

Who has the keys to the car?

Chances are if you are reading this blog you own, and or have purchased a car before. I would also be so bold as to state that when you bought that car you walked out of the dealership keys in hand and drove away. Or maybe you have enough money you can buy a car and just leave it on the lot. I often do that with my imaginary Rolls Royce. I just leave it parked on the lot for me to come and pick up when the whimsy hits me.

But for the rest of you, it is impossible to think that you would purchase a car and leave it at the dealership. But I have seen very smart people do something very similar with something that cost them \$1000's to purchase. Here is the scenario. A business owner hires a company to come in and create a web site for their business. After several weeks of work and rework finally the site launches and the business owners send out emails and do all the right things to drive traffic to their site. All is good in the world.

That is until your developer decides they deserve to take the money you gave them and go on a trip to Tahiti and you realize that you have some minor tweaks that were missed in that last review. You frantically call in your team to get the web site changed and no one knows how to access the site. You have just left the keys to your new car at the dealership.

Without ftp or application URL, username and password getting anything done to your site is impossible. So rule number one: if you own a URL, know how to access your site. As long as you have that you can always hire someone like Tell Your Tale, to make edits to the site for you.

Have you had an experience with this? Be sure to comment maybe we can help point you in the right direction to getting control of your site.