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+

DAYS 1–14

New-page-patrol scrutiny peaks

Every new article passes through New Page Patrol and recent-changes review. Notability and sourcing are tested hardest right here — most deletion nominations arrive in this window.

Deletion attempts cluster here

WEEKS 2–6

Integrations and first organic edits

The page gets wired into categories, lists and related articles, and the first uninvolved editors arrive. Mostly formatting — occasionally factual changes worth checking the same week.

First third-party edits

WEEKS 6–12

Watchlist attention fades

Reviewers move on and fewer experienced editors keep the page on a watchlist. Small unsourced changes start to stick because nobody reverts them. This is where drift begins.

Drift risk begins

AFTER DAY 90

The long tail

Included monitoring ends here on most projects. Edits keep arriving — slower, but with almost no one watching. This is where inaccuracies sit unnoticed the longest.

Drift accumulates here

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

ADVERSARIAL

Hostile edits — competitors, activists, drive-by vandals. Loudest, fastest to fix when someone is watching.

ACCIDENTAL

Well-meaning but wrong edits — the most common category. No malice, no notification, slow divergence from the facts.

STRUCTURAL

Source rot and link death — a claim that loses its source attracts a citation-needed tag, then removal.

EXISTENTIAL

Notability re-challenges — accumulated tags, dead sources and unanswered talk-page questions can trigger a fresh deletion nomination years later.

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 — **wikibusines.net/wikipedia-page-annual-support**

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