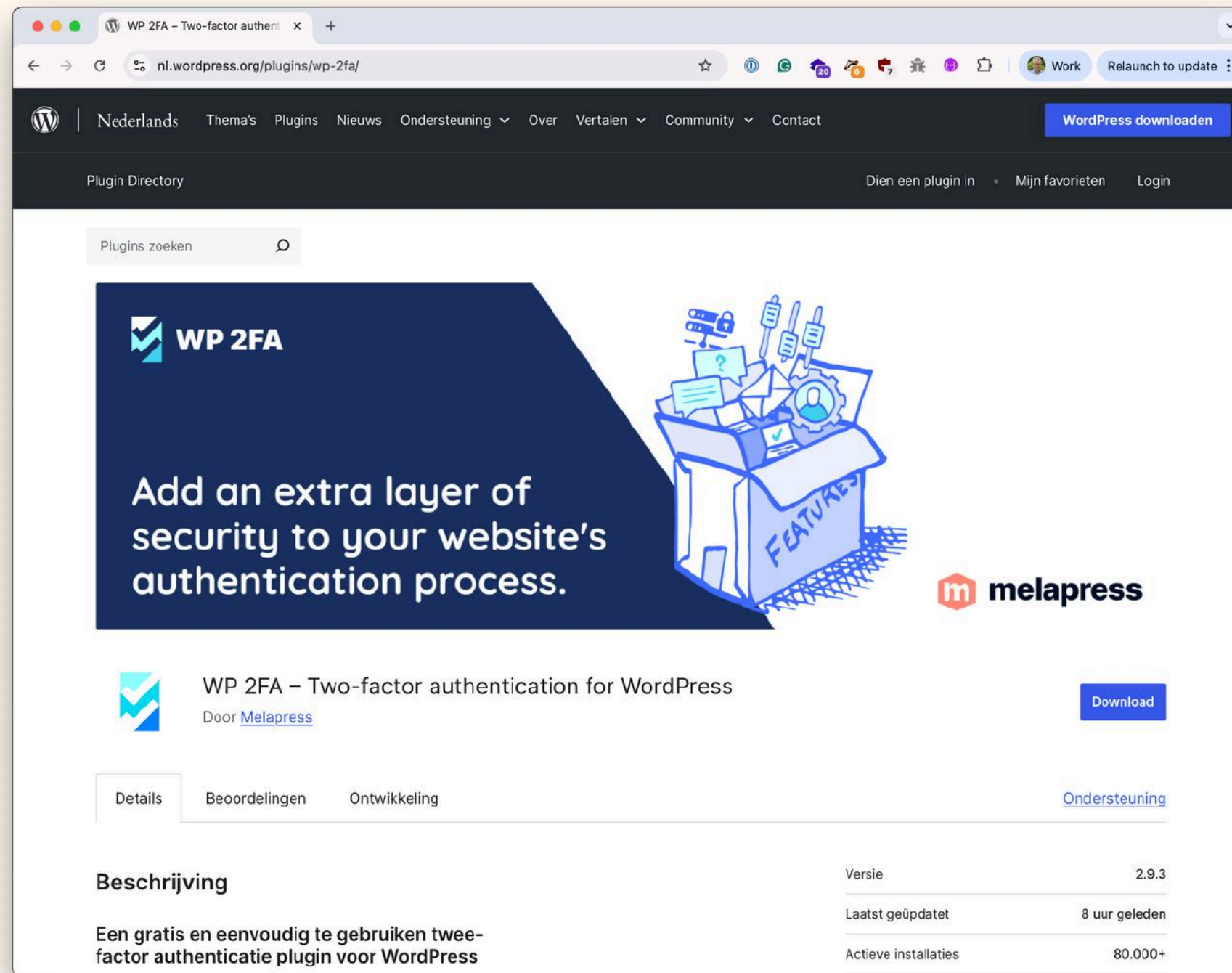
- Does User X still need access?
- Do they still need this role?





