



90-Day Uptime Transformation Checklist

Bulletproof Your Australian Business Against Downtime Disasters

Used by 1,247+ Australian businesses to achieve 99.99% uptime

Brought to you by **RockingWeb** - Australia's Premier Web Development & Digital Solutions Partner



Your Downtime Risk Assessment

⚠️ Calculate Your Hourly Downtime Cost

Quick Calculation Formula:

📈 Annual Revenue: \$_____

÷ 8,760 hours = \$_____ per hour

Industry Multiplier:

- ☐ E-commerce: x3.4
- ☐ Professional Services: x2.1
- ☐ SaaS/Technology: x4.7
- ☐ Manufacturing: x1.8

Your True Downtime Cost: \$_____ per hour

🎯 **ROI Calculation:** Investment in 99.99% uptime: \$2,700-8,200/month Potential monthly downtime cost: \$_____ × 4.3 hours = \$_____ **Monthly ROI:** \$_____ saved



Quick Industry Benchmarks

Australian Average Downtime Costs by Revenue:

- \$500K revenue: \$228/hour (\$1,958/month at current avg)
- \$1M revenue: \$456/hour (\$3,917/month at current avg)
- \$2M revenue: \$912/hour (\$7,833/month at current avg)
- \$5M revenue: \$2,283/hour (\$19,583/month at current avg)
- \$10M revenue: \$4,566/hour (\$39,166/month at current avg)

Where does your business sit? Circle your range above.

Cost-Benefit Analysis Worksheet

Business Impact Calculator

Current Situation Assessment:

How many hours was your site down last year? _____ hours **Estimated revenue lost:** \$_____ per hour × _____ hours = \$_____

Hidden Costs (multiply revenue lost by these factors):

- Customer acquisition cost to replace lost customers: $\times 2.4 = \$$ _____
- SEO ranking recovery costs: $\times 1.8 = \$$ _____
- Reputation management costs: $\times 0.6 = \$$ _____
- Staff time dealing with issues: $\times 0.9 = \$$ _____

Total Annual Impact: \$_____

Investment Comparison:

- Basic monitoring & hosting: \$3,360/year
- Professional reliability: \$19,800/year
- Enterprise reliability: \$98,400/year

Your ROI Choice: Enterprise saves \$_____ annually vs current losses

Days 1-30: Assessment & Monitoring Phase

Week 1: Infrastructure Audit

☐ Document Current Setup

- ☐ List all hosting providers and plans **Current cost:** \$_____/month
- ☐ Identify website dependencies (CDN, DNS, etc.) **Count:** _____ services
- ☐ Map all third-party integrations **List critical ones:** _____

- ☐ Document current backup procedures **Last tested:** _____
- ☐ Test existing recovery processes **Time to restore:** _____ hours

☐ **Measure Baseline Performance**

- ☐ Install basic uptime monitoring (UptimeRobot, Pingdom) **Current uptime:** _____%
- ☐ Record current page load speeds **Mobile:** _____s | **Desktop:** _____s
- ☐ Document peak traffic periods **Highest traffic day/time:** _____
- ☐ Count monthly customer complaints about site issues **Last month:** _____ complaints
- ☐ Calculate current uptime percentage **Target: 99.9% | Current:** _____%

Week 2: Mobile & User Experience Check

☐ **Mobile Performance Audit**

- ☐ Test site on 5+ different mobile devices
- ☐ Check mobile page load speeds (target: under 3 seconds)
- ☐ Verify mobile checkout process works perfectly
- ☐ Test all forms and contact methods on mobile
- ☐ Ensure responsive design works on all screen sizes

☐ **Critical User Journey Testing**

- ☐ Test complete purchase/enquiry process 10 times
- ☐ Check all payment gateways and forms
- ☐ Verify email confirmations are sent correctly
- ☐ Test from different internet connections
- ☐ Have 3 people test site and report issues

Week 3: Technical Infrastructure Review

☐ **Server & Hosting Analysis**

- ☐ Review current hosting plan limits and usage
- ☐ Check server location vs target audience
- ☐ Verify SSL certificate is valid and auto-renewing
- ☐ Test website speed from multiple global locations
- ☐ Review hosting provider's uptime guarantee

☐ **Security & Backup Verification**

- ☐ Confirm automated backups are running daily
- ☐ Test backup restore process (critical!)
- ☐ Check all plugins/software are updated

- ☐ Verify firewall and security measures
- ☐ Review access permissions and user accounts

Week 4: Team & Process Setup

☐ Incident Response Team Setup

- ☐ Assign primary downtime response person
- ☐ Create escalation contact list with phone numbers
- ☐ Set up monitoring alerts via SMS and email
- ☐ Document who can make emergency decisions
- ☐ Create customer service response scripts

☐ Communication Plan Creation

- ☐ Draft outage notification email templates
- ☐ Prepare social media response messages
- ☐ Create website maintenance page template
- ☐ Set up status page (StatusPage.io or similar)
- ☐ Test all communication channels



Days 31-60: Infrastructure Improvement Phase

Week 5-6: Performance Optimization

☐ Speed & Caching Improvements

- ☐ Implement professional caching solution
- ☐ Optimize images for web (WebP format)
- ☐ Minify CSS, JavaScript, and HTML
- ☐ Set up Content Delivery Network (CDN)
- ☐ Enable Gzip compression

