

Website: _____ Month: _____ Checked by: _____

Monthly checklist

Done	Task	Owner	Done if
☐	Backup from last 24–48 hours exists	Host / vendor	You know who can restore and when it was last tested
☐	Homepage loads on a phone (Wi-Fi off if you can)	Owner or vendor	Padlock valid; layout not broken
☐	Contact form test + phone / email tap	Owner	Real notification received; click-to-call works
☐	Hours, holiday, phone, service area	Owner (facts) / vendor (edits)	Match the shop door and Google Business Profile
☐	Uptime / hosting glance	Host / vendor	No unexplained gaps; you were not told by a customer first
☐	CMS / plugin / theme updates (if WordPress-like)	Vendor or in-house tech	Core + plugins current; no abandoned plugins
☐	Broken links on home, services, contact	Owner spot-check / vendor fix	No 404s on “book / call / quote” paths
☐	Mobile speed spot-check	Owner feel / vendor fix	Not noticeably slower than last month
☐	Search Console skim (if you have it)	Owner or vendor	No new coverage errors; page-two queries noted

If a managed vendor already owns a row, write “vendor” in Owner and still verify the “Done if” once a month.

Quarterly checklist (Jan / Apr / Jul / Oct)

Done	Task	Owner	Done if
☐	Photos: vans, storefront, people still here	Owner supplies / vendor crops	Compressed, sized images; no departed staff
☐	Service pages match the work you want	Owner + vendor	Copy and H1s match real offers and towns
☐	NAP consistent with Google Business Profile	Owner owns facts	Name, address, phone match across site + GBP
☐	Old URLs / redirects still land correctly	Vendor	Previous site paths reach the right page
☐	Privacy / form consent still accurate	Owner + vendor	Contact details and consent text still true
☐	Competitor sniff test (questions, not copy)	Owner	You answer a question they now answer first
☐	Restore drill (or confirmed vendor drill)	Host / vendor	Someone restored a backup in the last quarter

Also do the quarterly pass after a big change: rebrand, move, new service line, or staff turnover.