How Often Should You Update Your Website for Better Performance?

Most business websites need a quick check every week, a closer review every month, and a deeper update every quarter.

There is no single rule, because "updating your website" covers several different jobs: security patches, content, speed, design, and legal pages.

Each one has its own rhythm. This guide breaks down what to update, how often to do it, and how to do it safely, with current guidance from Google, WordPress.org, and the certificate industry.

The Short Answer: A Simple Update Schedule

What to update	How often	Why
Security updates (core, plugins, themes)	Check weekly, install security fixes promptly	Closes known holes attackers use
Backups	Daily or weekly, with a restore test monthly	Protects you if an update or attack goes wrong
Time-sensitive content (prices, hours, offers, contact details)	As soon as anything changes	Wrong details cost customers
Key pages (home, services, about)	Review quarterly	Keeps messaging accurate
Blog or news content	When you have something useful to say	Quality beats a fixed schedule
Speed and mobile checks	Monthly	Catches slowdowns early
SEO review	Quarterly	Finds pages that need a refresh
Legal pages (privacy, terms, shipping, returns)	At least yearly, and whenever practices change	Keeps policies true
SSL certificate and domain	Verify renewals monthly	Expired certificates scare visitors off

Design refresh	Every few years, or when your goals change	Keeps the site current and usable

Why "How Often" Has No Magic Number

Google's guidance doesn't tell site owners to post or refresh on a schedule. What it does stress is helpful, accurate, people-first content.

Google's page on creating helpful content (last updated October 5, 2026) lists "changing dates to make content seem fresh" among the warning signs of content made for search engines instead of people.

So the goal isn't to touch your site constantly. The goal is to keep it correct, safe, and useful.

A site that never changes can still be a good site if the information stays true and the software stays patched.

A site that changes daily can still be a bad one if the updates add nothing. Think of updates as maintenance with a purpose.

1. Software and Security Updates: Check Weekly

This is the update you shouldn't postpone. If your site runs on a content management system such as WordPress, the core software, themes, and plugins all get regular updates, and many of them fix security problems.

WordPress.org's documentation (last updated September 15, 2024) explains how this works:

- Minor and security releases of WordPress core install automatically in the background, as long as your site can perform one-click updates.
- Major feature releases still require you to click "Update Now."
- You should back up your site before you update.

Plugins and themes are a separate story, since you manage those yourself unless your host or a tool handles them. A practical routine:

1. Check for updates once a week, and install security fixes as soon as you can.
2. Turn on automatic updates for plugins you trust and that rarely cause problems.
3. Update bigger, riskier items, such as page builders or e-commerce plugins, after a backup and a test.
4. Delete plugins and themes you don't use. Fewer pieces means fewer things to patch.

2. Backups and Uptime Checks: Daily or Weekly

Backups are your safety net. Run them daily if your site changes often, such as a store with orders, and weekly for a mostly static site.

Store copies somewhere other than your web host. Once a month, test a restore, because a backup you've never restored is a guess.

Add uptime monitoring too, so you hear about an outage from a tool and not from a customer.

3. Content: Update When Facts Change, Review on a Calendar

Fix changes right away

Anything a customer might act on should be updated the day it changes: prices, business hours, phone numbers, addresses, service areas, shipping times, and promotions.

Out-of-date details cause calls to the wrong number, wasted trips, and lost trust.

Review key pages every quarter

Set a reminder every three months to read your home, services, about, and contact pages as a new visitor. Ask yourself:

- Are the services, team, and photos current?
- Do the links and buttons all work?
- Does the main call to action still match your goals?

Publish new content when it's useful

For blogs, news, and resource pages, a fixed schedule matters less than usefulness. One strong, accurate article a month beats four thin posts.

If you can't keep up a regular schedule, remove any "latest news" label that is a year out of date.

Refresh older articles, and be honest about dates

Update posts that still get traffic but contain old facts, outdated screenshots, or broken links.

Google's guidance on publication dates says to show a clear, visible date labeled "Published" or "Last updated," and to use structured data fields (`datePublished` and `dateModified`) that match the visible dates.

It also says dates should reflect when a page was actually published or updated. Only change the "last updated" date when you've made a real improvement, not a typo fix.

4. Speed and Mobile Performance: Check Monthly

Pages slow down over time as you add images, plugins, tracking scripts, and fonts. Run your main pages through a speed tool once a month, and look at your Core Web Vitals.

Google's web.dev lists the "good" targets as Largest Contentful Paint at 2.5 seconds or less, Interaction to Next Paint at 200 milliseconds or less, and Cumulative Layout Shift at 0.1 or less, measured at the 75th percentile of visits and separately for mobile and desktop.

Fix the biggest problems first: oversized images, unused plugins, and heavy scripts. If you run WordPress, a caching and performance plugin can help with the rest.

WP Rocket is one of the better-known options, and its official pricing page (checked October 15, 2026, last modified October 5, 2026) lists features such as caching.

