10 Essential Questions for Building a Successful Author Website

by John Burke

Co-Founder of Pub Site and COO of FSB Associates

Pub-Site.com
Who We Are

Pub-Site.com  |  FSBAssociates.com
Our First Author Website - 1996
Frequently Asked Questions

1. Purpose
2. Domain Name
3. Hosting
4. Costs
5. DIY Website Options
6. Content
7. SEO
8. Marketing and Sales
9. Scale and Grow
10. Easy Updates

Pub-Site.com
What is the purpose of your Author Website?
Purpose of Your Author Website

➤ Home Base of Your Brand
➤ Content: Books, Bio, & All
➤ Collect Email Addresses
➤ Links to/from Social Media
➤ Blog and Build Traffic
➤ Sell Books

Pub-Site.com
2

What's in a (Domain) Name?
Pick Your Domain Name

➤ Should be yourname.com
➤ yourname.com taken?
➤ yournameauthor.com; yournamebooks.com
➤ Have ownership & control of it
➤ Keep it separate from hosting
➤ Go GoDaddy! - the best
➤ you@yourname.com

Pub-Site.com
Who’s Hosting my Website?
Pick a Good Host

➤ A server connected to the Internet
➤ Can range from $3 to $30 a month
➤ Developer may have one
➤ Ask about support and help
➤ DIY platforms like Pub Site, Wix, wordpress.com, and SquareSpace have it built-in

Pub-Site.com
What are the Costs of a Professional Website?
Costs of Author Websites

➤ Free - $20,000
➤ Level of professional design
➤ Custom programmed features
➤ Per feature, per page?
➤ Per hour, per project?
➤ Free to do it yourself (Canva for graphics)
Choosing a Designer/Developer

➤ Someone that does author/book sites
➤ Check out their portfolio
➤ Are they helpful? Answer questions?
➤ Mobile friendly / Responsive design
➤ Get author recommendations
➤ What about updating afterwards?
What are the DIY Website Options?
DIY Website Options

➤ SquareSpace
➤ Wix
➤ Pub Site
➤ WordPress.com
➤ GoDaddy, Web.com, others
➤ Authors Guild

Pub-Site.com
What Content Should I have on my Website?
Content on my Website

➤ Anything you want!
➤ Author bio, photos, interviews, etc.
➤ Books - info, reviews, excerpts
➤ Video and Audio (via YouTube; SoundCloud)
➤ Blogs and articles
➤ Press kit & info, coverage, appearances

Pub-Site.com
How Important is SEO (Search Engine Optimization)?
Search Engine Optimization

➤ Good news, authors: You’ve done it!
➤ Content is King
➤ Keywords and phrases well placed
➤ Graphics are invisible
➤ Meta tags - overrated
➤ Title, keywords, description
In order for your products to appear in search engine rankings, you should complete the following fields for each of your products:

**Page Title:** By the Sea: A Famous Novel, by Jean Anne Rose, famous novelist

**Keywords:** By the Sea, Novel, Jean Anne Rose, romance, California, San Diego, college, spec

**Description:** By the Sea: A Famous Novel of Romance and Intrigue. San Diego, California, is a comfortable, peaceful, progressive suburb of Cleveland, a carefully planned community incorporated in 1912 that exists in a gentle state of idyll, sustained by adherence to the “rules, many rules, about what you could and could not do.” It’s a marvelous setting for a novel.
8

What are the Best Marketing and Sales Options for my Website?

Pub-Site.com
Marketing & Sales Options

➤ Mailing list signup
➤ Book giveaways
➤ Social media widgets & links
➤ Links to Booksellers
➤ Ecommerce
What is the best way to scale my website as my career grows?
Scale Your Website

How easy is it to change and update?
Scale Your Website

➤ From Blog to Book 1
➤ From Book 1 to More Books
➤ From 1 Series to Multiple Series
What is the Easiest Way to Keep my Website Updated?
Keep Your Content Updated

➤ Update your bio
➤ Add review quotes
➤ Add online coverage (links)
➤ Blog
➤ Social media widgets
➤ Book giveaways
Author Websites Made Easy
pub-site.com