



**Your Web Coach, Christine Chubenko:**

## **Be careful choosing Web professionals to trust**

**by Christine Chubenko | for Oakland Business Review  
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I've discussed the subject of trusting the integrity of your web professional in the past, but it's such an important warning that it bears repeating. Once again, news came my way of a smart, hard-working business owner who has fallen prey to web professionals he trusted. I don't have all the details of how John of ABC Company (I'm protecting the innocent) came to know XYZ Web Pros (I'm opting to protect them too), but it appears that John met XYZ Web Pros through a trusted business organization where they're both members.

ABC Co. needed a Web site, and because they were acquainted with XYZ via their organization, ABC Co. naturally decided to consider XYZ first. The next logical step is to check out the web developer's portfolio, which ABC Co. did. In fact, they were able to talk with XYZ clients and I'm a big proponent of that.

If you are considering having work done for you, make it a point to talk with other clients and ask them about their experience - leave no stone unturned. Ask: 1) if the work was done according to the timeline they presented; 2) were the lines of communication always open and comfortable; 3) did you have access to development throughout. I don't know if ABC Co. was that thorough during their interviewing process but perhaps because XYZ had one heck of a client portfolio list, they didn't think they needed to ask those questions.

So far, there appears to be no sign of a problem - but it's coming. From what I understand, ABC Co. paid thousands of dollars (6K+) to get their website, which is a 5-page informational website with no animation or e-commerce, completed. The problem is: the site is still not completed and XYZ Web Pros are not returning ABC Co.'s calls.

What ABC Co. did get was a non-functional homepage that says "Coming Soon" (it's been coming soon for months) and non-functional email accounts. They exist, but no one can use them. The truth is, this email fiasco is just as detrimental to this company as their non-existent website because they are on the verge of sky-rocketing into the global marketplace due to their extraordinary product. Now, more than ever, they need to have a working website and email because their product is indeed global.

So why did XYZ Web Pros go A.W.O.L.? My guess is that they feel their "Big Name" clients are more important, so it's no big loss if ABC Co. quietly disappears. They could not be more wrong.

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