

The background of the slide is a dark, almost black, field filled with numerous overlapping circles of various colors. The colors include shades of red, orange, yellow, green, and blue. The circles vary in size and opacity, creating a bokeh effect that is soft and out-of-focus. The overall composition is abstract and visually appealing.

# The Why and How of Author Websites

Lynn Varon | Writer Web

[www.WriterWeb.net](http://www.WriterWeb.net)



Why do you need an author website?

**SALES**

# Why do you need an author website?

## **It's part of doing business in the digital age.**

- People research products and shop online.
- Getting self-published books into bookstores is hard.

## **It makes you attractive to agents and publishers.**

- Publishers expect writers to help market their book.
- A professional-looking website gives you legitimacy.



# Build Your Media Web

## **Don't rely on one method of publicity.**

- Different mediums reach different audiences.
- Have a strategy.

## **All your efforts should tie into your website.**

- Its reach is worldwide.
- It can hold detailed information.



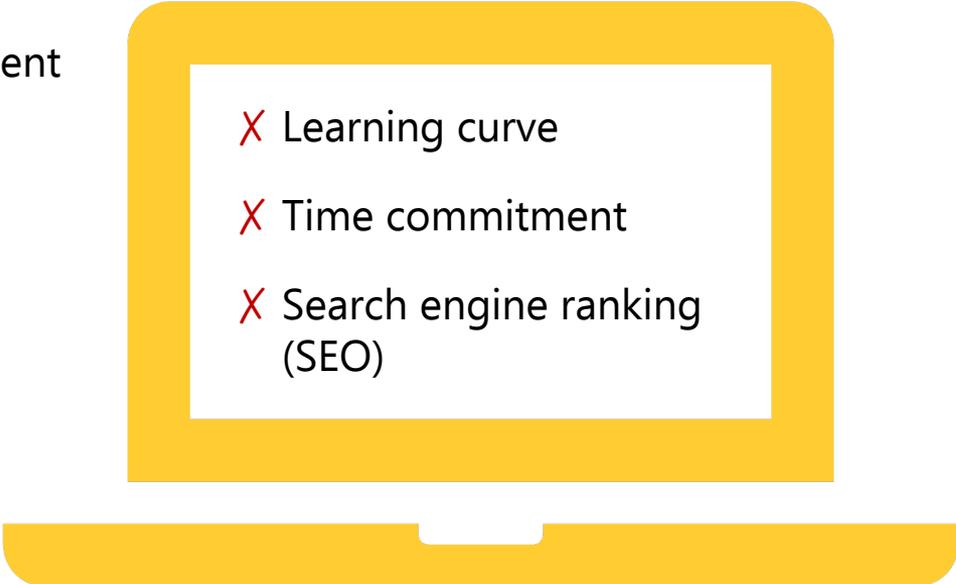
# Social Media Pros and Cons

- ✓ Focus on your audience
- ✓ Build relationships
- ✓ Post regularly (repurpose)
- ✓ Users can share your content
- ✓ Catch readers' attention
- ✓ Funnel traffic to your website
- ✗ Posts have to be short
- ✗ Stiff competition for attention
- ✗ Won't help build your email list
- ✗ If the platform goes away, you'll lose your followers and content.
- ✗ Hard to find older information