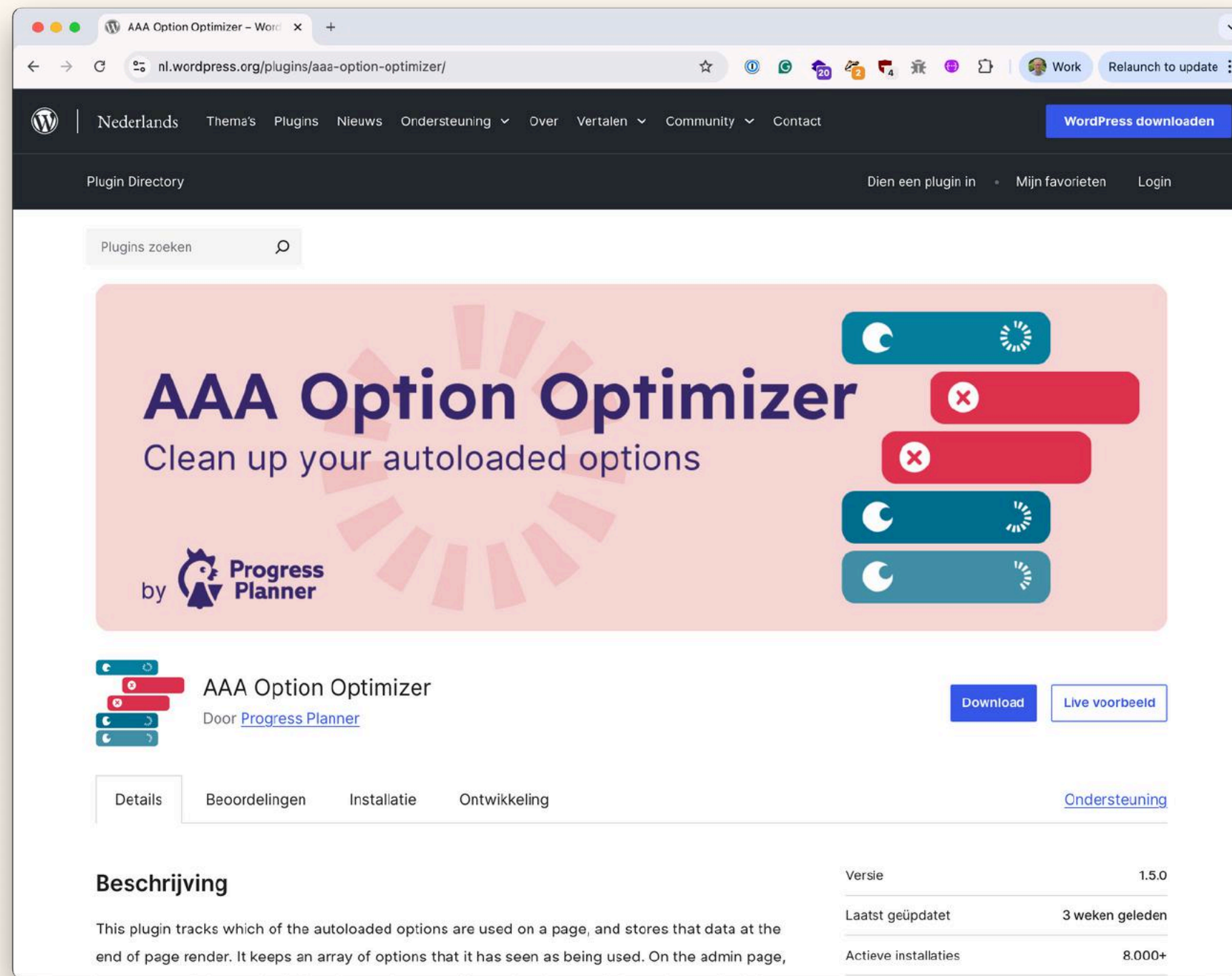
# Checking their access

Does the site (and everyone) have 2FA enabled?



# Check your database(s)

Are all autoloading options still needed?



The screenshot shows the WordPress plugin directory page for 'AAA Option Optimizer' by Progress Planner. The page is in Dutch. The main heading is 'AAA Option Optimizer' with the subtitle 'Clean up your autoloaded options'. Below this, there's a 'by Progress Planner' logo. To the right, there are four horizontal bars representing different options: two are green with a white 'x' (indicating they are not needed) and two are blue with a white 'x' (indicating they are still needed). Below the main heading, there's a 'Download' button and a 'Live voorbeeld' button. The page also has tabs for 'Details', 'Beoordelingen', 'Installatie', and 'Ontwikkeling'. The 'Details' tab is selected. The description under 'Beschrijving' states: 'This plugin tracks which of the autoloaded options are used on a page, and stores that data at the end of page render. It keeps an array of options that it has seen as being used. On the admin page,'. On the right side, there's a table with the following data:

Versie	1.5.0
Laatst geüpdatet	3 weken geleden
Actieve installaties	8.000+



# Are you auto deleting form entries?

My recommendation:  
delete most form entries after 90 days.

