

KEYS TO A 5-PAGE AUTHOR WEBSITE

1

BOOK PAGE OR HOME PAGE

Your book page is a series summary page.

Have a separate post (not page) for each individual book (with the comments turned on).

2

LANDING PAGE

Your landing page needs to have a freebie offer that collects readers' emails

3

READING LIST

A printable reading list for readers. It lists your books by series and/or by events.

For non-fiction, use this page to highlight sections of your book.

4

BIO

Use your traditional one-two line bio.

List your achievements as well.

Sharing something personal about yourself.

5

BLOG

Use the blog section of your website to keep readers informed and to share activities and events.

You can maintain a formal blog but this is not vital.

WEBSITE CHECKLIST

CHECKLIST ITEM 1

Add Social Media Links



CHECKLIST ITEM 2

Add Facebook pixel

CHECKLIST ITEM 3

Add Google Analytics (or similar)



CHECKLIST ITEM 4

Link Your Blog to Your Amazon Author
Page & Goodreads Author Profile

CHECKLIST ITEM 5

Add email signup box on every page



LEGAL CHECKLIST

CHECKLIST ITEM 1

Terms & Conditions Statement
(if selling anything on your website)



CHECKLIST ITEM 2

Privacy Statement (GDPR compliant
if visited by overseas readers)

CHECKLIST ITEM 3

Cookie Statement



CHECKLIST ITEM 4

FTC Affiliate Disclaimer Statement
(if using affiliate links on your website)