

The WPChick Guide to Working With Your Web Helper Without Getting Caught in the Lurch.



A cover-your-ass guide to getting and keeping control over your web site.

I've heard this sad story time and time again.

Small biz gal hires web guy to create a web site for her business.

Web Guy takes forever. But the site finally gets done.

Yay!

Then Small Biz Gal needs to make changes.

Web Guy says he's busy but will get to it within a few weeks. Then doesn't answer his email or phone. At all.

Weeks pass by and the changes aren't done.

Calls and emails are ignored.

Small Biz Gal gets tired, angry and really damned frustrated of the runaround and finally asks someone else who says she can do it faster than Web Guy.

So, Small Biz Gal hires Web Gal and asks her to update the site.

Web Gal says:

“Sure, no problem. I can do it now. I just need your blah blah blah FTP blah blah password blah blah blah and I'll be able to take care of it.”

There was a bunch of geek speak that came from Web Gal's mouth that Small Biz Gal couldn't understand. A few words were familiar but it felt like Web Gal was talking a different language.

So Small Biz Gal tries to figure out how to find that information Web Gal needs. She can't find any documents from Web Guy that have anything resembling what Web Gal said.

So Small Biz Gal asks Web Gal where this information could be. She suggests to Small Biz Gal that she contact Web Guy for the info. He'll know what to do.

And Small Biz Gal emails, calls and emails Web Guy for the next two weeks with no response.

And the site is not updated.

And Small Biz Gal can't do it herself.

And Web Gal can't do it because she doesn't have the right passwords and access information.

Frustration. Confusion and hair-pulling.

Small Biz Gal throws her hands in the air and deals with an outdated web site.

Oh yeah. I see this way too often.

Most small biz people are too busy working with clients or marketing or **actually doing what they're awesome at** instead of worrying about their web sites. Outsourcing and bringing on hired help makes good business sense, but sometimes you get some duds.

I decided that every micro biz owner deserves to know the information necessary to take care of their own site themselves and to be able to pass on the appropriate information if they decide to find someone new to help them with their web site.

That's the main reason I started WPChick and why I wrote this ebook for you. I want all micro biz owners to be savvy and not intimidated or afraid by the technology that's required to run a web site.

These days, if your site is built on [WordPress](#) (or any other content management system), changing the text and images on a web site is as simple as editing a word document or powerpoint.

There is simply *no need* to leave the day-to-day updates all to someone else. If you can know *at least a little* of how your site works and how to edit pages yourself, you'll be more in control of your web site and won't

have to depend on someone to get it done for you weeks later when you needed it yesterday.

So here's my quick & dirty guide (plus worksheet for your web guy/gal) on how to deal with your web guy or gal so this never ever happens to you again.

Consider this is a big dose of **CYA** (Cover Your Ass).

- 1. Use a Content Management System.** If you're starting out and building a new web site, ask if your Web Helper can use a system like WordPress when creating your site. It not only will save a little time on the their part but it will allow you to add information, pages, and even run your own blog on your own.
- 2. Invest a Little Time in Learning.** Either hire someone ([like me!](#)) to teach you how to use WordPress or take advantage of the web's vast storehouse of knowledge (start at WordPress.org's [Where to Start Guide](#) for brand new users).
- 3. Own your Domain and Hosting.** Do not let your Web Gal buy your domain name (<http://yourname.com>) or your web host. Register for both of these on your own. Make sure you pay for it with your own money and make sure you keep the login information for both the Domain Registrar and Web Host somewhere safe.
- 4. Create Separate Administrative Accounts for Your Web Helpers.** If your Domain Registrar or Web Host give you the ability to create extra accounts to access your information on those sites, create one for your Web Gal/Guy. That way if something happens and they flake on you, you can remove that account or change the password without wondering if they still have access to your information.
 - If you choose a host with good support, you'll be able to ask them how to do this.
 - I also recommend you create a separate administrator account for your Content Management System that you can revoke access if necessary.

5. Take and Keep Control of Your Information. Ask your Web Gal or Guy to give you all the information regarding your site. If you don't understand any of what I'm about to list, don't worry. Your Web Guy or Gal should. And I included a glossary in this ebook. If they don't know or don't want to give up the goods, then I suggest you find another Web Gal/Guy. Quickly.

