



## Tech Talk with Marlene Murphy

Like much in life, we're more in charge of things when we maintain a proactive stance. No one's going to care more about your health or the health of your business than you. So it's incumbent upon ourselves to ask some key questions from time to time to make sure we've got a good grasp on our condition.

If you're considering starting out the New Year with an updated website, or if you simply haven't paid much attention to it for quite a while, we offer here some basic questions to ask yourself; just to make sure you stay in top form with your website's health.

### Do you actually own and control your own website's domain name?

Some developers will register a client's website domain name in their own name rather than the client's name. That's good for them, not so good for you. This tactic allows them leverage and the chance to hold a domain name hostage and make some extra money should you ever want to

change developers for any reason. Even if it is in your name, find out for sure if you control it, or does the developer? Those are two separate issues. You might be surprised to learn the answer in your particular situation.



### Where is your email set up?

If it is set up with your domain registrar it is likely tied to your domain name, which will require different steps to keep it running properly when and if your new site goes live. If it is set up with your

hosting account, you should be aware of a couple things. If you make a new site, when your domain name is pointed to a different address and host, you could lose all your email. This key issue should be resolved before you pull the trigger to deploy.

### Have you personally proof read all contact information for accuracy on your existing or new website?

You'd be surprised to learn how many solid brands have typographical errors, grammatical boobos, and the like.

### Did you check for pages left blank or worse?

You may discover preprinted instructions that say "write text here" – it will confirm you weren't ready to deploy. You'll be better

your choice. During development, forms will often be sent to the developer for testing purposes and sometimes changing the address to the client's address is overlooked. That's a big-no no now isn't it? You want your visitor to reach you.

We realize you're a jeweler not a webmaster. So if any of these questions seem unclear, that's no problem at all. Marlene at Jewelry Website Designers will be happy to clarify any items mentioned here, so you can start your year--and your business in the right direction for 2016. Simply email Marlene for a brief chat and mention this article. Marlene@jewelrywebsitedesigners.com



off disabling (not display) a particular page than to have incomplete or missing content.

### How are your meta tags doing?

Check all meta tags like "Title" and "Description" to assure they contain your targeted keywords. A conscientious developer will help you with this critical aspect of your site.

An obvious sign of a home-made website is a home page entitled "HOME" instead of something like "Quality Gold Jewelry at Acme Jewelers"

### Finally, did you test all forms appearing on your site?

This will guarantee that they are 1) working properly and 2) sent to the email address of



Murphy's rich experience in the tech culture began in 1981 with the dawn of corporate reliance upon computer technology. She played a pivotal role in implementing and integrating computer programming for the automotive industry. Sharp and intuitive, she developed computer training programs, and computer applications for myriad departments. Her decades of expertise include developing Visual Basic for Applications, SQL, and the Microsoft Suite of Office Products like MSAccess, MSWord, MSExcel, MSPowerPoint, Classic ASP and ColdFusion. She's been a custom web developer since 2000 and a specialist developer for the jewelry trade since 2009. Visit her at [www.jewelrywebsitedesigners.com](http://www.jewelrywebsitedesigners.com) contact her at [info@jewelrywebsitedesigners.com](mailto:info@jewelrywebsitedesigners.com)