

“I’m getting my website done by a friend who’s good with computers”

Being good with computers is not the same as being good with websites!

What you see on your screen is the easy bit. But there’s a lot more that needs to be dealt with. Are you completely confident your friend is going to be able to cope?

Below is a check list of things your friend will need to know how to do.

Can they tick all the boxes? If so, then your friend is the best choice for your project.

- Q Has the creative flair to design a site in line with your company image
- Q Has access to tens of thousands of pictures you won’t get into trouble for using
- Q Understands HTML 4.0 transitional compliance, meta tags, search indexing and keywording for your site
- Q Can “Search Engine Optimise” and submit your site to be found in major search engines
- Q Will swiftly update & re-upload your website with your changes, and regularly maintain its search ranking
- Q Has direct and immediate contact with the data centre host in case of any problems
- Q Has direct access to branded servers housed in data centres manned 24/7
- Q Understands and can deal with Domain Name control, Name Servers, email accounts, server based auto-responders and email forwarding
- Q Can write PHP scripting for forwarding messages from web contact forms
- Q Understands SQL and PHP connectivity to remote databases for gathering and displaying certain types of information on your site
- Q Can implement e-commerce functions enabling you to sell products or services online



You may not think you need to know all the above, but even the most basic website needs knowledge and skill in all but the last 2 items on this list. Experience tells us that it is only the first item that most friends know anything about.

Use a professional web developer and you’ll get it right first time



By the way, *how long ago* did your friend offer to build the site for you?

Your business needs a website NOW. It shouldn’t be left indefinitely. But you probably don’t feel you can nag your friend as he’s doing you a favour. But secretly, he might just be regretting offering to do it!

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