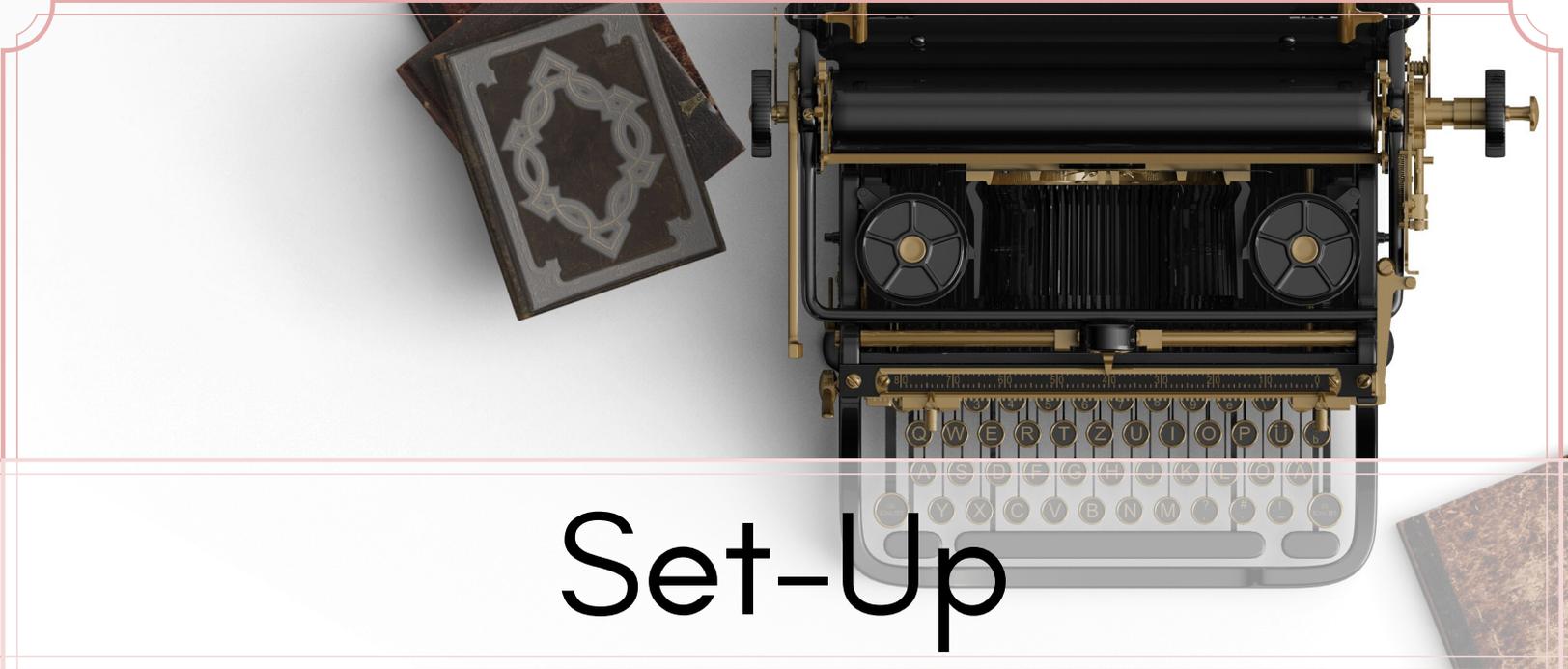




AUTHOR WEBSITE CHECKLIST

The Complete Guide To
Getting YOUR Author
Website Up and Running



Set-Up

You've poured your soul into your book . . . now it's time to create your Author Website! This checklist is designed to keep you focused on the goal without forgetting any critical pieces.

■ Register your domain name, and be sure to save your domain name registration information, including the domain company, username and password in a safe place.

■ Determine where your website will be hosted. Some options—ranging from the simplest/least expensive to the more customizable/more expensive are:

■ You can use your Facebook page or a page on another website as your author website. It is by far the least desirable option, but it is better than nothing!

