

TECHO SOLUTION

A FREE PRACTICAL GUIDE FOR WEBSITE OWNERS

The WordPress Website Improvement Playbook

Find the issues that matter. Choose the next three improvements. Build a calmer, more useful website.

Inside this playbook

A 10-point website check, practical improvement steps, a 7-day plan and a printable project brief. Start with evidence, not another plugin shopping list.

For business websites, WooCommerce stores and growing teams. No signup required.

A better website starts with one clear next step.

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Your 10-point website check

Mark each item Verified, Needs work or Unknown. Unknown is a reason to investigate, not proof that something is broken.

Check	Evidence to collect
1. Backups	A recent database + file backup; a documented restore check.
2. Access	Named user accounts, correct roles and strong sign-in protection.
3. Updates	A supported update plan, change log and rollback method.
4. Mobile use	Complete a real task on a phone without clipping or blocked controls.
5. Performance	Record slow pages and compare repeat measurements.
6. Contact forms	Confirm customer receipt, team notification and the next step.
7. Content & navigation	One clear page purpose, useful links and accurate contact details.
8. Checkout / booking	Test an agreed workflow in a safe test environment.
9. Integrations	Know what syncs, where failures appear and who fixes them.
10. Ownership	Assign someone to check, maintain and review the site.

Prioritise broken enquiries, checkout failures and missing recovery capability before cosmetic polish. Pick three issues with a clear business impact.

Make improvements reversible.

Before changing the live website, agree how to recover and how you will check that the change worked.

Back up the whole site

A normal WordPress recovery needs both database and files. Know where the backup is stored, how old it is and who can restore it. Schedule backups around how frequently important data changes.

Evidence: backup date, included components, storage location and a restore-check record. [1]

Use a controlled update process

Record the current setup. Test important updates in an appropriate staging environment, take a fresh backup and change one related group at a time. Check forms, navigation and critical workflows after release.

Avoid replacing a live store database with an older staging copy: recent orders and customer changes can be lost.

Give each person the right access

Use individual accounts and roles appropriate to the task. Review old administrator accounts, strengthen sign-in protection and keep software from trusted sources. Security is an ongoing practice.

Do not send passwords or customer exports in an ordinary project enquiry. [2]

Make useful pages feel faster.

Start with pages visitors actually use: the homepage, a key service page, a product page and the main enquiry or checkout flow.

Measure a repeatable journey

Record the page, device, connection and date. Repeat measurements before and after a change. Lab checks help diagnose problems; real-user data, when available, shows what visitors experienced.

Do not chase a single score while ignoring a broken button, unstable layout or slow form. [3]

Prepare images for their actual job

Keep original images. Make an appropriately sized copy, choose a suitable output format and compare clarity with file size. Check transparent edges, logos and mobile crops before replacing assets.

Re-encoding can change metadata and colour handling. A converted image is not automatically smaller.

Remove friction before adding motion

Keep headings readable, reserve space for images and check whether banners or floating buttons block content. Use gentle effects and respect reduced-motion settings. Review unused components before removing them.

Change one cause at a time. Confirm the page still works with keyboard navigation and browser zoom.

Fix the complete enquiry journey.

A success message on a page is only one part of a working lead flow. Verify what the visitor and your team actually receive.

Give each page one clear next step

State who the service is for, the problem it addresses and what the visitor should do next. Use a concrete CTA such as Request a project review. Put relevant proof close to the decision.

Use genuine work and accurate claims. Avoid invented discounts, testimonials, scarcity or response-time promises.

Ask only what the next step needs

Begin with a name, email and useful project context; make other fields optional unless they are necessary. Add clear labels, useful error messages and a visible privacy link.

Test a missing required field and an invalid email. Neither should produce a misleading success state.

Verify receipt and follow-up

Make one controlled submission. Check the team notification, customer acknowledgement, reply-to address and thank-you destination. Confirm receipt in the actual inbox, not only the sending status.

Define an owner for follow-up and record qualified requests, proposals and won projects. Keep newsletters separate from an enquiry.

Check the workflow beyond the page.

Use a safe test environment and authorised accounts. Define what should happen, then inspect each handoff.

For WooCommerce and booking flows

Check product or booking selection, validation, taxes and delivery rules where relevant, order status and customer/admin emails. Use the provider-supported sandbox or test mode for payment tests.

Test orders can trigger emails, analytics or connected fulfilment. Plan the test with the people who operate the store. [4]

For APIs and automation

Write down the data source, destination, direction and trigger. Check field mapping, permissions, missing data and how duplicate events are handled. Make failures visible to an accountable person.

A working connection needs more than a successful first request: agree retries, alerts and the recovery process.

For custom plugins

Separate essential behaviour from optional enhancements. Record supported environments, integration access and an acceptance checklist. Clarify installation, licence, updates and support before purchase.

Existing plugins can be a starting point, but compatibility and custom requirements still need review.

Your 7-day improvement plan

This is a planning sequence, not a promise that every repair takes one week. Pause if an issue needs specialist investigation.

Day	Focus	A useful outcome
1	Baseline & recovery	List key journeys; verify backup and rollback responsibilities.
2	Access & updates	Review accounts and prepare a controlled update plan.
3	Mobile experience	Complete the main visitor task and record blockers.
4	Images & performance	Improve one measured issue and compare the result.
5	Enquiry flow	Verify form validation, email receipt and follow-up.
6	Store & integrations	Check an agreed test flow and failure visibility.
7	Priorities & ownership	Choose the next three fixes, assign owners and review dates.

Choose work by impact and evidence

Fixes that restore lost enquiries, payment flow or recoverability usually deserve attention before visual polish. For unclear problems, make investigation the next task rather than guessing a fix.

Turn observations into a useful brief.

Use this worksheet yourself or share it with your developer. Keep credentials and private customer records out of the brief.

Website and the main customer journey

The problem and how to reproduce it

Evidence: page, device, date and observed behaviour

What a successful outcome would look like

Your top three priorities, owner and review date

Want help choosing the next step?

TechoSolution offers a free initial project-fit review for WordPress plugins, integrations, WooCommerce improvements and website work. Detailed investigation and implementation are scoped separately.

Request a free initial project review

References and further reading

[1] WordPress: database and file backups

[2] WordPress: hardening guidance

[3] Google: measuring Web Vitals

[4] WooCommerce: testing orders

Reviewed October 2026. General educational guidance; your site and provider requirements determine the appropriate implementation. No performance, revenue or security outcome is guaranteed.