"Author Website Strategies for Attracting Readers and Boosting Sales"

Presented by
Wendy Dingwall, Publisher

Canterbury House Publishing
The Role of the Web Designer

• To create a design that will evoke the feelings portrayed in the author’s books: Romantic, Mysterious, Humorous, Business Like.

• To create and implement the functionality of the site: Static Pages, Pages that change periodically, enabling blogs, newsletters, calendars, widgets, links, contacts, etc..

“Today’s websites are vibrant, high-tech, interactive pillars that bolster marketing strategies. They provide user experiences, communications platforms, information and community.” – Neil Levin, President of EverPub, LLC specializing in website development for publishers.
The Role of the Author

- To direct or manage and communicate your needs to the web designer.

- To update periodically those pages that require updating, or provide the information to web designer for updating.
**HOME PAGE**

- Welcome Readers/Visitors with brief info and picture of yourself. Should match style of the author.
- Easy buttons for quick access to other pages of information.
- Side Bar to feature quick access to information about your latest book, hot topics, subscription to newsletter, or announcements, or blog.
- Easy access to friend you on Facebook or Follow you on Twitter
- Links to Contests and Giveaways
Do you LIVE in New England?

Come see Jodi in a one-night-only, one-of-a-kind discussion at Northern Stage — “The Art of the Storyteller”

Monday, February 7, 2011 7:30 p.m.
Briggs Opera House
12 North Main Street
White River Junction, VT.

THINKING AHEAD... to Sing You Home

My 2011 tour for SING YOU HOME is going to be a multimedia experience! Here is the current list of tour cities/stores:

Watch the Sing You Home trailer »
Read an excerpt of Sing You Home »

House Rules hit bookstores on March 2, and debuts at #1 on the NYT bestseller list! Thanks to all of you who made that happen! It’s about Jacob Hunt - a boy with high-functioning autism - who is accused of murder. When your son can’t look you in the eye...does that always mean he’s guilty? You
"Although we've never met, I love Kelly Corrigan like a friend. Her work gives me a rich sense of intimacy with someone who is full of life and hard-fought wisdom. She's hilarious, tender-hearted, tough, loyal, wild, and screwed-up—like all the coolest women I know."

Anne Lamott
Bestselling Author of *Operating Instructions*, *Plan B*, *Bird by Bird* and *Traveling Mercies*
Author Bio Page

- Have one or more *active* pictures of yourself.
- Full length Bio
  - Give only as much personal information as you feel comfortable giving, but try to give information that allows a reader to feel as if he’s getting to know you, making you a friend.
  - Perhaps you’re a chocolate lover and can lead your readers to some cool blogs on chocolate.
  - An animal lover? Talk about your favorite cat or dog. You get the idea.
  - Answer questions that might be asked in an interview, unless you have an actual interview on your media or news page. Or, questions that you’d like asked but haven’t been asked.
JODI PICOULT

Seventeen magazine while still a student. Realism - and a profound desire to be able to pay the rent - led Picoult to a series of different jobs following her graduation: as a technical writer for a Wall Street brokerage firm, as a copywriter at an ad agency, as an editor at a textbook publisher, and as an 8th grade English teacher - before entering Harvard to pursue a master's in education. She married Tim Van Leer, whom she had known at Princeton, and it was while she was pregnant with her first child that she wrote her first novel, Songs of the Humpback Whale.

In 2003 she was awarded the New England Bookseller Award for Fiction. She has also been the recipient an Alex Award from the Young Adult Library Services Association, sponsored by the Margaret Alexander Edwards Trust and Booklist, one of ten books written for adults that have special appeal for young adults; the Book Browse Diamond Award for novel of the year; a lifetime achievement award for mainstream fiction from the Romance Writers of America; Cosmopolitan magazine's ‘Fearless Fiction’ Award 2007; Waterstone's Author of the Year in the UK; a Vermont Green Mountain Book Award, a Virginia Reader's Choice Award, the Abraham Lincoln Illinois High School Book Award, and a Maryland Black-Eyed Susan Award. She wrote five issues of the Wonder Woman comic book series for DC Comics. Her books are translated into thirty four languages in thirty five countries. Three - The Pact, Plain Truth, and The Tenth Circle, have been made into television movies. My Sister's Keeper was a big-screen released from New Line Cinema, with Nick Cassavetes directing and Cameron Diaz starring, which is now available in DVD.