Here's the information you'll need:

- a. Web host login (username, password and web address)
- b. Domain Registrar (username, password and web address)
- c. FTP login information (username, password, and FTP address)
- d. And if you're using WordPress or another Content Management System (i.e. Drupal, Joomla, Expression Engine, etc) you need the administrator login (username, password and control panel address)

Glossary

Blog: Short for weblog, a series of chronologically-ordered posts (or pieces of content) on a web site.

Content Management System (aka CMS): This is software that lives on your web host that allows you to manage your own web site's content. Popular ones include WordPress, Joomla, Drupal, Expression Engine.

Domain: This is your web address which always looks like <http://www.yourname.com>. The WWW is optional on most web sites these days.

Domain Registrar: A company that registers your domain with ICANN (Internet Corporation for Assigned Names and Numbers) on your behalf.

FTP: File Transfer Protocol. This is the way your web site gets uploaded to your web host. Usually accessed by an FTP Program like Fetch or [Cyberduck](#) for Mac or [SmartFTP](#) for Windows. To log in to your FTP, you need the address (usually <ftp.yoursite.com>) and the user name and password that your web host assigned to you.

Web Host: A company that holds the files for your web site and when connected with the domain, will allow the world to see your site on any web browser. A decent, inexpensive web host will run you between \$5 and \$10 a month.

WordPress: Originally created as a blog platform (software that allows you to create a blog), with the latest release of version 3.0, it's now a full-fledged CMS. It's the system WPChick uses exclusively.

Recommended Resources

Web hosts:

You should find a web host that offers support for multiple domains and multiple MySQL databases as well as PHP. Here are a few that I've used and like.

Bluehost.com

HostGator.com

*Each of the links above is an affiliate link. I get a percentage of each sale using these links. If you don't feel comfortable with that, I have no problem. Just visit the sites directly.

Domain Registrars

You should register your domain separately from your web host, even if they do offer free domains. This way you'll be able to take your domain name wherever you want if your host closes its doors or you want to switch. If you DO register your domain with your web host, renew it with another domain registrar when it comes time to do so.

NameCheap: offers free privacy guard that protects your contact information from being displayed on a "whois" search (anyone can look up who owns a particular domain and the information they registered with). This is key in these days of rampant identity theft.

GoDaddy: popular, but confusing to use at times. **ONLY** use for buying domains. I do not recommend using any other service.

Other Resources:

Domainr - great web site to help you come up with a domain name for your web site. Will also search top-level domains in other countries so you could end up with a neat-looking name like <http://delicio.us> or <http://check.in>.

Bonus Worksheet: I've included it on a separate page and as a Word Document so you can edit the top part to suit your needs and send it off to your Web Guy or Gal so he or she can fill it out.

About WPChick

WPChick is Alexia Petrakos. That's me. I've been working in the web industry since 1999 (professionally—since 1995 unofficially).

Some major sites that I worked on include Nascar, Cartoon Network's first incarnation of Cartoon Orbit and CNN.

Since the dot-com bust, I kept up with the industry on my own with freelance work and contract work with small companies and started expanding my skills into Information Architecture and User Interface Development with a stint at Prudential Financial.

WordPress came into my life early 2005 and I never looked back.

I use my techno-geek powers for micro businesses who know the value of being on the web but are totally freaked out by the technology.

I offer WordPress [quick start packages](#) and [training](#) and once you have your site up and running I also teach you how to integrate your new WordPress site into your marketing efforts so you can position yourself as an expert, increase your visibility and bring in more clients.

Good deal, right?

You can get in touch with me via email at alexia@wpchick.com, I'm pretty active on [Twitter](#), and I have standing office hours Mondays from noon to 2pm Eastern on Skype where you can ask me anything you want about WordPress, social media or how to use your blog effectively for marketing. My Skype username is WPChick.

The Info Sheet Template at the end of this ebook is yours to use and replicate as you see fit. I've also included it as a Word document in the zip file you downloaded so you can edit as you need to. This is the exact same form that I give to my clients. I make sure all the information is correct and up-to-date, keep a copy on file and send a copy to them so they have the information for their site whenever they need it.

Form for your Web Helper

Dear Web Helper,
Please fill out all this information regarding the web site project you're working on for me and email it back. Please keep a copy for your files as well.

Thanks!

Web Address (URL): _____

Domain Registrar: _____

Domain Registrar Username: _____

Domain Registrar Password: _____

Web Host: _____

Web Host Username: _____

Web Host Password: _____

FTP Login URL: _____

FTP Login Username: _____

FTP Login Password: _____

WordPress (or other CMS) Username: _____

WordPress (or other CMS) Password: _____