

# Tips and Tricks

to website content

TASK:

Home Books Series Events Media About Contact

Title and headline match

Add alt tags to all pictures

Add stunning graphics

Add a clear CTA

Be friendly and positive

Relevant content for each pg

Make pages easy to navigate

Offer a relevant freebie

Don't clutter the page

Add your social media links

# Tips and tricks

- Have a purpose to why you have an author website
- Make it about you, not your book
- Write to your readers
- Keep it simple, but not too simple
- Have a blog and write in it often
- Make sure your site is easy to use
- Invest in a professional design
- Offer relevant lead magnet/freebie to readers
- Use a theme that's mobile-friendly with responsive design
- Stay within the boundaries of your brand
- Add a professional headshot in the right places
- Connect your site and your lead magnets to email mgmt system

# Tips and tricks

- Tell readers who you are and what type of an author you are
- Make it easy for your readers to buy your book
- Have more than one buy button to buy your book
- Use a clean, simple design
- Use complimentary colors and fonts
- Add reader reviews or testimonials in more than one place
- Update your events page regularly
- Update your blog posts by adding regular posts
- Use your website as the center to your marketing strategy
- Consider a paid for website instead of a free one
- Continually check for broken links to and from your site
- Keep your contact info updated and current

# Tips and tricks

- Keep your headshot up-to-date and a current photo of you
- Add social sharing buttons on your book, series, and blog pages
- Have others check your site for errors and mistakes
- Give your readers a good user experience
- Don't forget the little things like a favicon!
- Don't add too many elements on your page
- Don't try to invent a new type of website, learn what works
- Only add the relevant information needed for each page
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