Dealing with Web Developers

I wanted it like this not like that! Oh Damn! I asked for, not that! I'm sure many clients if not all may have experienced this one time or another with their web developer, or web development service provider? So who's in the wrong? This article will look at a typical scenario from both the client and the developer.

Client: Hi Website Developer - Could you add the existing sales article to the list of work you have (attached).
Developer: Hi Client – On which website?
Client: The sales site.
Developer: You forgot to attach any images.
Client: Oops, here you go.
Developer: Could you remind me which page again?
Client: Sales site, Sales promo.
Developer: Could you send me the link to the page you would like replaced?
Client: (Frustrated) http://heresthelink.com/salespromo.html
Developer: Do you have any keywords you're focusing on for meta tags?
Client: Use at will.
Developer: OK

A few months later… The client comes back...
Client: Hey I just had a friend look at my site and said that the meta tags are virtually the same, and not associated to the article.

Developer: I was told to add at will…
Client: Hey? (Confused)

… By this time both have lost touch on what they were meant to accomplish from this project. So how best this should be approached?

Firstly, any maintenance work being sent to a developer should be based on a list, where date, item #, and description of job should be included, along with reference of work to be carried. A typical example would be

Date	Item #	Description
4/4/2010	001	Update article http://www.articles.co.uk/list.php Ref article attached ….

This list will need to be updated as and when work is completed and checked off by the client, and not the developer, this ensures better quality assurance, and allows both parties to be on the same wave length.

Now how should the client submit the article to the developer? Basically it should be structured as:

ARTICLE

Meta Tags These will be used from a SEO stand point.
Title of article:
Keywords:
Description:

The article itself may have images, as well as links, which should also contain associated keywords/descriptions.

I.e. Business Marketing is found to be an ever growing **globalization** <Business Globalization> market…

In this example globalization is a link to Wikipedia, but alongside this there is <Business Globalization> which the developer will use as an ALT tag, a necessity from a SEO stand point.

Other issues experienced from both parties can be an excess array of emails flying back and forth, its best to stick to a single email with everything attached to that email; yes the attachments may be difficult for a single email, it would then be best to use a file sharing service such as 4shared.com.

Both web developers and clients can also reduce the unnecessary headache and the possibilities of a business divorce by some times taking the time to have a quick conversation over the phone or in person.

So 5 key points in a better working relationship between client and website developers are :

1. Have a List, and ensure it is up to date.
2. Provide Meta tags when submitting an article/content to your web developer.
3. To avoid a flood of emails back and forth, take the time to discuss specifics over the phone, or in person.
4. Ask for suggestions.
5. Ensure that both have come to an agreeable system that avoids communication breakdown.

This article is based on developers that may not be focusing too much on the SEO part of your website. Note SEO should be a focal part of having a website.

Other Web Development and Search Engine Optimization articles are available on the visualwebz.com website, under Web Design 101