

Essential Website Content Pages

<input type="checkbox"/>	Home Page
<input type="checkbox"/>	Booklist Page
<input type="checkbox"/>	Book Page (for each book)
<input type="checkbox"/>	Book Series Page (for each book series)
<input type="checkbox"/>	Blog Posts Page
<input type="checkbox"/>	Landing Page (for each book)
<input type="checkbox"/>	Events Page
<input type="checkbox"/>	Media Page
<input type="checkbox"/>	About Page
<input type="checkbox"/>	Contact Page
<input type="checkbox"/>	WooCommerce Pages (Cart, Sales, Checkout)

Home Page Essential Elements

<input type="checkbox"/>	Logo and Title of site (your URL)
<input type="checkbox"/>	Headline
<input type="checkbox"/>	Sub-headline
<input type="checkbox"/>	Supporting Images (book cover and professional headshot)
<input type="checkbox"/>	Relevant keywords front and center, easily understood
<input type="checkbox"/>	Testimonials and Reviews
<input type="checkbox"/>	Navigation Menu
<input type="checkbox"/>	Sign up for email list (free content offer)
<input type="checkbox"/>	Calls-to-Action
<input type="checkbox"/>	Booklist
<input type="checkbox"/>	Social Media Links
<input type="checkbox"/>	Add the most important info above the fold

Booklist Page

Essential Elements

<input type="checkbox"/>	Headline and Title of page
<input type="checkbox"/>	Alt text, meta data, and description
<input type="checkbox"/>	Things to potentially add to your Booklist Page:
<input type="checkbox"/>	Book titles for each book - list books in order
<input type="checkbox"/>	Each title is an active text link to corresponding book page
<input type="checkbox"/>	Book covers for each book (add purchase link here too)
<input type="checkbox"/>	Published date for each book
<input type="checkbox"/>	Main characters names (hero and heroine)
<input type="checkbox"/>	Type of romance story (trope and/or theme)
<input type="checkbox"/>	A reader review
<input type="checkbox"/>	Excerpts or summary for each book
<input type="checkbox"/>	

Book Page Essential Elements

<input type="checkbox"/>	Headline and Title of page
<input type="checkbox"/>	Alt text, meta data, and description
<input type="checkbox"/>	Book Cover
<input type="checkbox"/>	Blurb
<input type="checkbox"/>	Links to other book pages on your site
<input type="checkbox"/>	Links to purchase
<input type="checkbox"/>	Testimonial and Reviews
<input type="checkbox"/>	Excerpt (link to view or download it)
<input type="checkbox"/>	Author's notes
<input type="checkbox"/>	Publishing information (ISBN, release date, pages)
<input type="checkbox"/>	Social Media Links
<input type="checkbox"/>	Add the most important info above the fold

Book Series Page

Essential Elements

<input type="checkbox"/>	Headline and Title of page
<input type="checkbox"/>	Book Covers in order
<input type="checkbox"/>	Smaller blurb for each book
<input type="checkbox"/>	Each book cover links to it's book page
<input type="checkbox"/>	Link to each book page
<input type="checkbox"/>	Testimonials and Reviews
<input type="checkbox"/>	Navigation Menu
<input type="checkbox"/>	Sign up for email list (free content offer)
<input type="checkbox"/>	Calls-to-Action
<input type="checkbox"/>	Booklist
<input type="checkbox"/>	Social Media LInks
<input type="checkbox"/>	Add the most important info above the fold

Blog Page Essential Elements

<input type="checkbox"/>	Headline, title and URL all match
<input type="checkbox"/>	Featured image relevant to topic, allow to be shared
<input type="checkbox"/>	Add blog content (the body of your blog)
<input type="checkbox"/>	Use short sentences and whitespace
<input type="checkbox"/>	Add relevant categories and tags
<input type="checkbox"/>	Add in email sign up to get your readers to sign up
<input type="checkbox"/>	Add a CTA in post or in sidebar
<input type="checkbox"/>	Include a search box to find other topics
<input type="checkbox"/>	Allow comments at the end
<input type="checkbox"/>	Add a short bio at end of post
<input type="checkbox"/>	Social sharing icons to share post
<input type="checkbox"/>	Use the plugin to have popular posts at bottom or sidebar

Landing Page Essential Elements

Design with your readers in mind

Keep it simple and easy to use

Add a beautiful and professionally made book cover

Add in a irresistible book description

Offer a "look inside"

Include social proof (reader reviews, testimonials)

Answer readers FAQs

Add a short Author Bio

Integrate your social media profiles and shareability

Add a clear call-to-action, so readers know what to do

Add a link to a virtual or in-person event (optional)

Add the most important info above the fold

Events Page

Essential Elements

<input type="checkbox"/>	Headline and title of page
<input type="checkbox"/>	Alt text, meta data and description
<input type="checkbox"/>	Event description of any upcoming events
<input type="checkbox"/>	Event schedule - date and time
<input type="checkbox"/>	Location of event (virtual or physical address)
<input type="checkbox"/>	Add to calendar button
<input type="checkbox"/>	Eye-catching visuals and graphics
<input type="checkbox"/>	Freebies, offerings, or packages offered at event
<input type="checkbox"/>	Call-to-action (registration form or email sign up)
<input type="checkbox"/>	Social proof and testimonials from earlier events
<input type="checkbox"/>	Contact info for Q&A
<input type="checkbox"/>	Social Media Links

Media Page Essential Elements

Headline and Title of page

Alt text, meta data, and description

Professional headshot

Background info about you and your writing

Highlights of any media coverage

Showcase any awards received

Offer a downloadable media kit

Links to your agent, publisher

Give instructions to how to contact you

Contact info

Social Media Links

Add the most important info above the fold

About Page Essential Elements

<input type="checkbox"/>	Headline and Title of page
<input type="checkbox"/>	Alt text, meta data, and description
<input type="checkbox"/>	Include a professional headshot
<input type="checkbox"/>	Add in a introduction or greeting that shows "you"
<input type="checkbox"/>	Biography (Education, Writing history, other relevant info)
<input type="checkbox"/>	Include any relevant hobbies and interests
<input type="checkbox"/>	List of your other works or writings (or links to them in blog)
<input type="checkbox"/>	Write in 1st person if your page is "About Me"!
<input type="checkbox"/>	Add other pictures to show who you are
<input type="checkbox"/>	Link to your media page
<input type="checkbox"/>	Social Media Links
<input type="checkbox"/>	Add the most important info above the fold

Contact Page Essential Elements

<input type="checkbox"/>	Headline and Title of page
<input type="checkbox"/>	Alt text, meta data, and description
<input type="checkbox"/>	Include your email address to be contacted directly
<input type="checkbox"/>	Only include a physical address if you need to
<input type="checkbox"/>	If adding a physical address, include Maps
<input type="checkbox"/>	Add a Live Chat box (optional)
<input type="checkbox"/>	Add in a contact form for readers to fill out
<input type="checkbox"/>	Add relevant graphics
<input type="checkbox"/>	Add a Thank you message to your readers
<input type="checkbox"/>	Add social media links
<input type="checkbox"/>	Add the most important info above the fold
<input type="checkbox"/>	

WooCommerce Pages

Essential Elements

If adding a shop, add the essential woocommerce pages

Add pages: Shop, Cart, Checkout and My Account

Format each page to your branding and style

Add in a heading, headline and title for each page

Format the alt text, meta data and description

Add in graphics as needed

Make sure it's linked up with your email marketing

Consider adding a default thank you page