Saves space, but also: GDPR.



# Honest now: when did you last test your contact form?

Check it at least every 3 months, if not more.



# Is your privacy policy up to date?

You *did* create one did you?

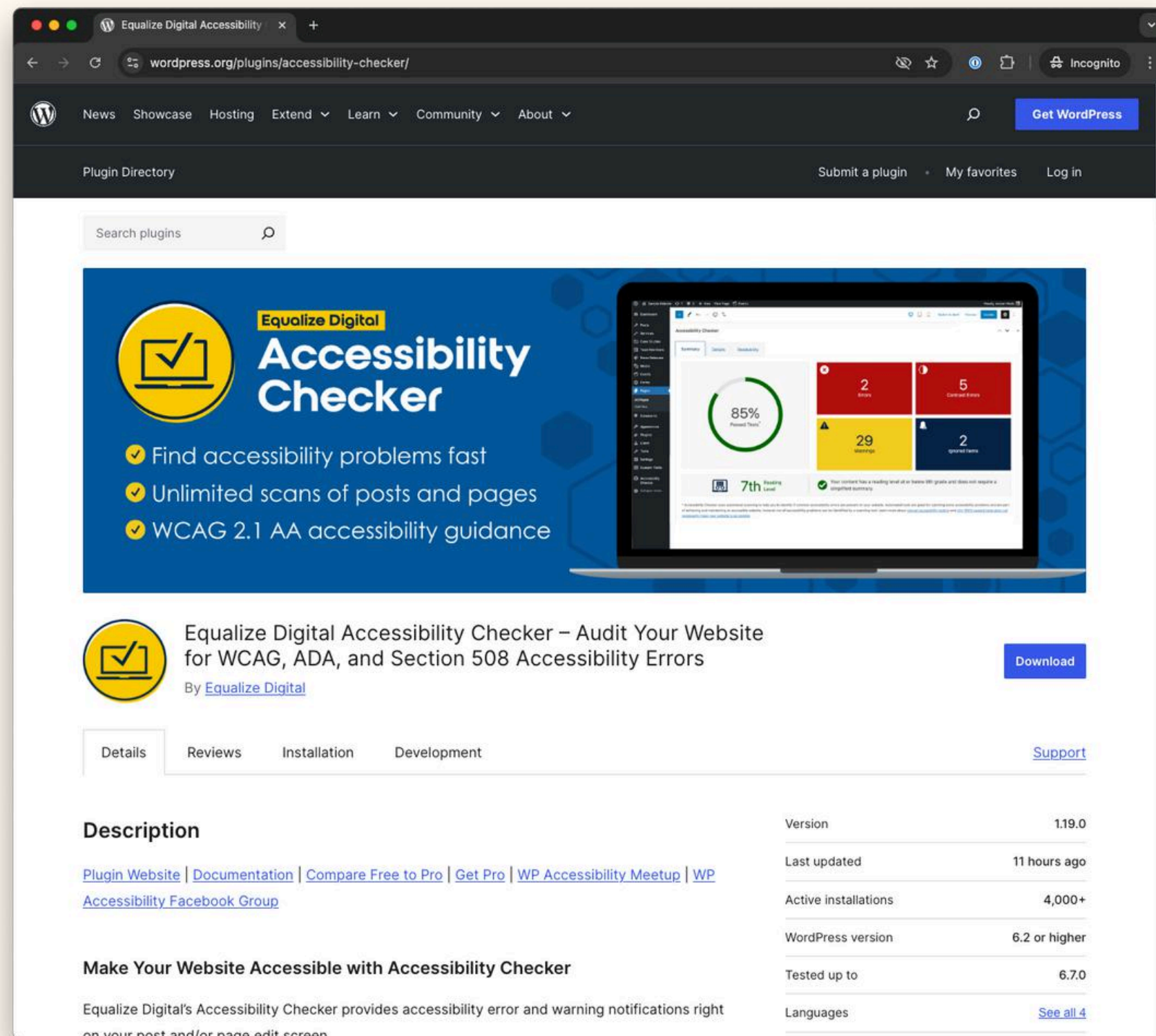
Did you add plugins that mandate a change?





