



Website Checking Protocol

Purpose

To establish a standardised process for ongoing monitoring, review, and updating of the www.ecuguild.org.au website, ensuring content accuracy, security, functionality, and overall user experience.

Frequency

- Weekly Checks:
 - Basic content review
 - link verification
- Monthly Checks:
 - Security and Performance checks
 - Plugin/theme updates
- Quarterly Checks:
 - Comprehensive audits
 - SEO review
 - Accessibility check
 - User feedback analysis
 - Check account payment details are current
 - Quarterly backups
- Ad-hoc:
 - Immediate action for security issues or critical updates.

1. Content Review & Updates

- Verify that all information (events, news, announcements) is current.
- Update or add new content as required.
- Remove outdated or irrelevant content.
- Check for spelling, grammar, and readability.

2. Link and Functionality Verification

- Test all internal links to ensure they direct correctly.
- Verify external links are active and relevant.
- Check that contact forms, sign-up forms, and other interactive elements work properly.
- Confirm that downloadable resources (PDFs, forms) are accessible and up-to-date.

3. Security & Performance Checks

- Ensure website SSL certificate is valid and active.
- Ensure account payment details are up to date and auto renewal functional

4. Software & Plugin Maintenance

- Update CMS, plugins, themes, and related software to the latest versions.
- Review plugin and theme compatibility.
- Remove unused or outdated plugins/themes.

5. Backup & Data Integrity

- Verify recent backups are completed successfully.
- Store backups securely.

6. SEO & Accessibility

- Review meta tags, headings, and keywords for SEO optimization.
- Ensure images have alt text.
- Check for accessibility compliance (e.g., WCAG standards).

7. User Feedback & Analytics

- Review website analytics data (via Google Analytics or similar tools).
- Address user feedback or reported issues.
- Monitor visitor behavior for insights into content effectiveness.

8. Documentation & Reporting

- Record completed checks and updates.
- Note any issues or security concerns.
- Schedule follow-up actions if needed.

9. Emergency Procedures

- In case of security breaches, malware detection, or website downtime:
 - Immediately notify the IT support.
 - Initiate emergency recovery procedures.
 - Inform relevant staff and stakeholders.

Roles & Responsibilities

- Events & Marketing Officer:
 - Responsible for content review and updates, plug-in updates and backups
 - Conduct quarterly audits
- Marketing Interns:
 - Support the Events & Marketing Officer in reviewing and updating content.
- IT/Support Team:
 - Handle security, and technical issues.
- Management:
 - Oversee overall compliance with the protocol.