

KNOWLEDGE BASE · PUBLIC DOCUMENT

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

Support & Account

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COUNTRY · LANGUAGE

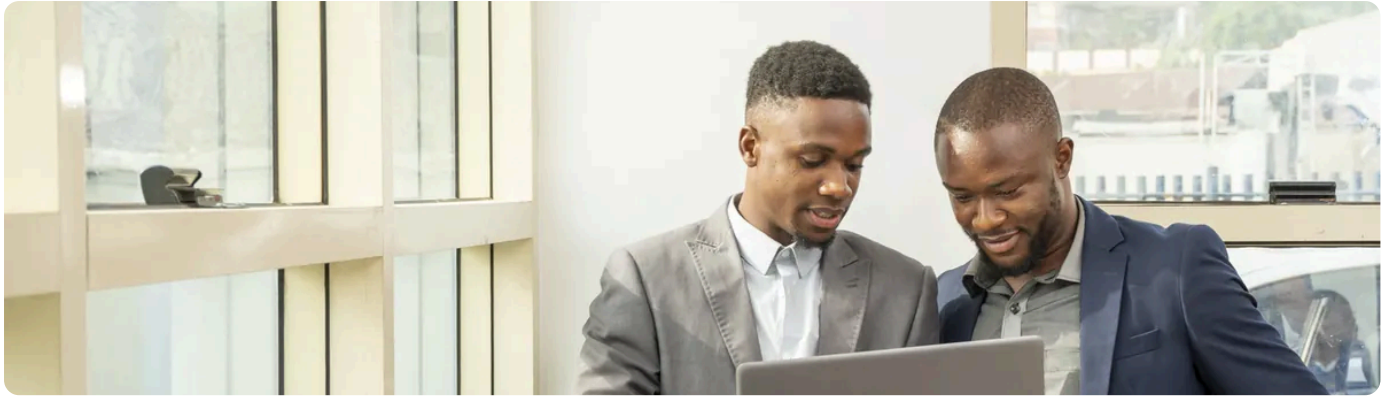
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<https://www.meu.interweb.co.mz/knowledgebase/1784>



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.
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.**

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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