☐ Database & Server Optimization

- ☐ Clean up database tables and optimize queries
- ☐ Remove unused plugins and themes
- ☐ Optimize server configuration for peak loads
- ☐ Implement database caching
- ☐ Set up automated database maintenance

Week 7-8: Redundancy & Backup Systems

☐ Backup System Upgrade

- ☐ Implement real-time backup solution
- ☐ Set up offsite backup storage (different provider)
- ☐ Create automated backup testing schedule
- ☐ Document complete restoration procedure
- ☐ Test full site restoration from backup

☐ Redundancy Implementation

- ☐ Set up secondary DNS provider
- ☐ Consider load balancing for high-traffic sites
- ☐ Implement database replication if applicable
- ☐ Create staging environment for testing
- ☐ Set up automated failover systems



Days 61-90: Advanced Protection & Monitoring



Week 9-10: Advanced Monitoring Setup

☐ Comprehensive Monitoring Implementation

- ☐ Set up synthetic transaction monitoring
- ☐ Monitor database performance and capacity
- ☐ Track real user experience metrics
- ☐ Set up capacity planning alerts
- ☐ Monitor third-party service dependencies

☐ Performance Tracking Dashboard

- ☐ Create uptime performance dashboard
- ☐ Set up weekly uptime reports
- ☐ Track customer satisfaction metrics
- ☐ Monitor competitor uptime for benchmarking
- ☐ Set up automated performance reports



Week 11-12: Stress Testing & Optimization

☐ Load Testing Program

- ☐ Test site with 5x normal traffic load
- ☐ Identify breaking points and bottlenecks

- ☐ Test during simulated peak periods
- ☐ Verify auto-scaling works correctly
- ☐ Test all critical functions under load

☐ **Seasonal Preparation**

- ☐ Plan for Black Friday/holiday traffic spikes
- ☐ Prepare for end-of-financial-year rushes
- ☐ Set up automatic scaling for expected events
- ☐ Create emergency capacity expansion plan
- ☐ Schedule load tests before major sales events

Final Week: Launch & Documentation

Week 13: Complete Documentation & Training

☐ **Create Comprehensive Documentation**

- ☐ Document all monitoring systems and logins
- ☐ Create step-by-step incident response procedures
- ☐ Record all vendor contacts and escalation procedures
- ☐ Document backup and recovery procedures
- ☐ Create monthly maintenance checklist

☐ **Team Training & Testing**

- ☐ Train all team members on incident response
- ☐ Conduct simulated downtime drill
- ☐ Test all communication procedures
- ☐ Verify everyone knows their role during outages
- ☐ Schedule monthly team refresher training

Ongoing Monthly Maintenance Checklist

Monthly Tasks (First Friday of Each Month)

☐ **Performance Review**

- ☐ Review uptime statistics from past month
- ☐ Analyze any incidents and lessons learned
- ☐ Check site speed scores and optimize if needed
- ☐ Review capacity usage and plan for growth

- ☐ Update emergency contact information

☐ System Maintenance

- ☐ Update all software, plugins, and themes
- ☐ Test backup restoration process
- ☐ Review security logs for any issues
- ☐ Check SSL certificate expiration dates
- ☐ Verify monitoring systems are working correctly

☐ Team Check-in

- ☐ Review incident response procedures with team
- ☐ Update any changed contact information
- ☐ Schedule next month's load testing
- ☐ Plan for any upcoming high-traffic events
- ☐ Celebrate uptime achievements! 🎉

Success Metrics: Track Your Progress

Target Achievements After 90 Days

Uptime Goals:

- ☐ Achieve 99.9%+ uptime (less than 43 minutes downtime/month)
- ☐ Reduce average incident detection time to under 2 minutes
- ☐ Decrease resolution time to under 15 minutes
- ☐ Zero customer-reported outages

Performance Goals:

- ☐ Page load speed under 3 seconds on mobile
- ☐ Zero failed transactions during normal operations
- ☐ Customer satisfaction score above 90%
- ☐ Zero data loss incidents

Business Impact:

- ☐ Eliminate revenue loss from downtime
- ☐ Reduce customer service complaints by 80%
- ☐ Increase customer trust and retention
- ☐ Gain competitive advantage during competitor outages

Emergency Contact Template

Emergency Escalation List

Primary Response Team:

1. **Technical Lead:** _____ | Phone: _____
2. **Hosting Provider:** _____ | Phone: _____
3. **DNS Provider:** _____ | Phone: _____
4. **CDN Provider:** _____ | Phone: _____
5. **Payment Gateway:** _____ | Phone: _____

Business Escalation:

1. **CEO/Owner:** _____ | Phone: _____
2. **Marketing Manager:** _____ | Phone: _____
3. **Customer Service Lead:** _____ | Phone: _____

External Partners:

1. **Web Developer:** _____ | Phone: _____
2. **IT Support:** _____ | Phone: _____
3. **RockingWeb Emergency Line:** support@rockingweb.com.au | www.rockingweb.com.au/contact

Completion Certificate

UPTIME CHAMPION CERTIFICATE

This certifies that

has successfully completed the 90-Day Uptime Transformation
and is now protected against the \$1.73M per hour downtime disaster

Certification powered by **RockingWeb**
Australia's Leading Web Reliability Experts

Date Completed: _____



Need Expert Help Implementing This Checklist?

At **RockingWeb**, we've helped 1,247+ Australian businesses achieve 99.99% uptime

From enterprise-grade hosting to 24/7 monitoring and rapid incident response



Get your free uptime audit and custom reliability plan

Contact RockingWeb Today →

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