

Everything Is On Fire (The Master Triage)

Material WEP-18A · Free one-page sampler · A companion product to *Strategic Web Management: First Steps for the Accidental Web Manager* by Bryan C. Mills · Triage first, fix second

WEP-18A · v1.1 · 2026

Use this page when: more than one thing is wrong at once, or something is wrong and you cannot yet name it: the email is bouncing, the domain notice is red, a plugin is screaming, the boss is calling. This page does not fix anything; it tells you what to open first, which is the decision panic gets wrong. **Wrong page?** One clear fire you can name: go straight to that fire's playbook.

The one rule: do not improvise under adrenaline. Deleting, resending, guessing passwords, and rebuilding at midnight turn a bad day into a bad month. Work this page top to bottom, once (about fifteen minutes).

STEP 1 · FIFTEEN MINUTES · FOUR CHECKS, IN THIS ORDER

The Stabilization Pass

ANSWERS ON PAPER

- 1 Is anyone being harmed right now?** Malware on the site, a scam messaging your followers, fraud in motion. Public-safety fires go first, always.
- 2 Does the domain resolve?** ICANN Lookup (lookup.icann.org) and a browser check. An expired or hijacked domain makes most other symptoms shadows.
- 3 Can you get in?** Your email, the registrar, the host, the content management system (CMS). A key lockout gates every repair.
- 4 What still works?** Site up? Email both ways? Social accounts yours? Working systems are your channels and your evidence.

HARM NOW

LOCKED OUT OF

DOMAIN RESOLVES

STILL WORKING

STEP 2 · A FIRE HIGHER ON THE LIST OUTRANKS THE ONES BELOW IT

The Eating Order

TOP TO BOTTOM

PRI	FIRE	FIRST MOVE	PLAYBOOK
1	Active harm to the public	Stop the harm first: infected site offline; scam warning to staff on a working channel	WEP-01, 12-A, 10-B
2	Domain dead or hijacked	ICANN Lookup: expiration date, registrar, status; call the registrar the same hour	WEP-02, 3-A
3	Locked out of key account	Stop guessing passwords; name the account and lockout type; use recovery	WEP-03
4	Site hacked or down	Check from a phone on cellular data; screenshot everything; delete nothing	WEP-01, WEP-05
5	Email failing either way	One test to Gmail and Outlook; save bounces word for word; do not resend	WEP-04, 10-A
6	Reputation fire	One holding reply on a channel you control; no arguing in the thread	12-A, 12-B, 12-C

No fire yet, just a departure? The web person is gone and nothing is broken: freeze changes, check the domain expiration date, start a dated log (WEP-1A).

☐ Lead fire identified; its first move made

☐ Parallel track named if a lockout gates the lead fire

STEP 3 · THEN WORK

Say One Calm Thing

NO MENTIONS

LEADERSHIP GETS ONE MESSAGE

"Multiple issues surfaced; I have triaged, [X] is the priority, [Y] follows, next update at [time]."

- ☐ Customers affected? A short holding notice on a channel that works
- ☐ Then the lead fire, top to bottom; ignore the mentions

After the fire: prevent the repeat

Multi-fire days are usually one root cause wearing costumes: a dead card, a mailbox intruder, a domain quietly expiring. The cure is a dated defense for each: inventory, access, backups, renewals, in that order.

STEP 4 · FIRE OR SHADOW?

Re-Triage, Then Close

ONE LOG

- ☐ Lead fire closed? Return here: is the next fire real or a shadow? (A renewed domain often clears "site down" and "email bouncing" too.)
- ☐ One log all day: times, actions, findings, in one place
- ☐ One incident entry for the cluster: one fire or several, the real root cause, total timeline

This is the free sampler. The full Web Emergency Playbook has a sequenced, fill-in page for every fire above, with support scripts and contact lines to complete today.
<https://webmanagers.com>

REVIEW RECORD · TWICE YEARLY

THIS PAGE WAS LAST REVIEWED ON

BY