



Website Management Readiness Assessment Checklist

Score each item:

- Yes = 2 points
- Sometimes = 1 point
- No = 0 points

Ownership and Access

- I know who controls my domain registrar account.
- I know who controls my hosting account and billing.
- I have access to CMS admin credentials.
- Critical website logins are stored securely and retrievably.

Maintenance Visibility

- I know whether regular backups are being performed.
- I know whether plugins and core systems are updated routinely.
- I receive or request periodic maintenance visibility from my developer/vendor.
- I am not ignoring repeated update warnings indefinitely.

Security Oversight

- Website admin users are reviewed periodically.
- Strong unique passwords are used for website access.
- SSL is active and browser trust warnings are absent.
- Malware/spam monitoring exists in some form.

Business Functionality

- Contact forms are tested regularly.
- Mobile pages are reviewed periodically.
- Key business information on the site is current.
- Lead notifications are confirmed and not assumed.

Vendor Relationship Control

- My developer or agency does not hold exclusive invisible control over everything.
- I can ask practical oversight questions and get understandable answers.
- Account ownership remains with the business even when outsourced.

Monthly Oversight Discipline

- I perform or supervise a monthly website review.
- I check site speed and page functionality periodically.
- I review whether the site still feels conversion-friendly.
- I treat the website as an active business system rather than a finished brochure.

SCORING RESULTS

38–46 Points → Strong Maturity

You maintain healthy practical control over your website and are far less vulnerable to technical confusion or silent business loss.

22–37 Points → Moderate Exposure

Your website is functioning, but several oversight gaps may still leave you dependent, under-informed, or vulnerable to unnoticed issues.

0–21 Points → High Vulnerability

Your business website is likely operating with significant owner visibility gaps that increase anxiety, vendor dependence, and avoidable operational risk.