



WHAT ALL WEBSITE OWNERS SHOULD KNOW: KEEPING CONTROL OVER YOUR DIGITAL ASSETS

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Info that you should have at hand about your website

INTRO

[TLDR: Have all the account info below easily accessible or things could get very messy!]

For most website owners, I think the dream is to just hand over the keys to the site to someone else to handle all the maintenance, updates, design decisions, security, registrations, licenses, hosting issues, and all the related “tech” stuff that seems so bothersome. And, of course, this is possible, but it’s not the budget option. And, to be honest, it’s not even the wisest option.

For business owners who depend on their website for income or maintaining connection to their audience or community, it’s crucial to have someone you trust with the “back end” stuff of your site. But it’s *just as important that your trusted person or company NOT be the only one with all the account info* pertaining to your website. You don’t have to know how it all works, but you’ll save yourself time, trouble, and possibly headaches if you have access to every bit of info relating to your website access. I ask my clients “What if I get hit by a bus? What if I win the lottery and take off to Bali without so much as a word?” Would YOU know where your website is hosted? Where your domain is registered? Your software licenses?

Basically, if you don’t have control over this info, you set yourself up for at best, an annoying few days trying to recover it, and at worst, losing your website and all its content, and possibly your business domain name. Like other preventative measures we’ve learned to live with in the modern world, a few minutes now will insure that things don’t go south in case of emergency. Moreover, when it comes time to re-do or update your site, having this info at hand to pass on to your developer will save you plenty of time and money.

Here is a checklist of information that you should have at hand for access to your website. Use whatever method works best for you to store your credentials, as long as it’s secure and accessible. (Password keeper software like LastPass is great for this kind of info!) Or fill the slots on this PDF and save it in a secure place. It might seem like an insane number of accounts to keep track of, but it’s much less crazy than having to scramble just to gain access to your own business accounts! I’ve included other guidance and hints as you fill this out, so look through it all!

BASIC

Domain Registration:

Domain name _____

Auxiliary domains (such as the .org or .net or other variations – these can be “parked” or point to the main domain) _____

Where is it registered? (This can be different from where the site is hosted) _____

Account Login/Username: _____

Password: _____

2FA enabled? Method? [2FA = two-factor authentication. For some accounts a simple login isn't secure enough in these days of sophisticated robot hackers, so 2FA offers an extra layer of security by sending you an auth code by email or text. It is always annoying, but way better than giving your or your customers' personal or financial info to criminals!] _____

Site Hosting:

Hosting company _____

Account Login: _____

Password: _____

2FA enabled? Method? _____

Nameservers (not essential but useful if domain reg and hosting are different): _____

IP address: _____

Bonus points if you have your FTP (file transfer protocol) credentials!

FTP User: _____

FTP server name: _____

FTP password: _____

WordPress Admin

Login URL: _____

Username/email address: _____

Password: _____

Are there additional admin accounts for this WordPress site? (You shouldn't have too many admin users since that can lead to security problems if they don't have very hard passwords. Most of your users probably can get away with a lower level of access, like Editor or Contributor.)

If your site uses *JetPack* for any functions, you will also need to have a **WordPress.com** account.
This is totally different from your WordPress site login.

WordPress.com Username: -----

Password: -----

OTHER WORDPRESS FEATURES:

Your site may use features, like Google Analytics, that connect (via API) to outside services. These may be things like Google Maps, MailChimp or Constant Contact, Authorize.net (if you are using ecommerce), Akismet (anti-spam), booking calendars, ReCaptcha, Facebook, backup services, etc.

Google Analytics/Google Maps/Google Calendar

Google account/gmail address it's connected to:-----

Other external sites/accounts your site connects to [e.g. MailChimp, Constant Contact, HotJar, ReCaptcha, ManageWP, Authorize.net, a calendar/booking app, etc]: -----

Plugins:

Many of the Pro versions of WordPress plugins require yearly subscriptions to keep them updated and secure. Occasionally, your developer or agency will use their own licenses, but in general, you should have your own software licenses. Most can be set up to auto-renew, but you'll need to have the account info to update credit card expiration dates and contact info.

Premium plugins or themes and renewal dates:

Plugin: -----

Developer/URL: -----

Yearly subscription cost: -----

Renewal date: _____

Plugin: _____

Developer/URL: _____

Yearly subscription cost: _____

Renewal date: _____

Plugin: _____

Developer/URL _____ :

Yearly subscription cost: _____

Renewal date: _____

Plugin: _____

Developer/URL: _____

Yearly subscription cost: _____

Renewal date: _____

Plugin: _____

Developer/URL: _____

Yearly subscription cost: _____

Renewal date: _____