She and Tim and their three children live in Hanover, New Hampshire with three Springer spaniels, two donkeys, two geese, eight ducks, five chickens, and the occasional Holstein.
A front cover of Each Book with minimal information.
Each book could have: ISBN, Price, a one or 2 sentence description (not necessary unless you have lots of books and someone may want to use the info to decide which book to look at first.)
A link that will lead you to the individual Books page with the synopsis, reader blurbs, buying links, excerpt links, and book trailer, if you have one.
A Detective For Your Armchair

Please click on a book cover to read more.

Available in Paperback

Available in Paperback

Available in Paperback
Southern Fried

Malice Domestic-winner 2004

Book Description
Attorney Avery Andrews left her BMW behind in Columbia, South Carolina, along with her job at a high-powered law firm. She's come back home to Dacus where the vehicle of choice is a pickup truck with a dog chained in the back. Avery wants time to rethink her career and her life. What she gets is a bossy great aunt drumming up clients and dragging her to social...
she's at Luna Lake when divers find a car containing a corpse because an old high school classmate is trying to get her attention with a half-baked stunt. Now, the discovery of the dead body sweeps Avery into a red hot case...and into the sizzling secrets of small town life, where some people get away with murder.

Read an excerpt from *Southern Fried* on Amazon.com

Reviews

"Pickens, a lawyer and teacher with deep roots in the Carolinas, balances the dark and light aspects of the subgenre adeptly, and almost always manages to avoid corn and sentimentality."
--Chicago Tribune

"The world of Dacus, soaked in tart atmosphere, is well worth a visit." --Kirkus Reviews
Reviews Page

- Post your reviews here

News Page

- Post your news here
Thursday, December 2, 2010

Speaking Engagement & Book Signing
December 2, 2010, 7:00 PM
Barnes & Noble Booksellers
1035 Emmet Street, Charlottesville, VA
This event is free and open to the public.

*Google Map*  *ShareThis*
• Have a press kit available for Download
  o Author Bio
  o Book Synopsis & Blurbs
  o Press Release(s)
  o Reviews/Articles
  o Touring Schedule
  o Suggested Questions for Interview
  o Book Club Questions

• Publicity Contact information
  o Who to contact for Cover Art and Head Shots
  o Who to contact for Interviews and Appearances
  o Who to contact to Signing Events
<table>
<thead>
<tr>
<th>Contact Page</th>
<th>Links</th>
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<tbody>
<tr>
<td>• Use contact templates or simply place your email address, or that of your publicist.</td>
<td>• Add links to organizations</td>
</tr>
<tr>
<td>• Some authors may wish to combine the author contact information with the Media page information.</td>
<td>• Add links to your favorite book stores</td>
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<td>• Add links to sites associated with your books</td>
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Media Kit

Author Bio

Photo: Low Res | High Res
(right click & save as)

Interviewer’s Sample Q&A

Upcoming Presentations

Sample News Release

Reviews of Recent Books

Contacts
Publisher: Bella Rosa Books, 803-328-0680; PO Box 4521
(1060 Ragin Lane), Rock Hill, SC 29732
Publicity:
Tour Manager: Pat Meller, 336-209-0628; patmeller[at]aol.com
Presenter: Chris Roerden, 336-323-1032; croerden[at]aol.com
Some Examples of Hot Topics are:

- Radio/TV Interviews
- Latest Press Release or Book Review
- Latest Signing event
- Author Conferences
- Book Trailers
- Contests
- Giveaways

Hot topics can be found as you scroll down a page (usually the home page, or in a sidebar that can be seen on every page, depending on your site design.)
RECENT BLOG POSTS -

Confessions of a failed Tiger Mom
Tuesday, January 25th:
A post that I wrote for Murderati.com:
A few years ago, I had the pleasure of sitting on a literary...
Read More »

“Rizzoli & Isles” premieres in France on January 10
Thursday, January 6th:
It will air on TPS Star.

