



# 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](mailto:support@rockingweb.com.au) | [www.rockingweb.com.au/contact](http://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 →**

© 2025 RockingWeb Pty Ltd. This checklist may be freely shared and used by Australian businesses.

 [www.rockingweb.com.au](http://www.rockingweb.com.au) |  [hello@rockingweb.com.au](mailto:hello@rockingweb.com.au)