# How is your accessibility?

You do know that the laws on this are getting stricter?



The screenshot shows the WordPress.org plugin directory page for the 'Equalize Digital Accessibility Checker'. The page features a large blue banner with the plugin's logo and a list of features: 'Find accessibility problems fast', 'Unlimited scans of posts and pages', and 'WCAG 2.1 AA accessibility guidance'. Below the banner, there is a section for the plugin's details, including a 'Download' button, tabs for 'Details', 'Reviews', 'Installation', and 'Development', and a 'Support' link. The 'Description' section provides links to the plugin website, documentation, and a Facebook group. A table on the right side of the page lists technical details such as version, last updated, active installations, and supported WordPress versions.

**Equalize Digital Accessibility Checker**

- Find accessibility problems fast
- Unlimited scans of posts and pages
- WCAG 2.1 AA accessibility guidance

Equalize Digital Accessibility Checker – Audit Your Website for WCAG, ADA, and Section 508 Accessibility Errors

By [Equalize Digital](#)

[Download](#)

[Details](#) [Reviews](#) [Installation](#) [Development](#) [Support](#)

**Description**

[Plugin Website](#) | [Documentation](#) | [Compare Free to Pro](#) | [Get Pro](#) | [WP Accessibility Meetup](#) | [WP Accessibility Facebook Group](#)

**Make Your Website Accessible with Accessibility Checker**

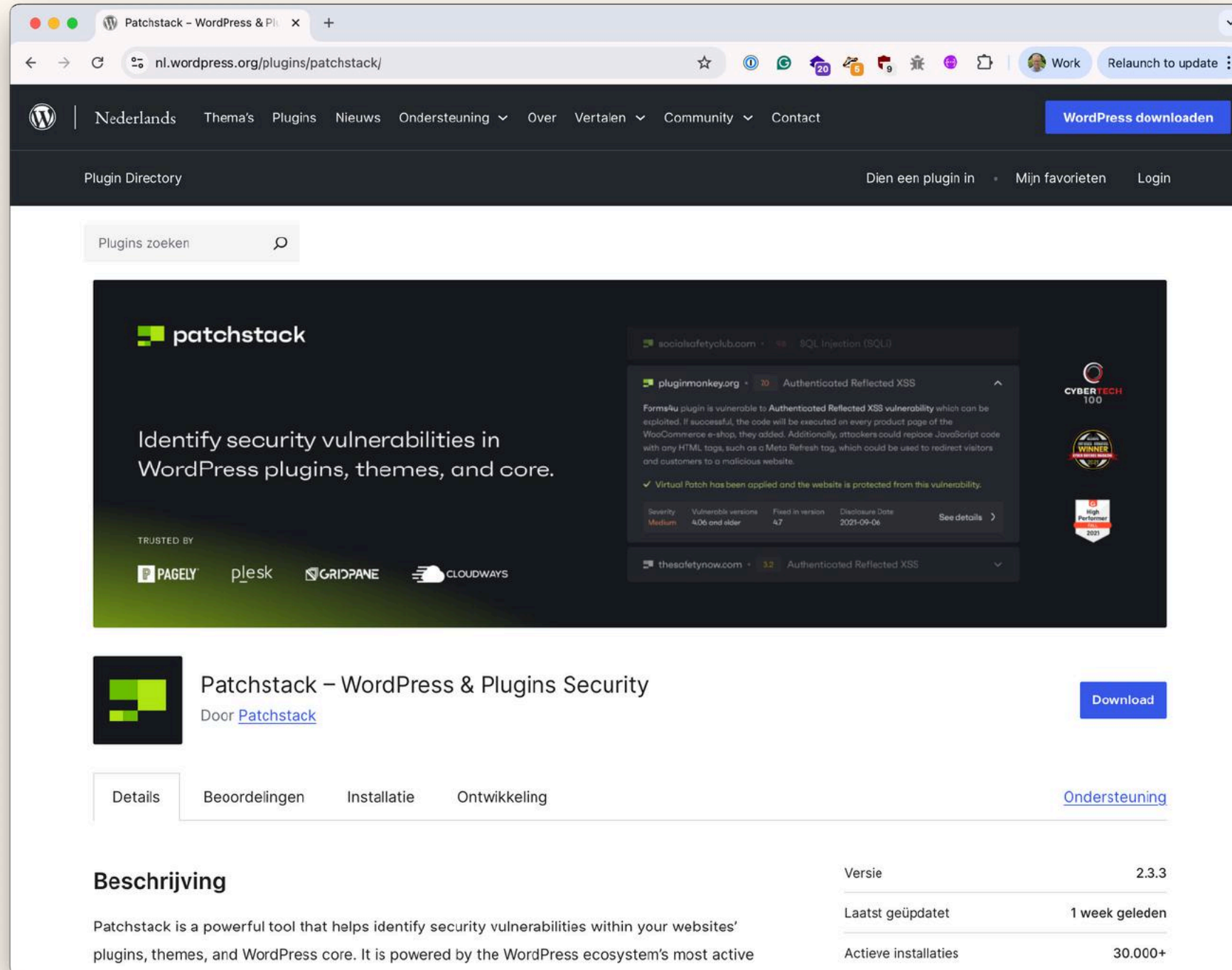
Equalize Digital's Accessibility Checker provides accessibility error and warning notifications right on your post and/or page edit screen.

