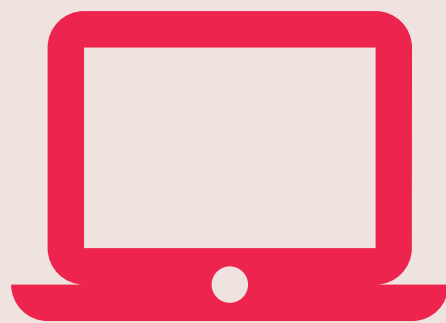


Guide to an Author Website



WWW.NICOLEGAUDETTE.COM

Hey Book Dragons!



When you're an author trying to get yourself out there, one thing you need to do is create a website.

Your website is your online home where readers (and potential readers) will find you, want to find out more about you, and want to find your books.

This guide will cover what you need to include on your author website so you've got all of the information you need provided on your author site.

Get ready, and get website-making!

xoxo

Nicole

Follow me:



Your Author Website Checklist:



HOME PAGE

- put your most important links on the home page

ABOUT PAGE

- this is an introduction to YOU for readers/potential readers

CONTACT PAGE

- gotta give people a way to contact you

BOOK PAGES

- this is where you feature your books

OPTIONAL: BLOG

- a blog is optional but can help with getting traffic

Before getting started:

To create your website, you will need:

- a domain
- a website builder

You can purchase a domain inexpensively (usually \$10-20 per year). For building your website, you can use Wordpress for free with a free theme and a cheap host (like Bluehost).

BUT BUT BUT

Please only use Wordpress if you're a, already tech savvy or b, have looooots of time to dedicate to learning. It is a steep learning curve, and you only hurt yourself by having a website that LOOKS cheap.

Otherwise, go for a WYSIWYG (what you see is what you get) builder like Wix, Weebly, or Squarespace.

They are simple drag-and-drop editors almost anyone can use, and for a personal author website, you can go with their lower-priced plans since you're usually not selling your own books.

If you eventually have products to sell, you can upgrade at that point if needed.

One extra note about design: Don't worry about going super fancy with your design.

If you're not real techy and not a graphic designer, then keep it simple. Use a plain white background, 1 or 2 fonts, 2 or 3 colors, and simple images (you can make images easily for free in Canva; if you want more free images for commercial use, try Unsplash).

Check out the visual branding guide in the resource library if you haven't picked out your colors and fonts yet.

Going simple both makes it easier on you and keeps your site from looking like a third grader puked crayons (nothing against third graders, they could actually create awesome websites with their tech skills!)

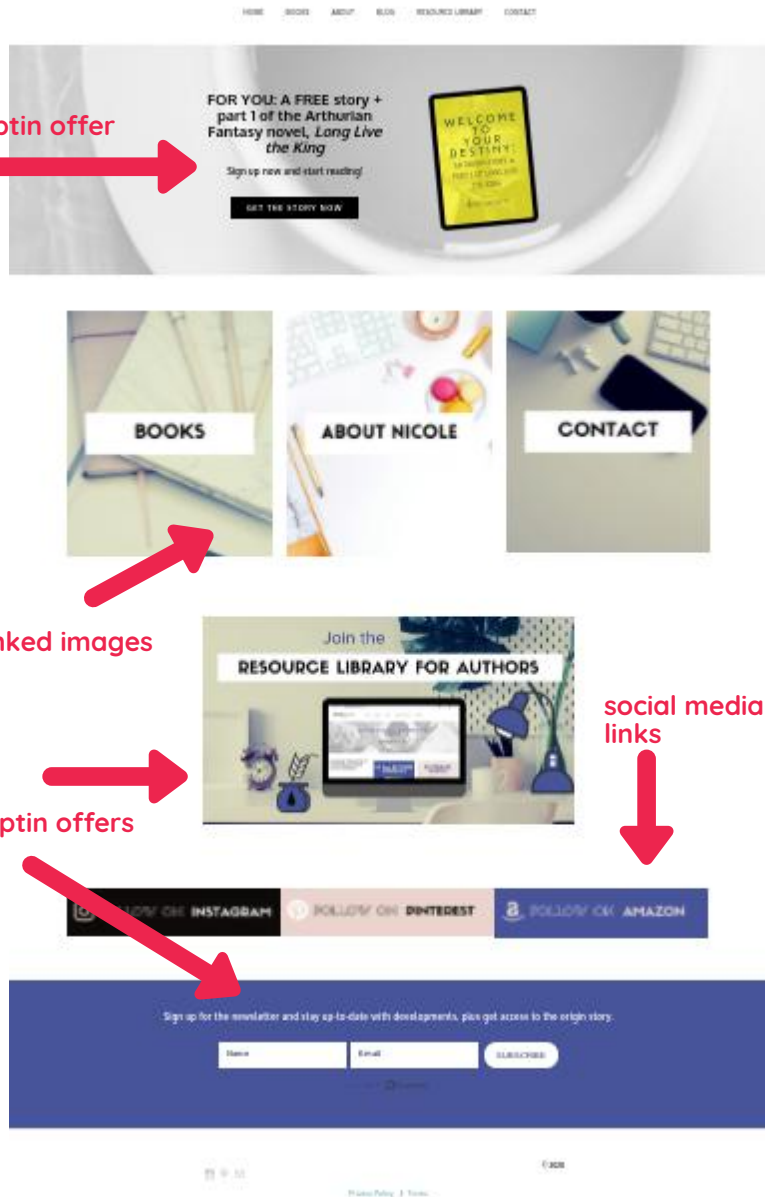
One last note: There are also two pages not listed that you need to include (on any website out there) - your Terms and Conditions page and your Privacy Policy page. These are legal pages you need. You can search for builders online for each.

