

The 90-Minute Website Habit Worksheet

Stop small problems before they become big ones

Each month, pick one area and work across the columns. Start with the Basics and move toward Intermediate and Advanced as your confidence grows.

Focus Area	Basics — Get it working	Intermediate — Make it stronger	Advanced — Keep it performing
Clarity	Read your homepage aloud — fix clunky lines. Add one clear action (Book / Buy / Call). Test links and buttons on mobile.	Refine the flow of key pages — check the first 5 seconds tell your story. Align calls-to-action with your current goals.	Review analytics for behaviour flow — where do people drop off? Refine content to reduce friction and improve conversions.
Proof	Update hours, prices, and contact details. Add one testimonial or new photo.	Add short case studies or before-and-after examples. Build a testimonials carousel.	Collect and display structured reviews (Google, Facebook). Refresh visuals quarterly with new brand photography.
Performance	Load on mobile data — compress large images, remove unused plugins.	Run a speed test. Identify and fix largest slowdowns.	Implement caching and CDN. Review Core Web Vitals. Audit plugins for efficiency.
Security	Check the padlock (SSL). Run WordPress, theme and plugin updates. Test your backup works.	Add two-factor authentication. Review user roles and access.	Implement uptime monitoring and security alerts. Review your host's firewall and malware scanning.
Conversion & Experience	Place a test order or booking. Fix any confusing steps.	Simplify forms. Add inline error messages. Review confirmation pages for accuracy.	Use heatmaps or recordings to see how visitors navigate. A/B test key calls-to-action.
Content &	Remove outdated	Create a simple	Automate content

Communication	info. Add one fresh update or blog post.	content calendar. Cross-promote on socials.	distribution. Build email sequences that link directly to site updates.
Ownership & Systems	Keep a change log. Store logins safely. Set auto-renew for domain and hosting.	Document your process so anyone can follow it. Share access with your team.	Schedule quarterly reviews with your developer or hosting partner. Maintain version control and staging for updates.

How to use this worksheet

1. Pick one area per month.
2. Complete the Basics column first.
3. Move across as your confidence builds.
4. Record what you changed and the result.

In six months, you'll have:

- a faster, safer website
- better conversions
- and complete confidence in how your site runs.

Tiny Check

When was the last time you logged in and made an intentional improvement to your website? If you can't remember, now's the time to start your 90-minute habit.