■ You can create a “free” website - many services offer them. It is better than a page of another site, but be aware that “free” websites do come with a downside—there will be ads displayed on your website, which will be ads for other businesses/products.

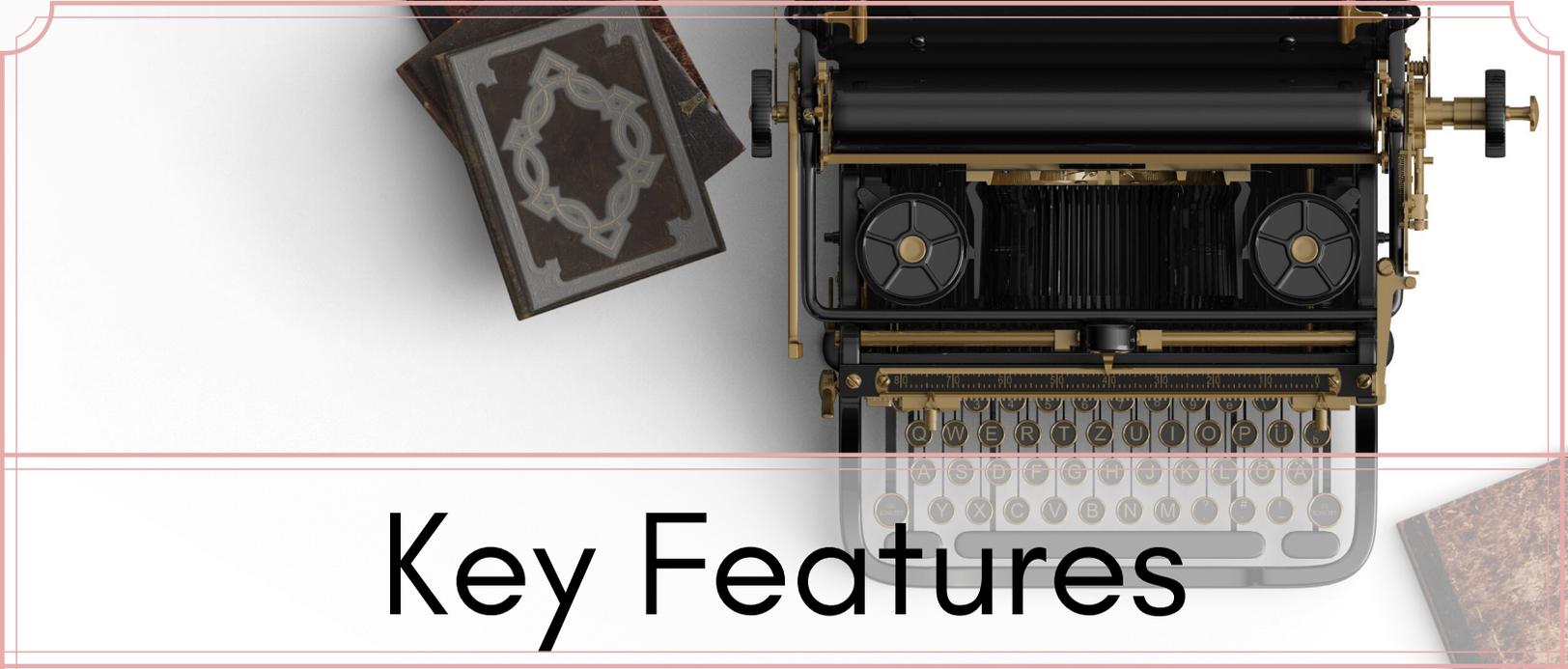
■ You can create your own website—one that you pay for—so that you have complete control over your content and features.



Set-Up

■ Sign up for whichever hosting option you prefer. Be sure to save your hosting registration information, including the company, username and password in a safe place.

■ Point your domain name to your website. “Pointing” a domain name means that when someone types in your domain name—mine is stephanielarkin.com—you are immediately directed to their website. The steps to point your domain name vary with each domain name registrar, so check with yours to get this done.



