

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 Person (SBP) hires Web Person (aka Webby1) to create a web site for their business. Webby1 takes forever. But the site finally gets done.

Yay!

Then SBP needs to make changes.

Webby1 says they're busy but will get to it within a few weeks. Then doesn't answer their email or phone. At all.

Weeks pass by and the changes aren't done. Calls and emails are ignored.

SBP gets tired, angry and really damned frustrated of the runaround and finally asks someone else who says they can do it faster than Webby1.

So, SBP hires Webby2 and asks them to update the site. Webby2 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 Webby2's mouth that SBP couldn't understand. A few words were familiar but it felt like Webby2 was talking a different language.

So SBP tries to figure out how to find that information Webby2 needs. They can't find any documents from Webby1 that have anything resembling what Webby2 said.

So SBP asks Webby2 where this information could be. They suggest to SBP that they contact Webby1 for the info. They'll know what to do.

And SBP emails, calls and emails Webby1 for the next two weeks with no response.

And the site is not updated.

And SBP can't do it themselves.

And Webby2 can't do it because they don't have the right passwords and access information.

Frustration. Confusion and hair-pulling.

SBP throws their hands in the air and deals with an outdated web site.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 Webby 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 Webby/Person. 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 Webby or Person 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 Webby or Person 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 Webby/Person. Quickly.

Here's the information you'll need:

- A. Web Host Login (username, password and web address)
- B. Domain Registrar Login(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](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), 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, is reputable, and has one-click installs of WordPress and other platforms. Here are a few that I've used and like:

[Bluehost.com](https://bluehost.com)

[HostGator.com](https://hostgator.com)

[Pressable.com](https://pressable.com) (fully-managed WordPress Hosting)

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](https://namecheap.com): 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](https://godaddy.com): popular, but confusing to use at times. **ONLY** use for buying domains. I do not recommend using any other service.

Other Resources:

[Domai.nr](#) - great web site to help you come up with a domain name for your web site. Will also search non-standard top-level domains so you could end up with a neat-looking name like <http://yourname.photo> or <http://yourname.rocks>.

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 Webby or Person so he or she can fill it out.

(slightly outdated info...)

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.

You can get in touch with me via email at alexiaPETRAKOS@gmail.com.

The Info Sheet Template at the end of this ebook is yours to use and replicate as you see fit. 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:	
Web Host Password:	
FTP Login URL:	
FTP Login Username:	
FTP Login Password:	
WordPress/CMS Username:	
WordPress/CMS Password:	