Author website checklist

* **Author Logo:** If you’re clear on your genre, then establishing your personal brand early is a great idea. It will help you stand out in a crowded marketplace. Choose a design and color scheme that works for your personality/persona as well as your genre and use it across your author platform on your site and on social media.
* **Tagline (optional):** A tagline, like a logo, is a part of your brand. It’s a catchy way to emphasize who you are and what you write.
* **Your Books:** Whether you’re still working on your manuscript or out on submission, including information about your work is vital. How much detail is up to you, but at the least have a brief description of the storyline to whet readers’ appetites.
* **Blog:** While blogging isn’t right for everyone, it can be a great way to make connections with other authors and bloggers—connections which may serve you well when it’s time for you to promote your work. Consider taking part in blog tours and interviewing other authors. Many will return the favor when your book is ready for release.
* **Biography:** Generally, one of the most often viewed page on an author’s site, make your biography fit your personality. It should be professional, but not boring, and give readers insights into who you are and what makes you amazing.
* **Photo:** A professional photo is ideal, but if you’re not ready for that yet, ensure that your author photo is fairly recent and of high quality.
* **Newsletter Signup:** You may not have a book for sale yet, but you should still have a newsletter. It’s never too early to start gathering future readers, even if it’s only friends and family at first. Now is a great time to get used to updating your budding fan base about what’s going on in your author world. Consider writing a short story to use as a reader magnet to get signups.
* **Contact Information:** Make sure there’s a way to easily contact you and your agent, if applicable.
* **Media kit**
* **Social media links**

**Tips**

* Ensure your site is mobile friendly! Mobile devices make up over 50 percent of all web traffic.
* Use a security plugin, if possible, on your website platform.
* Install analytics (such as Google Analytics) to collect data about who is visiting your site and how they get there.

When you’re published:

* **Covers:** Display your covers prominently. Consider having your latest book on the front page as well as on a page with a list of all of your books
* **Buy Links:** Amazingly, this is a step too many authors miss. Make things easy for your readers and provide links to all major retailers for each book.
* **Descriptions:**Readers come to your site looking for more information. Include the book descriptions, reviews, awards, and other enticing information to capture their attention.
* **Bonus Content:** Fun extras like bonus epilogues, character sketches or artwork, maps, character interviews, and more help readers dig deeper into the world of your stories. Reward them for visiting your site.

Monthly: Write a newsletter, also post it as a blog.

Weekly/Daily: Social media posts. Entertain your audience.