

WIX STUDIO | MONTHLY

Website Maintenance Checklist

Everything to check every month — with the Wix navigation path for each task.

From

Davidov Media Design

davidovmediadesign.com

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How to use this checklist

This checklist is designed to take 30–45 minutes, once a month. Work through it in order — each section builds on the last. The checklist covers everything you should verify to keep your Wix Studio site fast, accurate, functional, and findable.

Each task includes the exact Wix navigation path so you never have to hunt for where things are. Score yourself at the end: 18–20 means your site is in great shape. Below 15 means something needs attention.

This checklist covers monthly tasks only. For quarterly tasks (Search Console, PageSpeed, domain renewal), annual tasks (full content audit, SEO title refresh, photo update), and as-needed tasks (after business changes, incidents, or growth), see the **Wix Studio Website Care Guide** — available at davidovmediadesign.com.

What Wix handles automatically — you do not need to check these:
 Security patches · SSL certificate renewal · Server uptime · CDN and speed infrastructure · Spam filtering on forms · Mobile optimization framework

SCORING KEY

Score	What it means
18 – 20	Site is well-maintained. Keep the rhythm going.
14 – 17	A few things slipped. Address missed items before next month.
10 – 13	Attention needed. Block time to work through the gaps this week.
Below 10	Site needs a thorough review. Consider booking a maintenance call.

Print one copy per month, or keep a digital version and track your score over time. Patterns across months are more useful than any single month's result.

SECTION A — CONTENT ACCURACY

Is everything on your site still true?

5 items · Estimated time: 10 minutes

- Homepage — read through every word for accuracy
Services offered, pricing or pricing approach, tagline, headline, and CTAs
→ *Wix: Edit Site > Homepage > click any text block to edit*

- Services page — verify all services, descriptions, and pricing are current
Remove any retired services. Add any new ones. Update pricing if it has changed.
→ *Wix: Edit Site > Services page > edit text blocks*

- Contact page — verify phone, email, address, and hours
Even if nothing changed, confirm it. Errors here lose clients.
→ *Wix: Edit Site > Contact page > check all text and embedded map*

- About page — still accurately reflects you and your business
Bio, headshot, team members, credentials — anything that may have evolved
→ *Wix: Edit Site > About page > update as needed*

- Blog, portfolio, or events section — any stale or outdated posts?
Archive or update posts that reference past events, old pricing, or retired services
→ *Wix: Content > Blog or Portfolio > review and update individual posts*

Section A score: _____ / 5

SECTION B — FORMS & FUNCTIONALITY

Is everything working?

4 items · Estimated time: 8 minutes

- Submit a test entry through every contact form on the site
Confirm submission lands in your inbox and triggers any autoresponse email
→ *Wix: Open your live site > submit each form > check email*

- Click your primary booking, scheduling, or appointment link
Confirm it loads, shows accurate availability, and allows a test booking
→ *Wix: Open live site > click the booking button > verify the flow*

- Test any payment links or checkout flows (if selling on the site)
Use a test transaction if your payment processor supports it
→ *Wix: Open live site > click Buy/Pay button > verify checkout loads*

- Check that your chat widget (if installed) is connected and responding
Send a test message. Confirm it arrives in your inbox or app.
→ *Wix: Open live site > initiate chat > verify receipt*

Section B score: _____ / 4

SECTION C — ANALYTICS & TRAFFIC

Do you know how your site is performing?

4 items · Estimated time: 8 minutes

- Log in to Google Analytics and review the last 30 days of traffic
Note: total sessions, top pages, traffic sources, bounce rate
→ [Wix: analytics.google.com > Reports > Overview](#)
- Check for any sudden drops in traffic (more than 20% week-over-week)
A sudden drop may indicate a technical issue, indexing problem, or algorithm update
→ [Wix: GA4 > Reports > Traffic acquisition > compare date ranges](#)
- Note your top 3 traffic-driving pages this month
These are your best-performing assets — make sure they are current and converting
→ [Wix: GA4 > Reports > Pages and screens](#)
- Check conversion events — form submissions, bookings, or purchases
Are your key actions being completed? Declining conversions on stable traffic = content or UX issue
→ [Wix: GA4 > Reports > Conversions](#)

Section C score: _____ / 4

SECTION D — BACKUP & SITE SAFETY

Is your site protected before you make any changes?

3 items · Estimated time: 5 minutes

- If you plan to make any edits this month — duplicate your site first
Label it: Backup — [Month Year]. This is your rollback option.
→ [Wix: Wix Dashboard > your site > ... menu > Duplicate Site](#)
- Delete any outdated site duplicates older than 3 months
Wix has storage limits. Old backups you no longer need should be removed.
→ [Wix: Wix Dashboard > My Sites > find old duplicates > Delete](#)
- Confirm your Wix billing and payment method is current
An expired card can result in your premium features being suspended
→ [Wix: Wix Dashboard > Upgrade > Billing & Subscriptions](#)

Section D score: _____ / 3

SECTION E — FRESH CONTENT

Did your site grow this month?

4 items · Estimated time: 10 minutes

- Add at least one new piece of content to the site
A testimonial, a project photo, an updated service description, a blog post, or a new FAQ item
→ [Wix: Edit Site > navigate to relevant section > add or update content > Publish](#)

Request a review from a recent client (if you have not already this month)

Google reviews directly improve local search and AI visibility. One per month adds up.

→ *Wix: [Google Business Profile](#) > [Get more reviews](#) > [copy your review link](#)*

 Check your social media links — do they go to active, current profiles?

A dead or inactive social link is worse than no link. Remove it or update it.

→ *Wix: [Edit Site](#) > [Footer or contact section](#) > [click each social icon to verify](#)*

 Review any inquiry or contact form submissions from the past month

Look for recurring questions — those belong in your FAQ. Patterns reveal content gaps.

→ *Wix: [Wix Dashboard](#) > [Inbox or your email](#) > [review submissions](#)*

Section E score: _____ / 4

Section	Items	Your Score
A — Content Accuracy	5	/5
B — Forms & Functionality	4	/4
C — Analytics & Traffic	4	/4
D — Backup & Safety	3	/3
E — Fresh Content	4	/4
TOTAL	20	/20

NOTES THIS MONTH

QUARTERLY REMINDERS

Every 3 months	Check Google Search Console for indexing errors and Core Web Vitals
Every 3 months	Run a PageSpeed test at pagespeed.web.dev — aim for 70+ mobile
Every 3 months	Click through every navigation link and button on the site
Every 3 months	Verify your domain auto-renew is active and payment method is current
Every 3 months	Review your Google Business Profile — add photos, check hours, respond to reviews

Need help with any of this?

Monthly maintenance retainers, content updates, SEO monitoring, and Wix support are all available from Davidov Media Design.

davidovmediadesign.com

Wix Legend Partner · SEO Specialist · Accessibility Specialist · AI Optimization Specialist