LazyLoad, Preload, Delay JS, and Remove Unused CSS, with plans at $59.95 a year for one site, $119.95 for three, and $299.95 for 50, plus a 14-day free trial.

If you want an outside opinion before buying, read this WP Rocket review and compare it with your own test results during the trial.

5. SEO Review: Every Quarter

Once a quarter, check how your pages perform in search. Look for pages that have lost traffic, titles and descriptions that need a rewrite, and questions your customers ask that you haven't answered.

Google notes that changes can take anywhere from hours to months to show up, so judge your updates after a few weeks, not a few days.

6. Legal and Policy Pages: At Least Yearly

Privacy policies, terms of service, return policies, and shipping information should match how you really operate.

Review them every year, and any time you add a new tool that collects data, change how you handle returns, or start selling in a new region.

Privacy and consumer rules differ by location, so ask a qualified professional if you aren't sure what your site needs.

7. SSL Certificates and Domain Renewals: Verify Monthly

An expired SSL certificate makes browsers show a warning, and visitors tend to leave. Certificate lifespans are also getting shorter.

DigiCert reports that the CA/Browser Forum's maximum validity for public certificates dropped from 398 days to 200 days on March 15, 2026, with a further step down to 47 days by 2029.

In practice, that means more frequent renewals, so use automatic renewal through your host or certificate provider and check the expiry date monthly.

Also confirm that your domain registration auto-renews and that the payment card on file is current.

8. Design and Structure: Every Few Years

A full redesign isn't something to do on a calendar. Consider one when:

- Your business goals or offers have changed.
- The site looks dated next to competitors.
- Mobile visitors struggle with layouts, menus, or forms.
- You've outgrown your platform or theme.
- Your analytics show visitors leaving at the same point again and again.

Between redesigns, smaller refreshes, such as new photos, a clearer home page, or a simpler menu, can do a lot.

How Often Should Different Types of Sites Update?

Site type	Suggested rhythm
Brochure site (a few service pages)	Weekly update check, quarterly content review, yearly deep review
Blog or publisher	Weekly update check, regular publishing when useful, quarterly refresh of top posts
Online store	Daily or weekly backups, weekly update check, immediate price and stock changes, monthly speed checks
Membership or booking site	Weekly update check, monthly testing of forms and payments, quarterly review

These are practical starting points, not rules. A site that handles money or personal data deserves more frequent attention.

A Safe Way to Update Your Site

Updates can break things, so follow the same routine each time:

1. **Back up first.** WordPress.org recommends this before any update.
2. **Use a staging copy** if your host offers one, especially for big plugin or theme changes.
3. **Update one thing at a time**, so you know what caused a problem.
4. **Test the important paths**: your home page, forms, checkout, and login.
5. **Clear your cache** after updates, so visitors see the new version.
6. **Keep a short log** of what you changed and when.

If something breaks, restore your backup and update again with more care.

Also Read: When Is the Right Time to Update Your Website

Choosing Tools That Make Updates Easier

A few tools reduce the weekly workload: a backup service, uptime monitoring, a security plugin, and a speed plugin.

When you compare speed and caching tools, price is only part of the picture. Compatibility with your theme and host, ease of setup, and support all matter.

A WP Rocket alternatives comparison can help you weigh the field before you pick one, and a free trial lets you check the results on your own site.

Signs It's Time to Update Right Now

- Your plugins or theme show "update available" notices for more than a few weeks.
- A page shows an old price, hours, or contact detail.
- Your site takes more than a few seconds to load on a phone.
- Links return errors.
- Your SSL certificate is close to expiring.
- Visitors keep asking questions your site should already answer.

Quick Answers

Does Google rank sites that update more often?

In the Google guidance I reviewed, no required update schedule appears. Google emphasizes helpful, accurate content, and warns against changing dates to seem fresh.

Should I update my website daily?

Not unless you run a store, news site, or another service that changes daily. Weekly maintenance checks are enough for most small business sites.

How often should I update WordPress?

Minor and security releases can install automatically. Check weekly for major releases, plugins, and themes, and always back up first.

Is it safe to turn on auto-updates?

For WordPress core security releases, it's the default. For plugins, it works well for trusted ones, while complex plugins deserve a test first.

When is a site "too old"?

When the design, content, or technology holds back your goals, for instance, when it breaks on mobile, loads slowly, or no longer matches what you sell.

Build a Simple Habit

You don't need a big project to keep a website healthy. Put four recurring reminders on your calendar:

A weekly update check, a monthly speed and renewal check, a quarterly content review, and a yearly policy and design review.

Update promptly whenever the facts change. If speed is your biggest concern on WordPress, read the WP Rocket review and take the 14-day trial to see the difference on your own pages.

Sources

- Google Search Central, "Creating helpful, reliable, people-first content" (last updated October 5, 2026)
- Google Search Central, guidance on publication and last-updated dates
- WordPress.org Documentation, "Updating WordPress" (last updated September 15, 2024)