



# YOUR AUTHOR WEBSITE

## Why Do You Need An Author Website?

- It's your home base or planet around which everything revolves
- You own it – your domain name, your content and your hosting. You are in control unlike the pages and other outer satellites you build on social media platforms which are subject to their rules and whims
- It's where readers find you – google will lead them there
- It's where you get your readers to sign up for your mailing list
- It can generate additional income through sales of your backlist and affiliate links.
- You sign up for a free Amazon affiliate account (and Apple Books) and use a simple link to your books which means if someone clicks on that website link through to Amazon, you get a tiny percentage of what they buy on amazon over the next 24 hours. Initially this won't be a lot, but you may be able to recoup your website hosting cost at the very least. It's free money so why not.
- It builds your brand. Keep your colours / fonts/tone in line with your books and it gives a consistent look. Wendy has huge backlist, so we have a scrolling slider on the top of her home page which runs through all her various series'

## What Should Be On Your Website?

- Mailing list signup that's PROMINENT!
- Your book list in reading order
- News, information about your books, about author
- How readers get in touch with you – email, social media links
- Privacy / cookie policy – feel free to use ours on [www.wendyvella.com](http://www.wendyvella.com) or [www.spagirlspodcast.com](http://www.spagirlspodcast.com)
- Shar recommends: always be mobile friendly – more people view websites from phones than computers these days; only blog if you've got the spare words – in books is more important than on a blog for fiction authors; keep it about the readers

## How To Get A Great Site?

- ◆ Especially when starting out, keep it simple
- ◆ Either build yourself using wordpress or Siteground's Sitebuilder (Weebly)
- ◆ If your wordpress site is designed for you, you need to understand how to keep it updated and secure (or pay someone to do that regularly)
- ◆ If built for you, make sure you understand how to update
- ◆ Understand that it'll change in the future – like everything, trends / tech updates