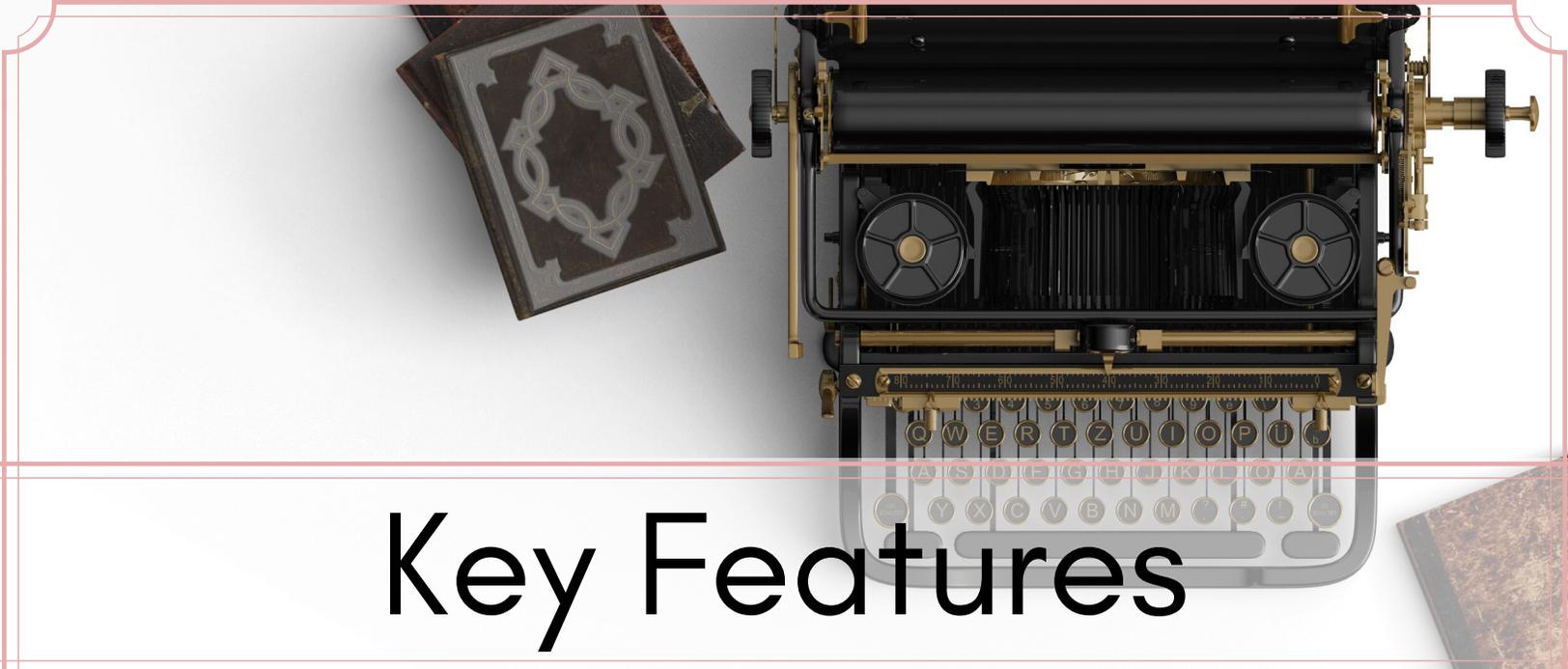
Key Features

Contact Information—be sure to include:

- Your email address. Keep in mind that your author email needs to look professional.
- Social Media Links—and truly, every author nowadays must be active on at least one social media platform).
- Types of things you are available for—such as talks, workshops, readings at schools, podcasts, etc.

Events—your website should include:

- A listing of past events, such as book signings, workshops, etc. This is so that you look “busy and successful” and also to give others an idea of the types of events you would like to book.
- A listing of future events, so that people can participate, and also so that you look “in demand”.
- Photos and videos from events.



Key Features

Contact Information—be sure to include:

- Your email address. Keep in mind that your author email needs to look professional.
- Social Media Links—and truly, every author nowadays must be active on at least one social media platform).
- Types of things you are available for—such as talks, workshops, readings at schools, podcasts, etc.

