



10 Essential Questions for Building a Successful Author Website

by John Burke

Co-Founder of Pub Site and COO of FSB Associates

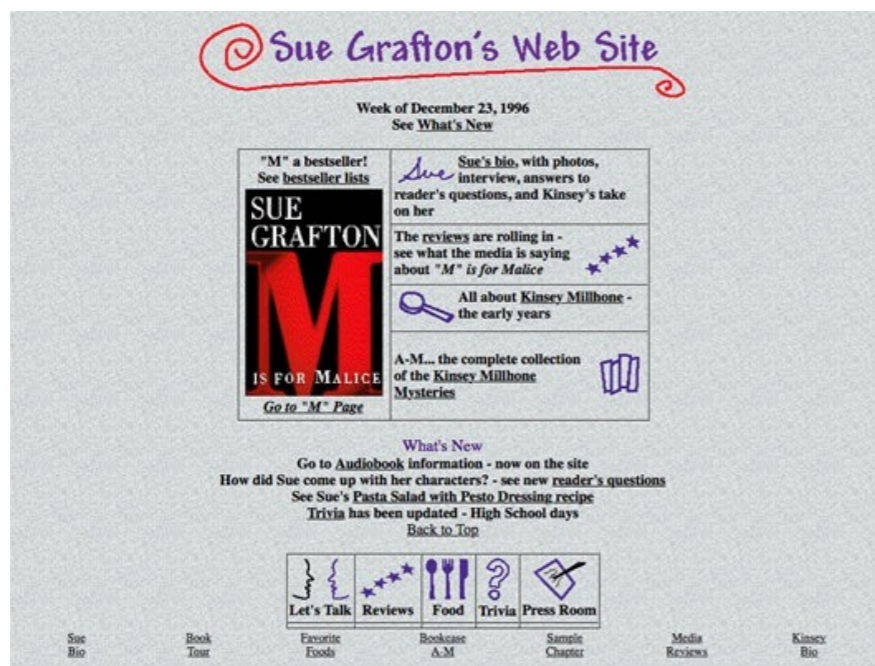
Pub-Site.com

Who We Are

The screenshot shows the Pub Site website homepage. At the top is the Pub Site logo. Below it is a navigation menu with links: Home, About, Website Portfolio, Designs, How-to Videos, Resources, Endorsements, and Contact. The main heading is "Websites for Authors and Books". The text describes Pub Site as an easy-to-use website builder for authors, supporting social media, author tours, blogging, and e-commerce. A call to action says "Sign up for your 14-day free trial!". A list of features includes: Easy-to-use, Designed for authors, Book specific features, Many customization options, Built in blog, Social Media integration, Easy to add mailing list, Mobile friendly, and Full ecommerce. There are social media icons for Facebook, Twitter, and YouTube. At the bottom, there is a testimonial for Renee Linnell, a first-time author who used Pub Site to create her website.

The screenshot shows the FSB Associates website homepage. At the top is the FSB ASSOCIATES logo and contact information: Call us: 760-585-2252, with social media icons for Facebook and Twitter. The navigation menu includes: HOME, SERVICES, PROJECTS, TESTIMONIALS, ABOUT US, FAUZIA'S BLOG, SOCIAL MEDIA, and CONTACT. The main heading is "Online Publicity, Social Media, and Website Development". The page features several testimonials and images of book covers, including "One Minute Mentor" by Ken Blanchard and "Grief Cottage" by Gail Godwin. A quote from Alan Alda says: "I'm not just impressed — I'm astonished...you delivered more than I imagined was possible." Below this, it states that FSB Associates is the premier online marketing firm for authors and thought leaders. There are logos for various publishers: macmillan, workman, SIMON & SCHUSTER, Mc Graw Hill Education, and RANDOM HOUSE. A section titled "Fauzia Burke is a sought after speaker and consultant to authors" describes her expertise in online marketing and digital branding. At the bottom, there is a "Sign up for FSB's mailing list" form with a "SUBSCRIBE" button and a link to "about our list".

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

1

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

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

3

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

4

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?

5

What are the DIY Website
Options?

DIY Website Options

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

6

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

7

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

Page Title SEO



Details	Book Details	Descriptions	Images	SEO	Additional Settings	Purchase Links	Audio/Video	Other Editions
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In order for your products to appear in search engine rankings, you should complete the following fields for each of your products.

Page Title:

Keywords:

Description:

8

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

Marketing & Sales Options

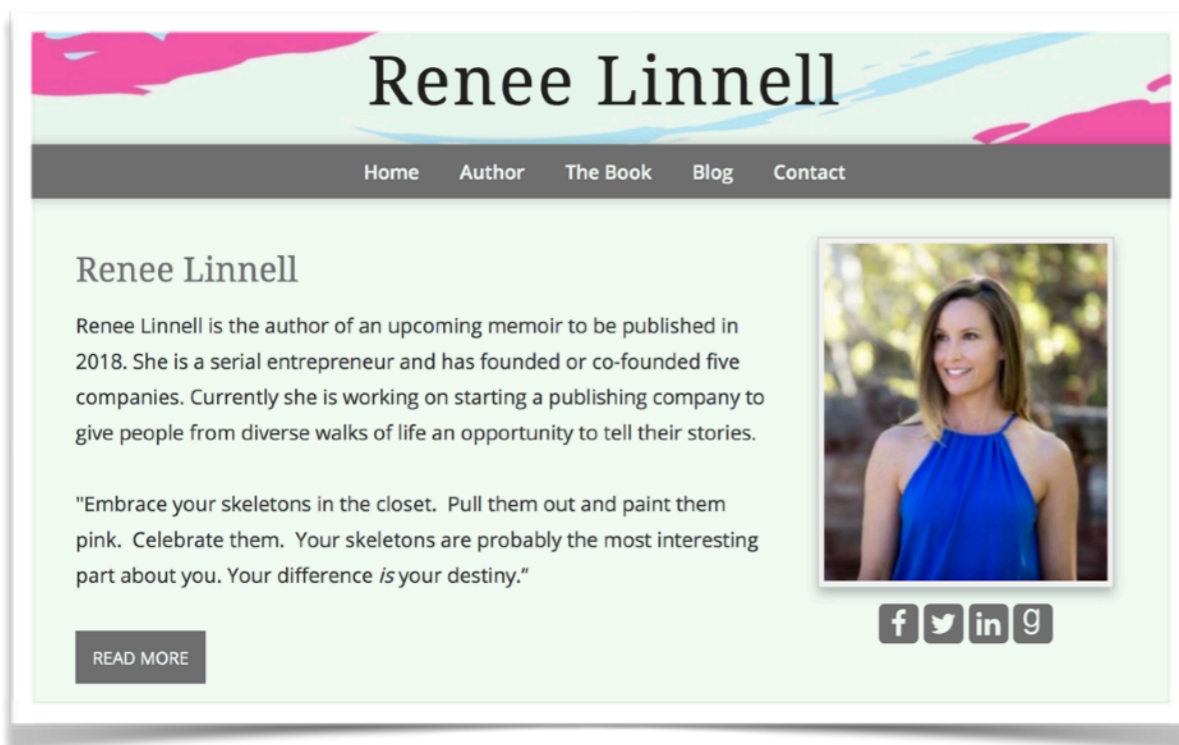
- Mailing list signup
- Book giveaways
- Social media widgets & links
- Links to Booksellers
- Ecommerce

9

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

10

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