Version	1.19.0
Last updated	11 hours ago
Active installations	4,000+
WordPress version	6.2 or higher
Tested up to	6.7.0
Languages	<a href="#">See all 4</a>



# How is your security?

How fast are you with updates?



The screenshot shows the Dutch version of the WordPress.org plugin directory for the 'Patchstack – WordPress & Plugins Security' plugin. The page includes a search bar, a 'WordPress downloaden' button, and a 'Plugin Directory' header. The main content area features a large banner for Patchstack with the text 'Identify security vulnerabilities in WordPress plugins, themes, and core.' Below this, there are logos for 'TRUSTED BY' including PAgELY, plesk, GRIDPANE, and CLOUDWAYS. A section titled 'Patchstack – WordPress & Plugins Security' by Patchstack includes a 'Download' button and tabs for 'Details', 'Beoordelingen', 'Installatie', and 'Ontwikkeling'. The 'Details' tab is active, showing a description of the plugin and a table with version information.

**Beschrijving**

Patchstack is a powerful tool that helps identify security vulnerabilities within your websites' plugins, themes, and WordPress core. It is powered by the WordPress ecosystem's most active

Versie	2.3.3
Laatst geüpdatet	1 week geleden
Actieve installaties	30.000+



# How is your website traffic?

Are there pages that get a lot of traffic that you're not expecting?

Or vice versa? How do you *track* your site?



# When did you last test your checkout?

Things change or break *all the time*.

Make sure people can complete a purchase and test **all paths!**



# Is your robots.txt up to date?

This often contains stuff it needs not,  
and vice versa.





# How is your page speed?

When did you last check your Google Pagespeed?

Have you made a habit of doing that?



# How is your uptime?

Do you **know** when your site is down?

Do you check?



# The content stuff that needs checking



# Is your about page up to date?

Is it still a good reflection of you and/or your company?

While you're at it, check your **contact page** too!



# Is your tag line “just another WordPress site”?

Really?





# Is your copyright year correct?

Yes it's trivial, but it does show attention to detail.

