

When building or evaluating your website, use the lists below as a starting point. Pick and choose what works best for you and your readers!

Author Website Checklist



Overall Items

- Domain name (yourauthorname.com)
- Clean, uncluttered layout
- Easily readable text (at least 13px)
- Plenty of text spacing (between lines and paragraphs)
- Clear main navigation (5-8 items max)
- Call to action/goal for each page
- Link to other pages within content
- Use descriptive text for links
- Google Analytics or similar for stats

Sidebar Ideas

- Reviews
- Social Media Links
- Email List Opt-in Box
- Contact Information
- Twitter/Other Social Media Updates
- Awards/Membership Links
- Popular/Related Blog Posts
- Links to Favorite Websites
- Blurb/Book Purchase Link

Home

- Engaging, catchy overview of you and your writing
- Blurb about latest news or project
- Convince visitor to explore further

About

- Short personal bio
- Your writing style, process & history
- Express your personality!

My Books

All on one or individual pages. Include:

- Cover Photo
- Description
- Link to Purchase
- Button/Ad for applicable promotions

Supplemental Materials:

- Book Club Kit
- Reader Guide
- Excerpt
- Reviews

Media

- Media Kit
- Review Excerpts & Links
- Appearance Calendar
- Media Contact Form

News/Blog

- Updated at least once a month

Decide on purpose:

- Writing News and Announcements
- Journal-style Blog
- Combination

Contact

- Email Address
- Social Media Links
- Contact Form

Confuzzled?

If you have questions about anything in the list, don't be shy -- shoot me an email (toni@selfpublishingteam.com) and I *will* help you out!

- Toni @ Duolit

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For more writing and self-publishing tricks, tools and goodies, visit <http://tiny.cc/selfpubtools>

selfpublishingteam.com