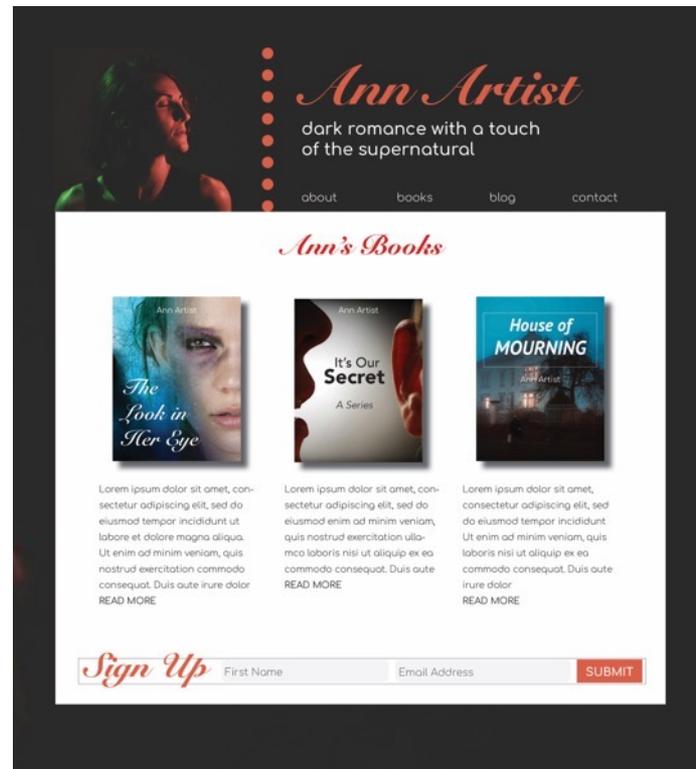
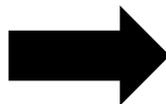
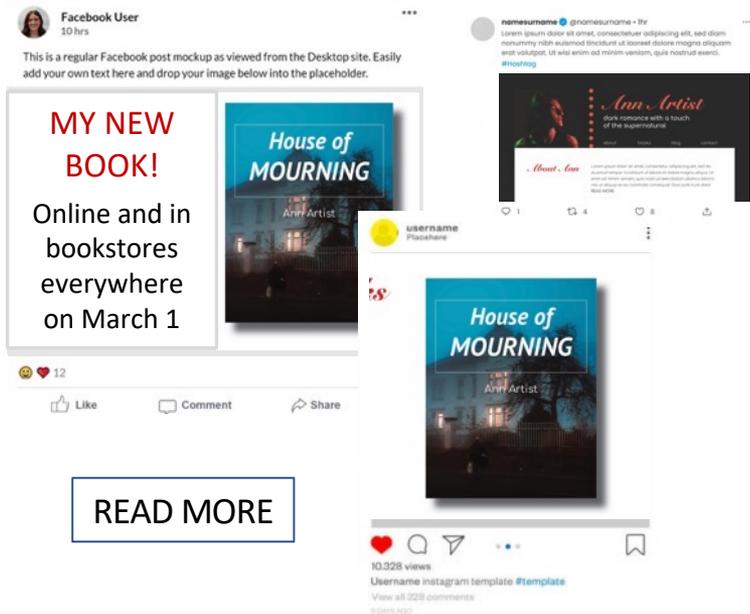


# Website Pros and Cons

- ✓ You control the platform and content
- ✓ You control the conversation
- ✓ All your information in one place
- ✓ More design flexibility
- ✓ Worldwide reach
- ✓ Expandability

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- ✗ Learning curve
  - ✗ Time commitment
  - ✗ Search engine ranking (SEO)

# Form a Strategy

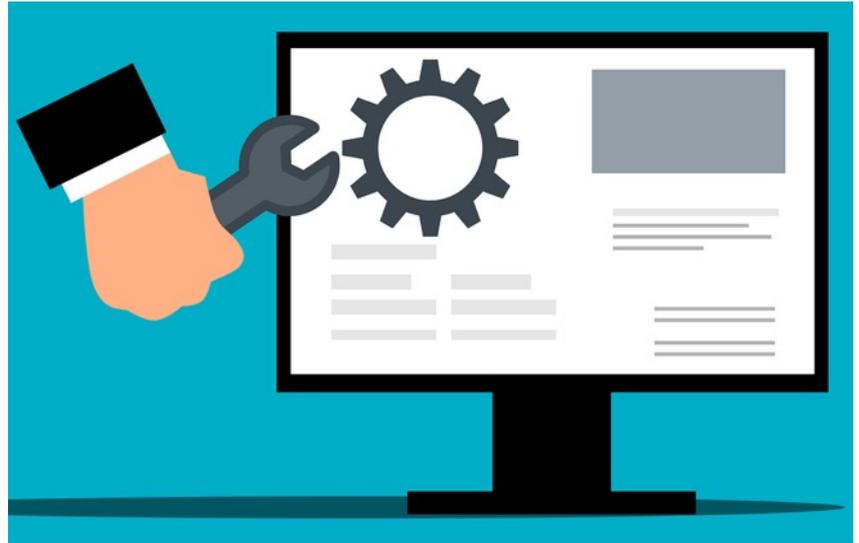




QUESTIONS?

# How to Approach a Website Build

- What do you need your website to accomplish?
- How does it fit into your marketing plan?
- What features do you need?
- How soon do you need a website?
- What is your time worth?
- How do you want to spend your time?



# #1: Register a Domain Name



For the subdomain (www), add a DNS record.

A secure site (https://) requires an SSL certificate.

Both are available through your website hosting service.

