

10 spring cleaning treats to give your website



Martin Jarvis - DMJ

What's coming?



**10 actionable things
you can do that your
website visitors and
search engines will
love you for**

Have a good old clear out

WHAT AND WHY?

- Pages, posts, images, themes, plugins
- Keeps filespace usage down
- Keeps media library (database) clean
- Speed, storage, maintenance time



HOW?

- wordpress.org/plugins/wp-optimize/
- wordpress.org/plugins/media-cleaner/



Check your website variants

WHAT AND WHY?

- http and https
- www and non-www
- Mobile / Tablet / Desktop
- Lost traffic



HOW?

- Use a private / incognito browser
- Visit each version of your website



Run a site audit

WHAT AND WHY?

- External technical review
- Automated
- Highlights potential issues
- Beware unsolicited bogus reports



HOW?

- moz.com/products/pro/site-crawl
- www.woorank.com/
- sitechecker.pro/website-crawler/
- www.semrush.com/



Updates, Updates, Updates

WHAT AND WHY?

- Themes, plugins, extensions
- WordPress, Joomla, Drupal
- Reduce risk (incl. malware)
- Improve performance



HOW?

- Login to your website dashboard
- Look for update indicators



Check social media links

WHAT AND WHY?

- Check header and footer links
- Check fly ins and pop overs
- Check feeds

HOW?

- Just try them out!



Does your site load quickly?

WHAT AND WHY?

- Home page really important
- Other key pages
- Load in under 3 seconds?
- **Big SEO indicator**



HOW?

- Check your page load speeds
- Try tools.pingdom.com
- Some site audit tools also help



Backup, Backup, Backup

WHAT AND WHY?

- All files and components
- Website hosts might not do this!!!
- Risk losing your entire website - COST + DOWNTIME



HOW?

- Confirm with your web hosts
- Use your own plugin solution
- Frequent backups for busy ecommerce
- Test it out to make sure!



Check your contact forms

WHAT AND WHY?

- Changes to themes, plugins, server configs, hosting, mail servers, email address changes etc.
- Missed opportunity
- Poor user / customer experience



HOW?

- Submit dummy enquiry (use different email address)
- Inbox or spam folder or nowhere?



Fix broken links

WHAT AND WHY?

- Internal and external links give 404 (or similar) error
- SEO penalty
- Poor user experience
- Missed opportunity



HOW?

- wordpress.org/plugins/broken-link-checker/ (WordPress)
- Some site audit tools can check links



Freshen up your content

WHAT AND WHY?

- Add new ideas to old posts
- Bring style up-to-date
- Add calls to action
- Nudges search engines!



HOW?

- Re-read your old posts
- Still make sense?
- Edit or delete - but just do it!



You can do this!



1. One initial big hit to clean things up
2. 1 hour from time to time to keep on top of things
3. Read more at <https://dmjcomputerservices.com/blog/10-website-housekeeping-tasks-to-do-during-a-quiet-period/>