Your Home Page

Your home page is the home base for your website! You'll want to include links to the **major pages on your site** (contact, blog, general book page), **social media**, as well as **optins** for building your email list (you'll usually want that first, right at the top, and at the bottom).

This is also a good page to include **major announcements and the latest news** about your books or writing.

Make a list of everything you want linked on your home page. Will you have them as text links, or create images for them?



Your About Page

Your about page is your bio. This is where you talk about yourself - I know, I know, writers hate that, it's why we write about characters!

But this is where you can help readers or potential readers feel more of a connection to you and see you as a fellow human being.

Feel free to inject some personality!

Brainstorm what you're going to include. Think of some fun unusual facts about yourself, as well as your writing journey:

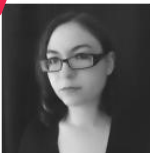
name

HOME BOOKS ABOUT BLOG RESOURCE LIBRARY CONTACT

Hi! I'm Nicole Gaudette. Some random information about me:

- I have terrible penmanship normally EXCEPT for writing on envelopes
- aside of being an astrologer (my day job) and writer (my night job), other jobs/careers I wanted/tried to do included being a singer, architect, paralegal, and environmental engineer (yep I'm eclectic)
- speaking of being an astrologer, I'm a Libra Sun, Pisces Moon, Scorpio Rising (syk)
- I'm half white, half Puerto Rican
- I'm going prematurely grey though you can't really tell in pictures much. I haven't colored it
- I was obsessed with Justin Timberlake when I was 13 in a borderline-stalker way
- my favorite flavors are chocolate, cinnamon, and garlic (but not together, that would be disgusting)
- I've worn glasses since I was 5 and am blind as a bat
- I'm a vegetarian and lactose intolerant
- I'm right-handed and have terrible skin (atopic dermatitis)
- I love the holidays and tacky decorations
- my favorite movie is The Lost Boys (literally seen it like a thousand times)
- my favorite books include Pride & Prejudice, Les Miserables, and The Once and Future King (but I'm not a book nerd at all - I'll totally read some trashy dark romance, especially if it's HEA)

picture



My writing story:

I started writing at age 7 when my best friend at the time got into it. I started playing around with it for fun. It wasn't long before I fell madly in love with writing, and if anyone asked me what I wanted to be when I grew up, I confidently answered, "I'm going to be a writer!"

Life got in the way for a while, and I even had writer's block for about a decade. But even with all of that time away, I still came back to it eventually.