## #2: Create Content

- Quality images
- Long and short bios
- Downloadable media kit
- Synopsis of your book(s)
- Cover image or mockup
- Sample chapters
- Q&A
- Videos
- Blog posts
- Background on your subject
- Book club discussion questions



# #3: Choose a Website Builder

- Ease of use
- Quality customer support
- Website portability
- Understand the pricing structure
- Free means basic or limited





# Choosing a Hosting Service

## **Look for:**

- Customer support quality
- Guaranteed uptime
- Site speed
- Media storage limit
- Website portability

## **Look out for:**

- Free or low price (“starting at”, “as low as”)
- “Included” vs “available” features
- Multiyear contract required
- Automatic renewal

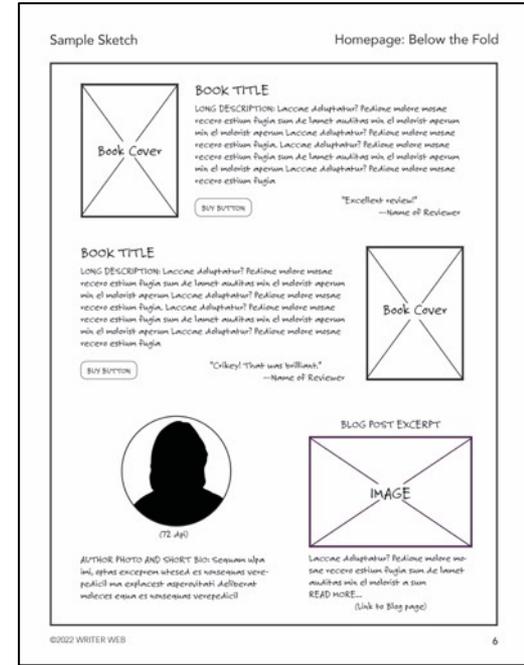
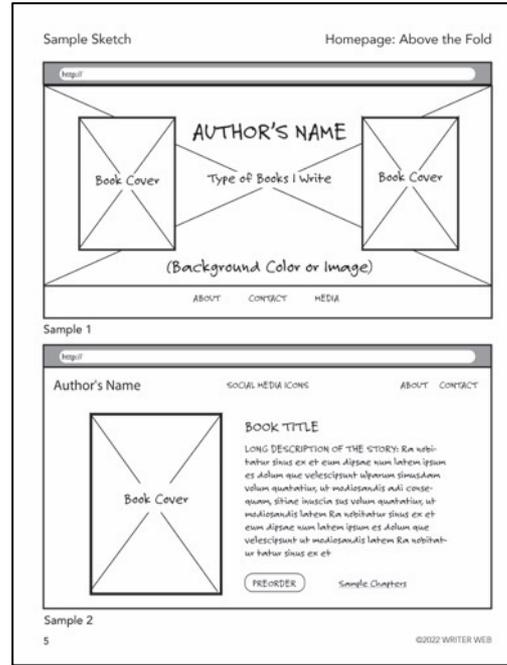
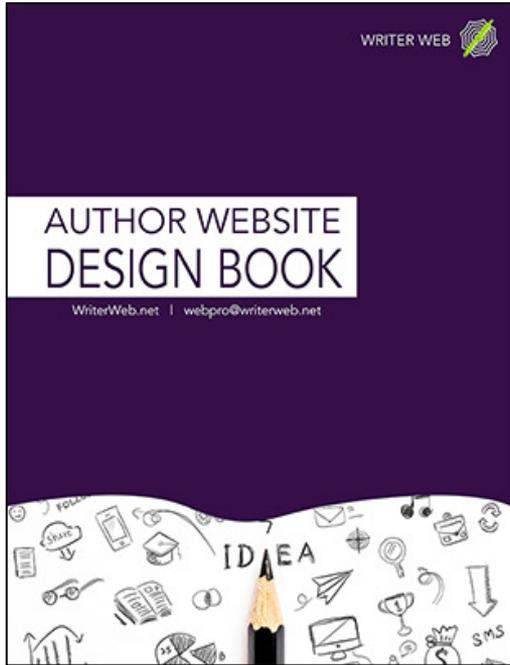
# When to set up your author website.

## **While you're writing the book.**

- Shows an agent or publisher you're serious
- Build a following and an email list
- Establish your expertise
- Build your persona
- Collect email addresses for future marketing
- Create anticipation for your upcoming book



# Author Website Design Book



www.WriterWeb.net



# Research Author Websites

**Stephen King** (<https://stephenking.com/>)

**Louise Penny** (<https://www.louisepenny.com/>)

**Jory John** (<http://www.joryjohn.com/>)

**Jane Howatt** (<https://janehowatt.com/>)

**Robert Wang** (<https://robertwangauthor.com/>)

**Claudia Krause** (<https://www.claudiakrausebooks.com/>)



# Websites for Various Genres

**Blogging.org** (<https://blogging.org/top-poetry-blogs/>)

**Mystery Writers of America** ([mysterywriters.org](http://mysterywriters.org))

**Science Fiction and Fantasy Writers of America**

([www.sfwaworld.org/featured-authors/](http://www.sfwaworld.org/featured-authors/))

**Romance Writers of America** ([www.rwa.org](http://www.rwa.org))

**International Thriller Writers** ([thrillerwriters.org/members](http://thrillerwriters.org/members))