

What your website actually needs, and how often.

A maintenance checklist for a small business in Singapore, on WordPress or a static site. **An unmaintained site does not fail loudly.** A plugin falls a version behind, then five. Then a form stops sending and still says thank you. This is ordered by how often each job needs doing, and marked for what you must not skip.

ESSENTIAL Do not skip this one **WORDPRESS** A static or brochure site can skip it The label on the right is how often.

01 Set up once, then left to run

These should happen on their own. If a person is doing them by hand each day, that is the thing to fix, not the schedule.

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| ☐ | ESSENTIAL | Automatic backups, kept for a couple of weeks. Daily if the site changes or sells, weekly for a brochure one. A backup kept only on the same server as the site is not a safety net. | DAILY |
| ☐ | ESSENTIAL | A fresh backup taken right before any update. The riskiest moment is a change. A snapshot immediately before it turns a bad update into a five-minute rollback instead of a crisis. | BEFORE UPDATES |
| ☐ | WORDPRESS | A daily malware scan. A compromise should be something you catch, not something a customer reports. | DAILY |
| ☐ | ESSENTIAL | Uptime monitoring that alerts someone. Otherwise "the site is down" is discovered when a customer calls. | ALWAYS ON |
| ☐ | | Auto-renewing HTTPS. Free certificates renew themselves; an expired one shows a "Not secure" warning and can lock visitors out. It should never be a manual job. | ALWAYS ON |
| ☐ | WORDPRESS | A firewall in front of the site. It filters known attacks before they reach the site, and can hold the line on a plugin flaw until the fix ships. | ALWAYS ON |

02 Every month, by hand

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| ☐ | ESSENTIAL | WORDPRESS | Update plugins, theme and core, after the snapshot above. Out-of-date plugins are one of the most common ways WordPress sites get hacked. Critical security releases do not wait for the monthly slot; they go on the day they are out. | MONTHLY |
| ☐ | ESSENTIAL | | Submit your own contact form and confirm the email lands. The form can say "thank you" while the email quietly goes nowhere. It is the most expensive silent failure on a small site, because every lost enquiry looks like no enquiry. | MONTHLY |
| ☐ | | | Check Google Search Console for new errors. It is the first place a page dropping out of Google shows up, before the traffic does. | MONTHLY |
| ☐ | | | Click your own key pages for broken links. A dead link on a services or contact page costs a customer, whatever Google makes of it. | MONTHLY |

03 Every few months, and once a year

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| ☐ | ESSENTIAL | | Test a restore. A backup nobody has ever restored is a guess. Once a quarter, prove one rebuilds the site. | QUARTERLY |
| ☐ | | | Spot-check your page speed. One oversized image dropped into a page is the usual reason a site "suddenly got slow". Catch regressions before visitors do. | QUARTERLY |
| ☐ | ESSENTIAL | | Renew the domain early. A lapsed domain takes the website <i>and</i> every email address down at once, and after a short grace period anyone can register it. | YEARLY |
| ☐ | ESSENTIAL | | Confirm the domain, hosting and logins are in your name. You should own these even when someone else manages them day to day. | YEARLY |

WordPress, or a static site? A static or brochure site has no plugins to update and no CMS to break, so it skips every row tagged WordPress. Everything else still applies: backups, uptime, HTTPS, the contact form, and the domain.

04 Do not pay for these

All of these get sold as "maintenance". None earns its place for a typical small business.

- ☐ **A monthly report full of numbers but no actions.** Impressions and rank counts look busy. A report is worth paying for when it says what was done and what changed.
- ☐ **Adding plugins so there is something to show.** Every plugin is more to break and more to attack. A slow site is usually fixed by removing weight, not adding a plugin to manage it.
- ☐ **A person eyeballing the site by hand each day.** A monitor does this continuously for a few dollars a month.
- ☐ **Chasing a 100/100 speed score.** Google's own guidance says the lab score is not the goal; some tools reach it by delaying the page for real visitors. Fix real problems, not the number.
- ☐ **A full redesign every year or two.** Most sites need a rebuild every few years, not annually. A refresh is cheaper and usually enough.
- ☐ **Backups you are billed for twice.** Check what your host already keeps before paying again. Add an off-site copy, not a duplicate bill.
- ☐ **A "premium SSL" fee.** Free certificates give the same padlock and the same encryption for almost every business.

05 Signs a care plan is not working

You are paying for maintenance. Here is how to tell it is happening.

Plugins or core months out of date	Ask for version numbers, or check the dashboard yourself.
A backup no one has ever restored	Ask when a restore was last <i>tested</i> , and to see one done.
You heard "the site is down" from a customer	There is no monitoring in place.
A "Not secure" warning or expired certificate	Near-pure neglect, now that certificates renew themselves.
No record of what was done each month	You cannot tell a working plan from an invoice.
"Unlimited" support with no list of what is included	Vague scope tends to hide thin work.
The domain or hosting sits in the agency's name	You do not own your own site. This should be in your name.
Slow or no reply when something breaks	Ask what the response time is, and get it in writing.

A good plan is boring and legible. A dated list of what was done, a backup someone has actually restored, monitoring that speaks up first, and everything registered in your name. If you cannot get a straight answer to "what did you do last month", that is the answer.

06 Singapore, specifically

General information, not legal advice. But these belong on the calendar.

- ☐ **ESSENTIAL** **Renew your .sg domain early, in your own name.** A lapsed .sg takes your site and email down together, then after a short grace period is released for anyone to register. **YEARLY**
- ☐ **LAW** **Name a contact for data questions, and keep it published.** Under the PDPA every organisation, even a one-person one, must make someone responsible for personal data reachable. Keep that contact and your privacy note current.
- ☐ **LAW** **Know the data-breach clock.** If personal data is exposed, you assess it within 30 days and, if it is serious or affects 500 people or more, notify the PDPC within 3 days of deciding it is notifiable.
- ☐ **BEST PRACTICE** **You do not need a cookie pop-up by law.** Singapore is not the EU; the PDPC accepts that browser settings can count as consent for ordinary cookies. A banner is only expected if you run ad-targeting cookies.

If you would rather not track all of this, that is what a care plan is for. We run monthly upkeep for WordPress sites in Singapore: updates, daily backups, malware scans, uptime and hosting management. And we will tell you honestly if your site does not need us.

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