Rizzoli & Isles goes to Singapore
Monday, January 3rd
“Rizzoli And Isles

UPCOMING EVENTS -

2011 APPEARANCES AND SIGNINGS:

February 5, 2011: Chinese New Year Festival speech, Catherine McAuley High School, 631 Stevens Avenue, Portland, Maine. 2:00 PM.


February 17: Gardens Branch Library, Palm Beach Gardens, FL. 2:00 PM
March 3: College Club of Boston, Dinner speech.
March 8 – 12: Emirates Airline Festival of Literature, Dubai,...

RECENT VIDEO -

TNT: Rizzoli & Isles - A Conversation with Tess Gerritsen
June 1, 2010
Go behind the scenes of Rizzoli & Isles with author Tess Gerritsen, who created the characters in her popular novels.

View All Videos >>
Widgets are applications that can be embedded into your website to jazz it up and add extra value to the site. Your web host may have widgets available to choose from when building your site. You can find free ones from many sources like Yahoo and Google.

Some examples of widgets are:

- Calendars and Maps (Google & Yahoo)
- Weather Reports (Google & Yahoo)
- Music (itunes) (Apple)
- Buy buttons (Amazon.com, B&N.com, online retail stores)
- Facebook, Twitter buttons
- Share buttons, RSS Feed buttons
- Games,
- Clocks, Calculators
Search Engine Optimization

Improving the availability and visibility of a website via natural search engines versus paying for ads. Things you can do to optimize your search results are:

- Link to other pages within your own website whenever possible.
- Link to other related or affiliate websites. Ask other web owners to Link to your site.
- Keywords and Content (metadata, images, titles)
- SEO services that work within the building of your site to create HTML that will outperform the standard HTML of generic sites. This is technical and can be costly.
To blog or not to blog?

Do you already have a social media presence?

Can you blog regularly?

Do you have a topic that you feel comfortable blogging about?

What are the benefits of blogging?

Should you have your own blog or blog regularly on other blog sites?
Arrgh!

January 26, 2011 by Laurie King

Filed under writing

I'm headed up to San Francisco today to talk to the great folks at the 826 Valencia writing project. The goal of the 826 project (they're also in New York, DC, etc etc) is to build the writing skills of kids ages 6 to 18. I'll pause for a minute while you pop over and look at their site, here.

No, really, go take a look. Because in the header, you'll see this fellow helping a kid write:

And over on the sidebar, you'll see a thing called the Pirate Supply Store.
Kathleen Schmidt, Publicist for Simon & Schuster had this to say about book trailers during her IBPA webinar titled “Publicity in the Digital Age”:

- Book Trailers that showcase only Book cover and quotes are not helpful.
- Authors should be comfortable appearing in a book trailer.
- Show readers who the author is. Make it personal.
- Create a timeline for book trailer to debut at least 1 month prior to release of book.
- Plan for distribution of book trailer.
- Fancy production does not matter as much as content.
- Trailer should portray the feelings that your book will evoke.
Promoting your Website

Keep information fresh, update regularly. By doing so you will give readers a reason to return to your site. Add value by offering things like reader contests, convention announcements, bestselling titles, etc…

The traditional media campaign is defined by; print, radio, and television coverage resulting in reviews and interviews.

A digital media campaign would include blog interviews, guest blogging, podcasts, social media engagements, announcements or monthly newsletters, and finally, opportunity for interaction with the author through his/her website.

A digital campaign should begin 4-6 months prior to publication.
"Why can’t you use Facebook, like everybody else?"
...You start out with great intentions, great thoughts, then you run out of ideas and end up telling people what you had for dinner.