Somewhere along the way, I came up with the story for [Long Live the King](#). I first started writing it as a film, then as a TV show, before coming to a book for it. I wrote the bulk of it in 2017, stealing moments whenever I could to write a few hundred words here and there. Took the whole year, and I still didn't fully finish!

I had to take time off, but I made a resolution for 2020 to finish and self-publish the book. And I did! Woo!

The first book of the series is done, and I'm currently working on the second (which will hopefully be out early 2021).

When I'm not writing or studying the stars, I'm baking (chocoholic), squealing over dogs (the best thing God made), binging politics (the worst thing God made), and rooting for the Yankees (GO PINSTRIPE!).

FOLLOW ON INSTAGRAM FOLLOW ON PINTEREST FOLLOW ON AMAZON

social media links

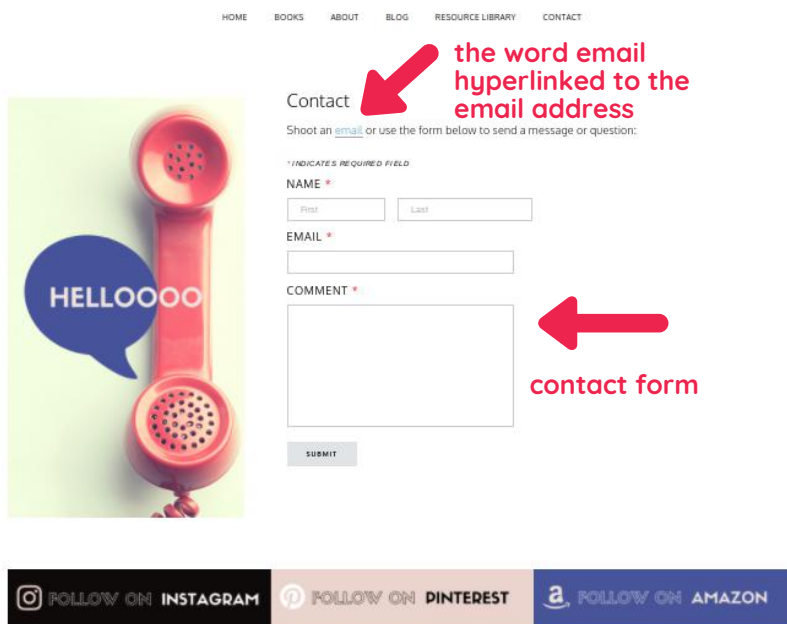
Your Contact Page

Your contact page is pretty simple - all you need is to provide your **email address** (or link text to the email address) and a **contact form** for people to contact you. Also include **social media links** (they can contact you that way too!). A phone number or mailing address is optional (not really needed these days).

This not only allows readers to contact you, but any potential agents, people in marketing, those who'd like to feature you, etc.

Tip: Make sure you have a professional email address! Like:
support@yourdomain.com or
contact@yourdomain.com or
yourname@yourdomain.com

Make a list of everything you'll include on your contact page and the links:



The image shows a screenshot of a website's contact page. At the top, there is a navigation menu with links for HOME, BOOKS, ABOUT, BLOG, RESOURCE LIBRARY, and CONTACT. The main content area features a red rotary phone on the left with a blue speech bubble saying "HELLOOOO". To the right of the phone is a contact form with the following fields: NAME (with sub-fields for First and Last), EMAIL, and COMMENT. A "SUBMIT" button is located below the comment field. A red arrow points to the word "email" in the text "Shoot an [email](#) or use the form below to send a message or question:", with the annotation "the word email hyperlinked to the email address". Another red arrow points to the comment field with the annotation "contact form". At the bottom of the page, there are three social media links: "FOLLOW ON INSTAGRAM", "FOLLOW ON PINTEREST", and "FOLLOW ON AMAZON". A red arrow points to these links with the annotation "social media links".