HOME

ABOUT US

INVESTMENTS

PROJECTS

BLOG

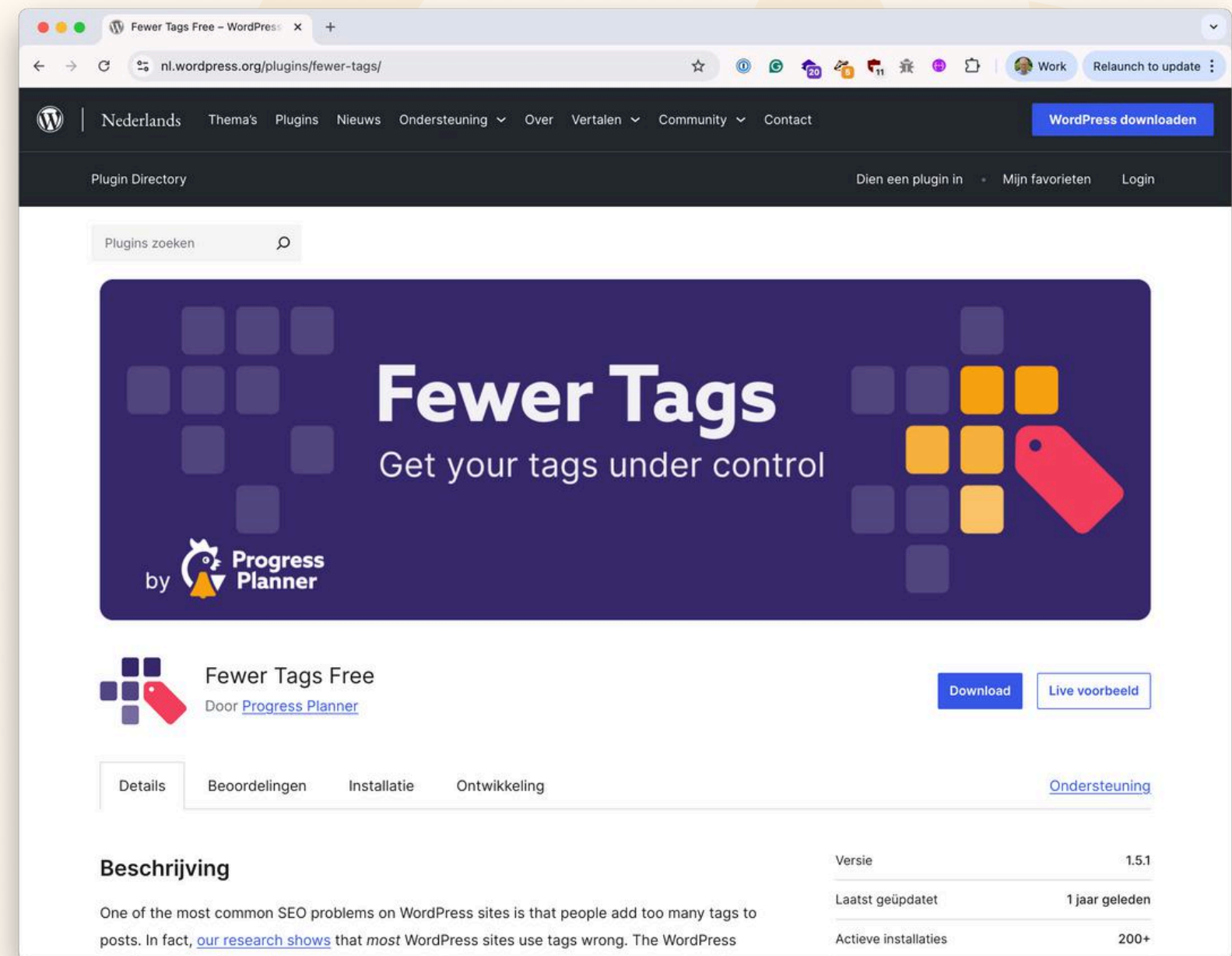
CONTACT

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# Do you have (almost) empty tags or categories?

Not needed, right?



# How many posts are in your “Uncategorized” category?

Looks sloppy, right?



# Do you have broken links?

Both internally and externally, **broken links don't look good.**

Make sure to check for broken **images** and **embeds** too.



# Do you regularly audit your content?

Is what you've written in your articles still the best advice? Are those articles still needed?

Update them, or delete them, if not.





**Finally, some harder  
questions...**



**When did you last  
actually check your  
Google Analytics??**



# Is it worth the cookie it drops?

If not: re-tool!

The image shows a screenshot of the Plausible Analytics website and a preview of its dashboard. The website is a clean, modern interface with a light blue background. The main heading reads "Easy to use and privacy-friendly Google Analytics alternative". Below this, a subheading states: "Plausible is intuitive, lightweight and open source web analytics. No cookies and fully compliant with GDPR, CCPA and PECR. Made and hosted in the EU, powered by European-owned cloud infrastructure". Two buttons, "Get started" and "Live demo", are prominently displayed. The dashboard preview shows a top navigation bar with the Plausible logo, a user profile icon, and a "Relaunch to update" button. The main content area displays a table of analytics metrics for two periods: "1 May 22 - 30 Apr 23" and "9 May 21 - 5 May 22".

