



ServeNoMaster 068: 5 Reasons Why You Need to Backup Your Website

Subtitle: Why Backing Up Your Website Is Important

Key Takeaways:

- It is important to backup your website even if your business is still small and you're still starting out.
- 1st Reason: Hosting Betrayal - when your hosts decides to punish you for suspicious activities in your website
 - Tip: When backing up: keep your backups in separate folders on different servers.
 - Tip: Buy your domains and hosting from separate providers in order to avoid both of them getting locked at the same time. It's also easier to switch hosts when you bought your domain from another provider.
- 2nd Reason: Getting Hacked
 - (1) Stealth Hacked - hackers sneak in to use your servers to attack other servers or distribute nefarious materials. Can be solved by closing the loophole.
 - (2) Malicious Hack - hackers erase everything in your website for various reasons i.e. as a joke, proof that they can, competition or just to hurt people
 - Tip: When considering how important it is to prepare for something: Look at the odds of it happening and the devastation it will cause.
- 3rd Reason: Bad Employee - when you hire employees to work on your website and they destroy anything by accident or because they don't know what they're doing. Or you decided to fire them and they decided to take something from you.
- 4th Reason: Making Dumb Mistakes - this can be done by you or your employees.
- 5th Reason: When Making Any Types of Updates - sometimes some updates glitch and the website is frozen on Maintenance Mode.
- Test your backup to make sure that it works.
- Free Solutions: UpdraftPlus and Duplicator
- Updraft Plus Pros:
 - Allows automatic updates week (or when you set it up)
 - Can send updates to various cloud drives
- Duplicator Pros:
 - Good for small websites but difficult to use with bigger websites due to timeouts
- Backup frequency should depend on how often you update your blog or website and how much data you're willing to lose.
- Keep older backups in order to catch any hacks. Older backups also allow you to keep your designs and quickly merge them with more recent blog post backups.

Resources Mentioned:

Updraft Plus - <https://updraftplus.com/>

Duplicator - <https://wordpress.org/plugins/duplicator/>

Sponsor Convert Kit – <https://servenomaster.com/convertkit>

Tweetables: “Having your backups on the same folders as your main files is pointless.”