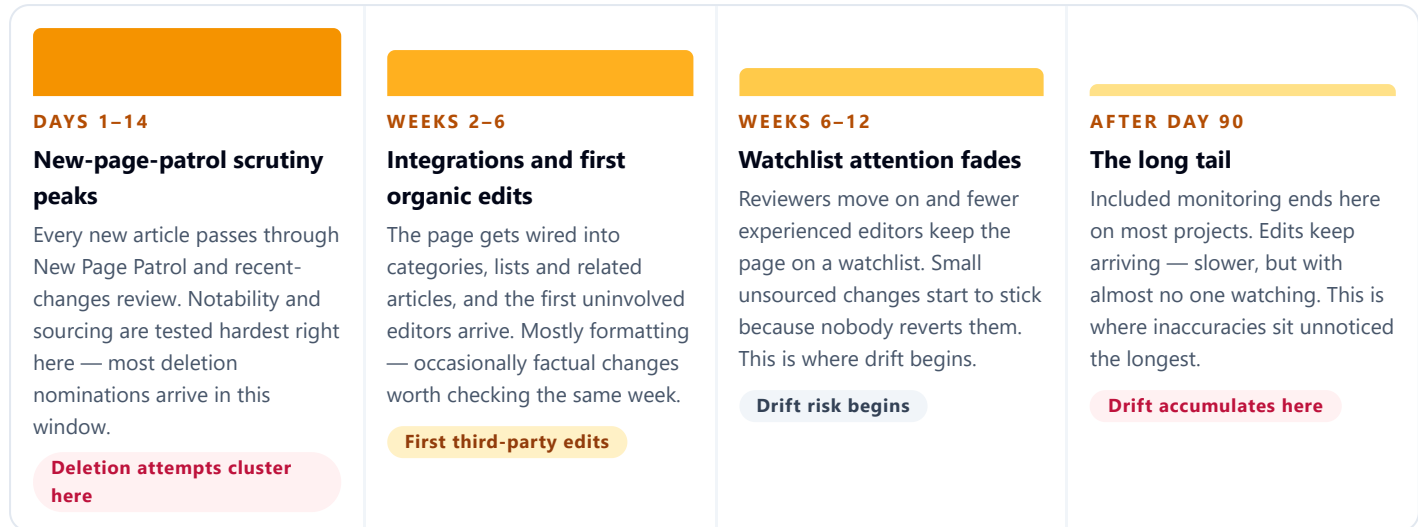


# The first 90 days after publication

A new page’s risk profile is not flat: scrutiny is front-loaded, drift is back-loaded. The timeline, the four risk types, and the checklist for whoever stands watch.

## THE FIRST 90 DAYS

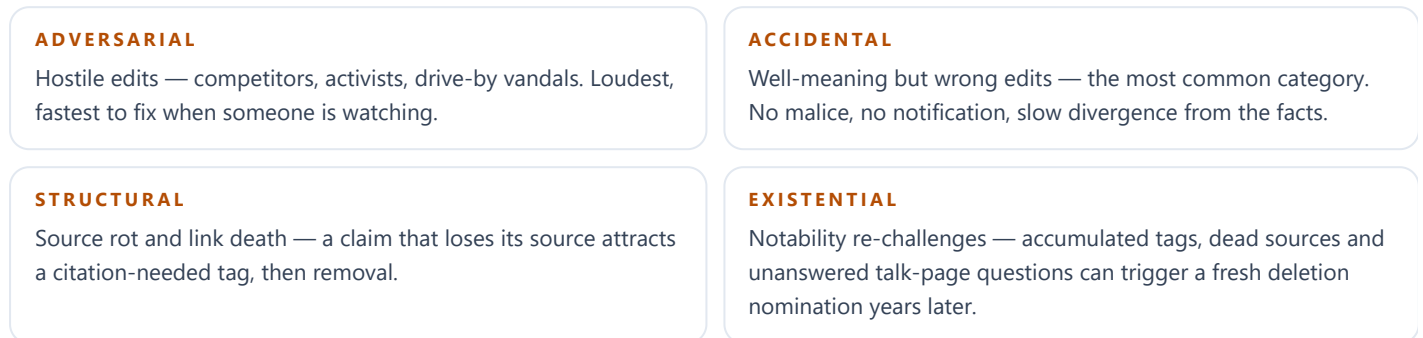
### Community attention on a new page — day 0 to day 90+



A qualitative pattern from publication and monitoring work — not a statistical chart. The two ends matter most: deletion attempts cluster in the first weeks, while drift accumulates quietly after attention fades.

## WHAT YOU ARE DEFENDING AGAINST

### Four risk types every published page carries



For balance: most pages do not face an emergency in any given year. What they face is unattended change — small, cumulative, and invisible until someone looks.

## STAND WATCH

## The monitoring checklist

- Day 1 — put the page on a logged-in watchlist and set alerts on page history. You want to learn about a change within days, not at the next quarterly review.
- Days 1–14 — check the edit history daily. If a deletion nomination lands, respond on the discussion page with sources, civilly. Never blind-revert.
- Weeks 2–6 — review how the page is being wired into categories, lists and related articles; verify the first third-party edits against what the sources actually say.
- Weeks 6–12 — keep a weekly check even as attention fades; small unsourced changes that stick now become the page’s “facts” later.
- Monthly — re-check every citation URL. Replace dying links with archived versions before a citation-needed tag appears.
- Always — answer talk-page questions promptly; unanswered questions and maintenance tags accumulate into deletion-nomination fuel.
- Never — edit the page from corporate IPs or in-house accounts. Submit edit requests on the article’s talk page and let an uninvolved editor make the change.
- Day 90 — included monitoring ends on most projects. Decide who owns the watch from day 91: in-house, alerts tooling, or an annual plan.

**Rather not stand watch yourself?** Annual support plans from €420/year cover monitoring, editorial updates and deletion defence — with near real-time alerts on Premium and Enterprise — [wikibusiness.net/wikipedia-page-annual-support](https://wikibusiness.net/wikipedia-page-annual-support)