

Website Operations Field Guide

A practical 48-point checklist and operating cadence for small-business websites.

CHECK	TRIAGE	MAINTAIN
Availability, speed, mobile, contact paths, accessibility, search, privacy, and ownership.	Use severity and confidence to decide what should be fixed first.	Turn a one-time review into a weekly, monthly, and quarterly routine.

How to use this guide

Run the checklist against the live public site. Mark each item Pass, Fix, Not applicable, or Needs evidence. Record a URL or screenshot for every failure, then move the highest-severity findings into the triage worksheet. Re-check after changes instead of assuming a deploy fixed the problem.

This guide supports operational review; it is not legal, security, accessibility, or compliance certification.

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Scoring and evidence

Use a small vocabulary so different review rounds remain comparable.

PASS	The check was performed against the live site and behaved as intended.
FIX	A reproducible failure or material weakness was observed.
N/A	The check does not apply; record why rather than leaving it blank.
EVIDENCE	The behavior could not be confirmed with available access or data.

Severity

Critical: checkout, contact, security, or site access is blocked. High: a common visitor path fails or trust is materially reduced. Medium: the issue causes friction or weakens discoverability. Low: polish, resilience, or maintainability improvement.

Evidence record

Finding	URL / screen	Severity	Owner	Re-test date

Availability and transport

Confirm that visitors can reach a trustworthy, stable site.

01	The preferred HTTPS URL returns a successful response without certificate warnings.	☐ PASS ☐ FIX ☐ N/A ☐ EVIDENCE
02	HTTP redirects to one canonical HTTPS hostname in a single intentional path.	☐ PASS ☐ FIX ☐ N/A ☐ EVIDENCE
03	The TLS certificate covers every public hostname and has a monitored expiry date.	☐ PASS ☐ FIX ☐ N/A ☐ EVIDENCE
04	Key pages return expected status codes; no important page is masked by a soft 404.	☐ PASS ☐ FIX ☐ N/A ☐ EVIDENCE
05	Internal links, navigation, downloadable files, images, and scripts resolve without errors.	☐ PASS ☐ FIX ☐ N/A ☐ EVIDENCE
06	A branded 404 page offers a useful route back to active content.	☐ PASS ☐ FIX ☐ N/A ☐ EVIDENCE
07	DNS records and nameservers are documented with an accountable owner.	☐ PASS ☐ FIX ☐ N/A ☐ EVIDENCE
08	Uptime checks cover the home page and at least one business-critical path.	☐ PASS ☐ FIX ☐ N/A ☐ EVIDENCE

Continue with the complete field guide

The full edition includes all 48 checks, a remediation backlog, test scripts, launch review, and weekly/monthly/quarterly operating cadence.

Available as a one-time digital purchase from Temafay Labs.