Events—your website should include:

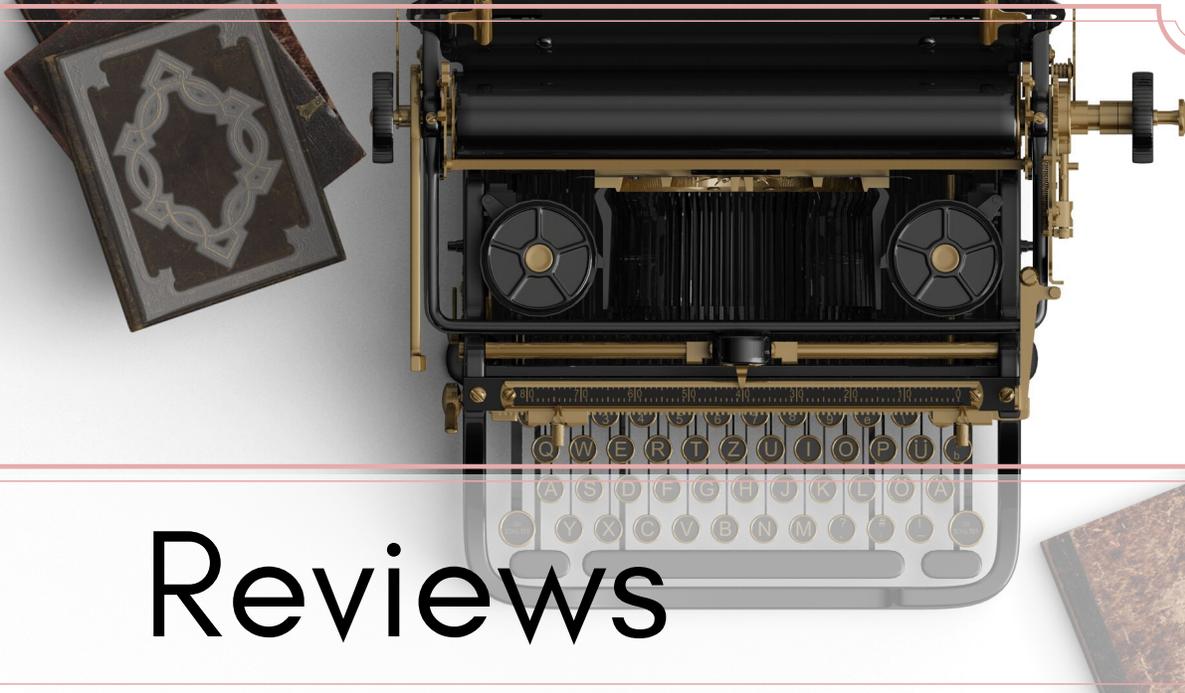
- A cover image of the book
- Title, subtitle and ISBN number
- Description
- Genre/category
- Bulk sales information if appropriate for your book, which is something to definitely consider!
- Age range (for children's books)
- Reviews
- Some way for web visitors to purchase books - either an Amazon or other online bookseller link or a form/credit card collector (eCommerce) to accept orders online and fulfill them yourself.



Email Capture/ Sign-Up

to collect email addresses from
web visitors:

- Create a “free offer” sign up—much better than a “sign up for my newsletter” or “please type your email address button”
- Sign up for an email service, such as MailChimp or MailerLite, so that you can collect email addresses and send out newsletters and other emails.
- Create a PDF or other freebie and add it to a page of your website.
- Create a page with an email opt-in, which you can connect from your email service—there should be some coding to add to your website to collect email addresses.
- Set it up so that once a person leaves their email address, they automatically receive the free gift.