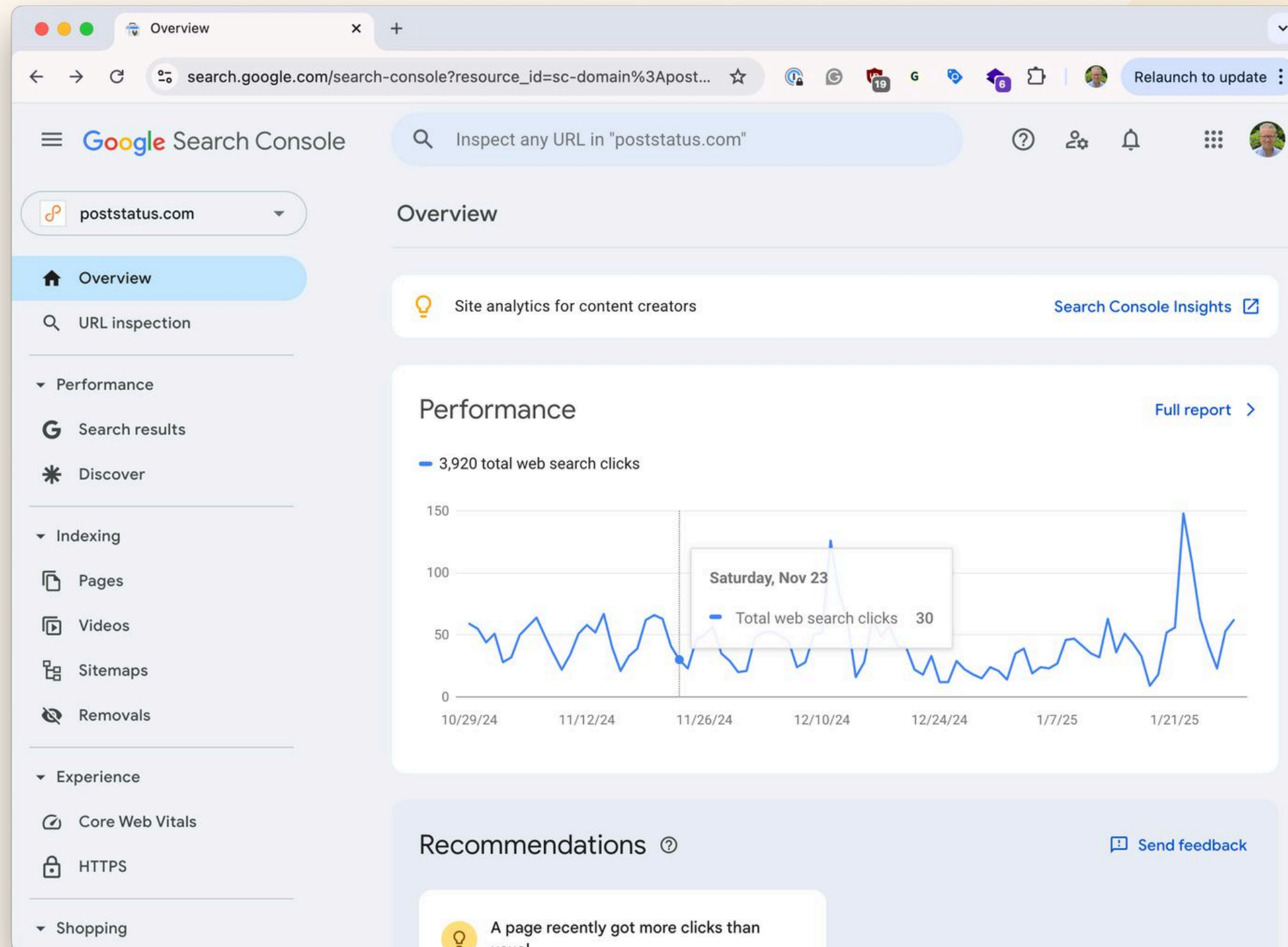
UNIQUE VISITORS	TOTAL VISITS	TOTAL PAGEVIEWS	VIEWS PER VISIT	BOUNCE RATE	VISIT DURATION
1.4M	2.1M	5.2M	2.4	60%	3m 20s
1M	1.4M	3.5M	2.42	61%	3m 16s



**When did you last  
check your Google  
Search Console??**



# It really should be checked...





# Try Progress Planner

progressplanner.com

