

A Website Checklist for Authors

If you're an Author thinking about a website, this list is for you. Even if you already have a website, you can use this list to perform a diagnostic check and determine what you're already doing and what could be incorporated and or enhanced.



- ✓ **HOME PAGE** In the Writing World the Author is the brand. Add your logo and author bio here, it should be both captivating and direct in order to get readers interested so make it appealing. Keep it Short and sweet – under 300 words, include a professional author head-shot photo. *Please, no blurry selfies.* Always list your feature project first and then any upcoming releases along with a high-resolution cover image and mini blurb. Finishing off with positive reviews wouldn't hurt.
- ✓ **SHOP PAGE** Here you'll feature your books and products for sale. Real Authors keep writing and expand, in a few years, you'll have a page full of books & merchandise.
- ✓ **CONTACT PAGE** How can your fan base find, contact, and follow you? Do you have a professional email? You'll need one to link to your contact page. If you have an Agent or Publisher, you can list their contact information here as well. Link your Social Media profiles, you can also include a calendar listing your upcoming events, book tours, appearances, signings, conferences, and other relevant functions you plan to attend.
- ✓ **BLOG PAGE** Create a blog to showcase the process of writing your book, and your life as an Author. Make sure your posting attention grabbing, thought provoking articles on topics relevant to your brand.
- ✓ **EMAIL SIGN-UP** Ask for page viewers to leave their email address to voluntarily subscribe to your newsletters. Generating an email list is a great way to create a community of engaged subscribers, people that are directly interested in your work. Create a monthly or quarterly newsletter to keep your followers up to date on releases, offer incentives, free offers and sneak peeks.



Hope this helps. Should you ever need assistance in the Writing World, please don't hesitate to contact me... xoxo Celeste Celeste

WRITERS WORLD ACADEMY

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