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Ten mistakes first-time website owners make, and how to avoid each one

Website Basics

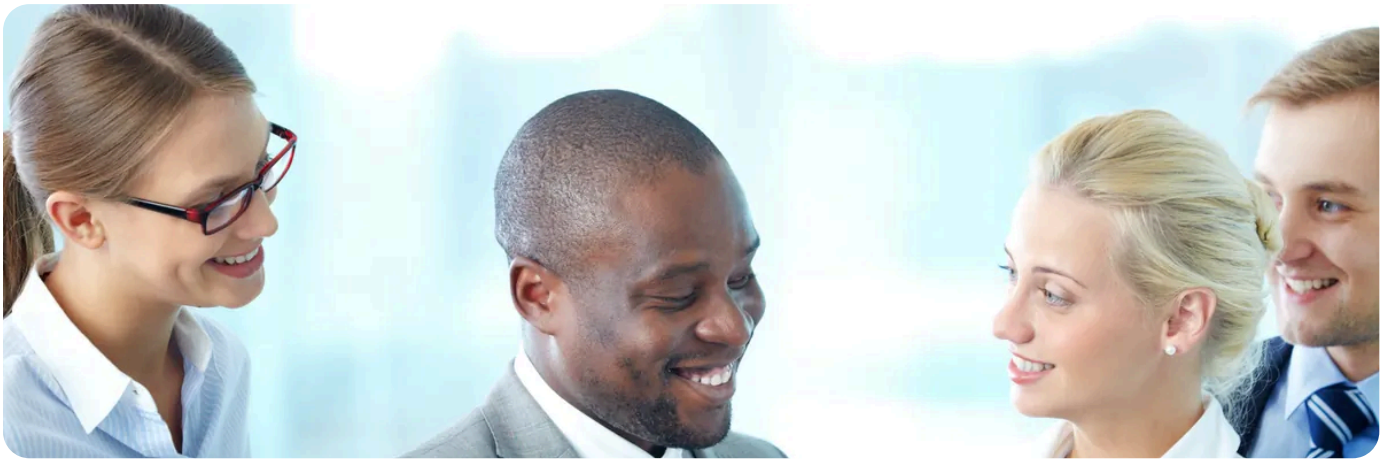
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The short answer: nearly all the problems of a site's first months repeat from person to person. Most are not technical: they are **not having the account and domain in the right person's name**, **having no backups** or **not having thought about who visits the site**. These ten are avoided with little work.

The ten mistakes

Mistake	How to avoid it
1. The domain stays in the name of whoever built the site (the developer, a cousin)	Register the domain in the company's account, with its details. See **Who owns the domain**.
2. Letting the domain expire	Put the renewal reminder in your calendar: **Domain renewal**.
3. No backups	One copy, in two places, and test the restore: **Your own backup**.
4. A weak or reused password	A long password per service, and two-step verification: **A strong password**.
5. Using a free e-mail for the business	E-mail on your own domain: **Free e-mail or e-mail on your own domain**.
6. Never updating (WordPress, plugins, PHP)	Update regularly and after a backup: **An abandoned plugin or an old PHP version**.
7. Huge photographs	Shrink before uploading: **Image optimisation**.
8. Only looking at the site on a computer	Most people view it on a phone. Test there, on mobile data.

Mistake	How to avoid it
9. Contacts hidden or in an image	Phone, e-mail and address as text, in view.
10. Never looking at the numbers	A glance a month is enough: **Google Analytics or Search Console**.

Where to start

1. **First the two that cannot be undone:** the domain in your name and the backup.
2. **Then protection:** passwords and updates.
3. **Last, quality:** images, phone and contacts.

Keep the access details somewhere safe, in the company's name:
The hosting panel, the domain and the e-mail. If the only person who knows the passwords leaves, the site has no owner.

A short routine keeps these things from piling up: **A 30-minute monthly routine**.

NEED A HAND?

Unsure who is the holder of your domain or account? Open a ticket with the domain.

Open a support ticket →

SEE ALSO

- **A 30-minute monthly routine to keep your website healthy** →
- **Registry, registrar and registrant: who owns the domain?** →
- **Making and keeping your own backup, and testing that it works** →
- **A strong password and a password manager: how to stop reusing the same one** →

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