Reviews

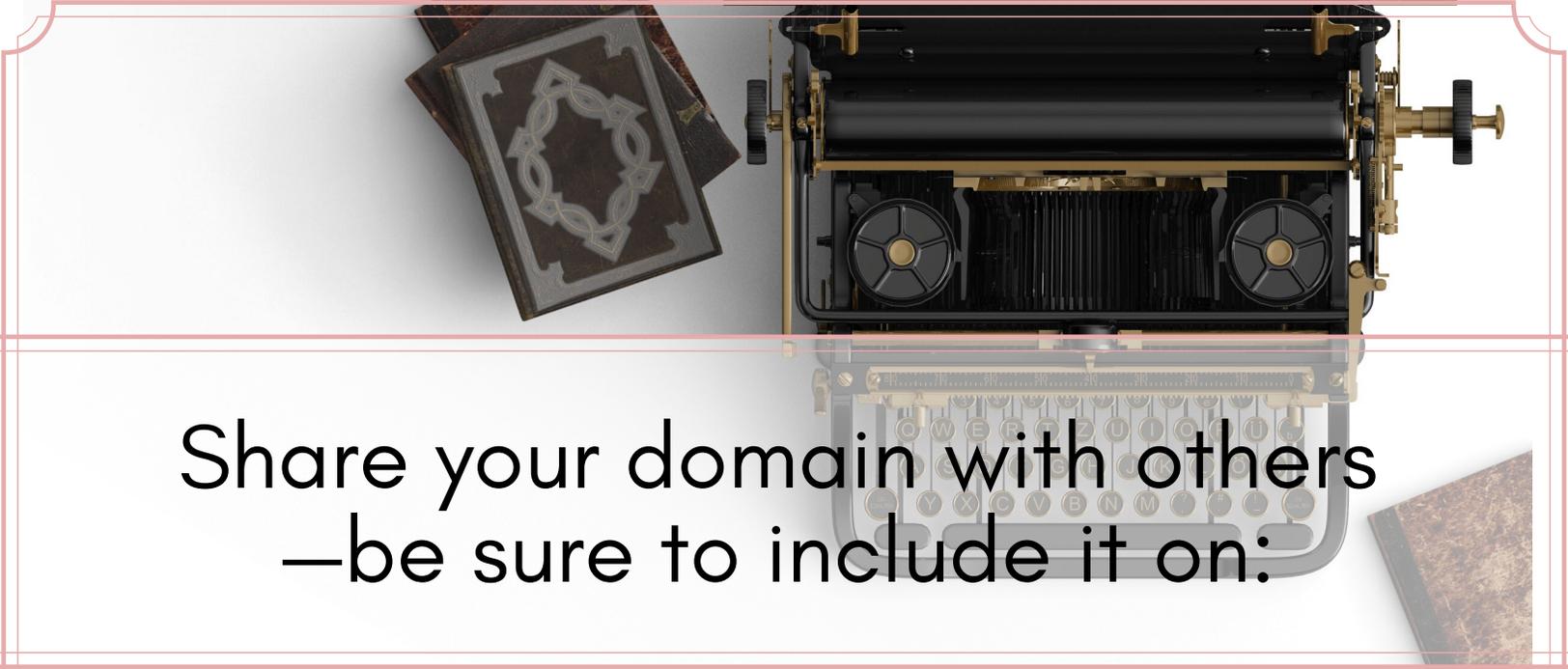
- Post reader reviews for your book(s) on your website

- Post a reminder to your readers as to how important book reviews are to an author, and provide a form to leave a review, a link to your Amazon page, and/or a link to your Goodreads page to leave a review.

Blog/dynamic content—stay current by including

- Create a place for weekly blog posts/content to be added to your website.

- Websites with blogs or with content added consistently have 50% more web traffic than sites without such content, so set aside time in your schedule to create and post your weekly content.



Share your domain with others —be sure to include it on:

- Your business card and/or bookmarks.
- Your email signature so that it is automatically added to all of your emails.
- The back of all of your books so that readers know where to go to learn more.
- Your Amazon and Goodreads author pages
- Your social media “About” or bio information
- Any other online or offline places where you can post.

Need help setting up YOUR author website? Just visit RedPenguinAuthors.com, or contact Stephanie@RedPenguinBooks.com.