

## How In Control Of Your Business Website Are You?

**This questionnaire is intended for the manager of a small/medium business to consider the areas of access and control involved in running a business-critical website.**

If you would like to submit answers online and get instant feedback, try our form here: <https://www.knowledgepowerltd.com/pg/test/webmaster-control-questionnaire/>

Your data is not shared publicly and we will not use your email address (optional) except for sending results of the quiz.

### Content

- If we needed to add a new page to our site, or change something on a page, we could do it right now
- If we wanted to publish a gallery of photos or a video in our site, we could do that easily right now
- We can easily control whether/where a page appears in our site navigation/menus
- If we needed a special promotional page with a different style and layout from the normal template, we could get that set up easily
- We have a list of all our site's pages, or we could get one if we needed
- We know which of our pages are indexed in Google
- All of our pages have unique meta titles and meta descriptions, or if not we have a list of which ones need updating
- When we add new pages to our site, this gets added to a sitemap which Google uses
- If we needed to search and replace some text across our whole site (for example a new phone number) we would know how to do that quickly
- We can track which of our staff modified content, and roll back changes if necessary
- Management can monitor newly published/edited content
- We have no issues with duplicate content
- We avoid confusing users and Google with multiple URLs for the same content
- Google serves up decent sitelinks for our main brand/domain search result

### Analytics

- We regularly check trends in traffic and sources of traffic on our site
- We track the traffic we receive from advertising campaigns and directories
- We know roughly which keywords bring us traffic from Google search
- We know which pages receive the most traffic from Google search
- We know which pages drive clicks to contact pages / sales pages
- We know which are the most frequently clicked links in our main site navigation
- We know roughly which pages seem to cause people to leave the site
- If people were getting stuck in our forms/checkout and giving up, we would be able to see that
- Our own staff don't create analytics data when they browse the site

## Performance

- Our site is rated basically "mobile friendly" by Google
- When we edit pages of the site, we preview in mobile views as well as on desktop screens
- Staff adding new content know about good image compression practices
- Our website feels fast to our users
- We know or could find out our website's % uptime over the last months
- If we change something in how our website is set up, we know how to compare speed before/after objectively
- For comparison to other server/hosting options we know the basic technical parameters of our current service
- If our site was suddenly featured on a popular website and received a huge spike of traffic, we can predict whether it would likely die/survive
- We have a known list of technical performance issues we are working on
- During this year we have planned a usability study (formal or informal) with customers

## Resilience

- The software our website runs on is kept up to date
- If we saw an announcement about a major vulnerability in website software XYZ it would be clear if this affects us or not
- Users as well as staff have a clear method to report bugs/errors on our site to someone who monitors that email/phone and knows how to respond
- We would receive an alert if our website was offline for any reason
- If our website was offline we would have a list of several things we know to check BEFORE phoning the hosting company support line
- If our hosting company accidentally deleted our account [don't laugh], we would be able to get our website running again within 48 hours from our own backups
- Our website files and data are backed up on a regular timetable that we know and check
- We know (and disclose in our Data Protection statements) whether our website captures and stores personal/sensitive data

## Security

I know who has access to the following logins and data, and we have management visibility/control of it:

- Domain registration
- Additional DNS / CDN system
- Web hosting account
- Server control panel
- Server shell access and FTP
- Databases
- Content management system (e.g. Wordpress)
- Customer support / CRM system (e.g. Zendesk, Salesforce)
- Google Analytics and Google My Business
- Newsletter system (e.g. Mailchimp)

- Shared file system (e.g. office NAS, Dropbox)
- Shop / Payment systems (e.g. Paypal, Shopify, Amazon, Channeladvisor)
- Social media
- Email account administration and data storage
- Master email inboxes relating to all of the above

None of the above major accounts are controlled from private email addresses  
We have two-factor authentication or at least login limitation/monitoring for the above  
We (including all staff) use strong and unique passwords everywhere

## Etc!

- We know how much we are paying for server/hosting and it is not way above market rates for our requirements
- Our domain name registration is not at risk of expiring
- We have registered other TLD variants for our main domain name / trademarks
- Our site deploys cookies and displays a cookie alert
- Our site tests valid for HTML5
- We are aware of the main accessibility issues with our site and intend to work on them at some point
- We regularly check for and fix broken links
- We take advantage of various caching and optimization techniques for better speed
- We have a checklist of passwords to change when a staff member leaves the company

[Learn more about the KnowledgePower Webmaster Service here](https://www.knowledgepowerltd.com/pg/webmaster-service/)  
<https://www.knowledgepowerltd.com/pg/webmaster-service/>



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Contact: [george@knowledgepowerltd.com](mailto:george@knowledgepowerltd.com) - Twitter: [@knowledgepowers](https://twitter.com/knowledgepowers)