



## Your Website Essentials Checklist

### The Things You Must Know or Risk Losing *Everything*.

Do you have full control over your most important online asset – your website?

Use this worksheet to do a self-audit of your website assets and ask the questions you **MUST** know the answer to or you risk losing everything.

(And I'm not exaggerating... **Over-hyped stuff gives me a rash**, but what I speak is truth from experience of over 20 years of doing websites.)

Business owners come in all shapes and sizes when it comes to tech savviness. Even if technology is not your thing, **you deserve to know** the state of your website assets and have **full ownership of and access to them**.

Here's what you need to ask your webmaster TODAY (not tomorrow, not someday when you "get around to it"). Any web professional worth their salt will gladly answer these questions without feeling threatened if you tell them you are upgrading your understanding of your business and getting your processes and documentation in order.

- Where is my site hosted? In whose name is the hosting account?
- Where are my domain(s) registered? In whose name are they registered?
- What is my login information for:
  - My domain registrar?
  - Accessing my website to edit it (example: WordPress dashboard)?
  - My hosting account?
  - The cPanel (control panel) of my hosting account?
  - FTP access?
- Where is my email database managed? (Examples: MailChimp, Aweber, Constant Contact, etc.) And What is my login information for it?
- How often is my site backed up? Where are the backups stored?

Then, you need to document the answers. Use the handy sheet below to do so. (If you want to take your password security up a notch, consider encryption or a password manager like LastPass.)



## Domain Registration

My domains are registered at: \_\_\_\_\_

Customer # is: \_\_\_\_\_

User name is: \_\_\_\_\_

Password is: \_\_\_\_\_

Call/in security PINS: \_\_\_\_\_

## Website Hosting

My website is hosted at: \_\_\_\_\_

Customer # is: \_\_\_\_\_

User name is: \_\_\_\_\_

Password is: \_\_\_\_\_

Call/in security PINS: \_\_\_\_\_

## CPANEL

URL to access is: \_\_\_\_\_

User name is: \_\_\_\_\_

Password is: \_\_\_\_\_



### FTP Access

User name is: \_\_\_\_\_

Password is: \_\_\_\_\_

### WordPress/Administration Dashboard

URL to access is: \_\_\_\_\_

User name is: \_\_\_\_\_

Password is: \_\_\_\_\_

### Site Backups

Who backs up my site?

What is included in the back ups?

(hint: if you are running something like WordPress, you need files and databases backed up)

How frequently are backups performed?

How long are they kept (and how many past backups are kept before they are deleted)?



## Email Marketing/List Database

My email marketing database software is at: \_\_\_\_\_

Customer # is: \_\_\_\_\_

User name is: \_\_\_\_\_

Password is: \_\_\_\_\_

Call/in security PINS: \_\_\_\_\_

## Merchant Accounts/Online Payment Companies

For online payments I use: \_\_\_\_\_

Customer # is: \_\_\_\_\_

User name is: \_\_\_\_\_

Password is: \_\_\_\_\_

Call/in security PINS: \_\_\_\_\_

## Website Analytics

For online analytics I use: \_\_\_\_\_ (often Google Analytics)

User name is: \_\_\_\_\_

Password is: \_\_\_\_\_



## Other Critical Website License Keys or Access Information

There are lots of moving parts to a robust online marketing presence. Use the space below to notate other important information which might include logins to other accounts (social media for instance) or license keys to paid plugins/software in use on your site.



## Seem Like Too Much Effort?

Yes, documenting things like this takes time and some effort. It's not the most fun you will ever have. However, it pays you dividends in peace of mind and can save you money down the road.

Imagine:

- Losing your website entirely
- Paying fines
- Watching your SEO vanish
- Your list vaporizing overnight
- Paying hundreds of dollars (if not more) to resurrect your site after it has been hacked or something else goes wrong

I've seen it happen more often than you think. This list is your basic insurance policy for avoiding these situations.

Take the time today to empower yourself with the knowledge and information you need to be in full control of the most important online asset your business has – your website!

## What's Next?

If you have all the information you need and you're happy with the results of your website efforts and web team – Excellent! This is great news... use this worksheet to keep everything ship-shape.

On the other hand...

If you're not happy with the answers you got from your current web person, Or, maybe you're happy with him/her but need more strategy to go with the nuts and bolts... **Call me 267-382-0568 or email [paula@thepaulagcompany.com](mailto:paula@thepaulagcompany.com) to set up a time for a strategy session at a special rate.**

**No pressure and no strings attached. Simply practical solutions with a dose of humor.**



## Who is Paula G?

Paula Gregorowicz owner of The Paula G. Company LLC, helps business owners take charge of their time, productivity, and technology and helps them build authentic, sustainable businesses while having plenty of time and space for a life they love.

The work Paula shares with others is the essence of her more than twenty years experience and education: from BS in Accounting to 20 years in corporate America to entrepreneur and business owner, spiritual and coach training, and eclectic life experiences.

She is a formally trained coach, certified webmaster professional, published writer and passionate photographer, has written many articles for online and print publications and her book *Open to Your Intuitive Intelligence: Reflections on Nature and Wisdom* released in September 2011.



Great stuff not only gets started with Paula, it gets finished!

Learn more about her unique approach of practical action and inner awareness at <http://www.thepaulagcompany.com>

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## Now, Take Action

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