

Know your site is down before a client tells you

For solo operators running the whole business.

Who this is for

Solo operators and one-person businesses who wear every hat â sales, delivery, admin, and support â and need leverage without hiring a department.

Clients should not be your monitoring product.

Suggested stack

Uptime monitor + phone push + status page optional. Primary tools: UptimeRobot, Better Stack, Pushover.

Do this

1. Monitor homepage + checkout/API health endpoints every 5 minutes.
2. Alert to phone for downtime; email is too slow.
3. Mute planned deploys so you do not train yourself to ignore alerts.
4. Keep a one-page runbook: DNS, host, rollback.

Operator tip

Alert fatigue is real. Only wake up for customer-visible failures.

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