

Digital Housekeeping for Small Businesses

Save money, save time, save your sanity

Weekly

- BACK UP YOUR DATA**
In at least one, preferably two places.
Schedule automatic backups, if possible
- INBOX CLEAR-OUT**

Monthly

- BACK UP YOUR DATA TO THE CLOUD**
In addition to your physical hard drives
- UPDATE YOUR WEBSITE BACKEND**
Important if you are using Wordpress (e.g. core, themes, plugins)
- REVIEW & UPDATE YOUR PROCESSES**
Learn from past mistakes and things that went well

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Quarterly

- CLEAR YOUR BROWSER COOKIES**
It's inconvenient, but worth it

- AUDIT EXPENSES & SUBSCRIPTIONS**
Cancel unused subscriptions. Make sure the ones you keep are on your business credit card. Schedule renewals on calendar

- DEEP INBOX CLEAR-OUT**
Channel your inner Marie Kondo

- REVIEW APPS**
Delete or cancel unused apps

- INVENTORY YOUR BUSINESS PHOTOS**
Use those great photos in your next GMB or blog post

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Yearly

- AUDIT & UPDATE YOUR WEBSITE**
Update year, content, retire old pages, old pictures, write list for new pages
- REVIEW YOUR IMAGE/ HEADSHOT**
Social, Slack channels, website, etc. Don't wait for rebranding to refresh your photo
- CLEAN WIPE YOUR COMPUTER**
A fresh install is inconvenient, but it's like getting a brand new, super fast computer
- REVIEW DOMAIN COLLECTION**
Have you been hoarding domains? It may be time to let go of some of them

WAS THIS HELPFUL?

Be sure to [subscribe to my newsletter](#) for more, helpful, actionable tech tips for small businesses.