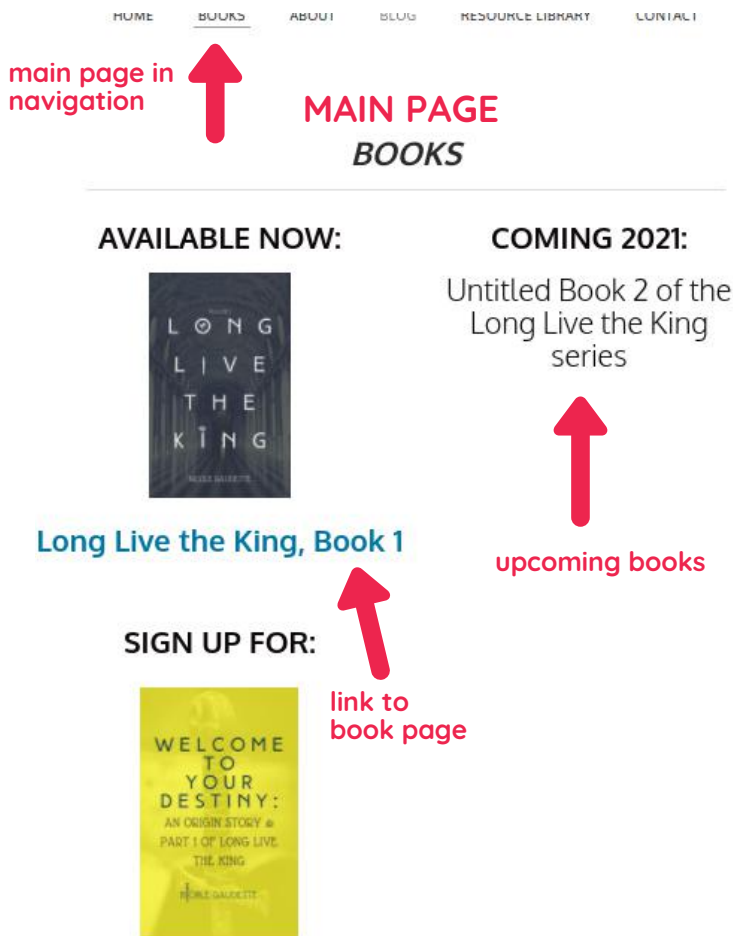
↑
social media links

Your Book Pages

To feature your books specifically, you'll want to create a **main books page** that lists all of your books available (this will be in your main navigation) and is linked to each individual page for the books, and then **individual pages for each book** (these are not in your main navigation).

The main books page will just list the books and link. You can include short descriptions of each book, if you'd like, and can link an image of your cover to the individual page, hyperlink the title, or use a button linked to the page.

What will you include on your main books page?:



Your Book Pages

The individual book pages should be thought of like a sales page, and not only say what the book is about, but why someone should read it and who it's for.

Feel free to do some research on sales page copy (much of it will still apply for your book pages).

And of course, link to every place your book can be bought.

Brainstorm what you can include on your individual book pages:

AVAILABLE NOW AT:

AMAZON BARNES & NOBLE KOBO GOOGLE PLAY

IS THIS BOOK FOR YOU? READ ON:

This is for you if:

- You're an Arthurian Legend fan
- You love books like *The Once & Future King*
- You devour shows like BBC's *Merlin*
- You always check out movies with magic.

So what's it about exactly?

INDIVIDUAL PAGE

cover (mockup may be best but optional)

book description

places to buy (again)

places to buy

who it's for

places to buy (again)

Order Long Live the King:

AMAZON BARNES & NOBLE KOBO GOOGLE PLAY

The premise: In the time of King Arthur, magic was once known to the world, but thanks to the rise of modern religion and some ruthless rulers, it was driven underground, and people eventually forgot it existed.

Now, a group in the magical community is seeking to expose magic to humans so they can take back their power, and the players from King Arthur's time - Arthur, Merlin, and the Knights of the Round Table - have been reincarnated to keep the human world from ending.

August Prescott is a rising U.S. senator, helped by his DFF and chief of staff, Edmund Martin. But on a trip to England, they encounter the Lady of the Lake, and she informs them of their POZAL destiny: August is King Arthur, Edmund is Merlin, and it's up to them to save us all!

Guided by the Lady of the Lake, August and Edmund have to track down the Knights of the Round Table, fend off attacks by Morgan le Fay, and attempt to stop magic from being exposed. Will they succeed?

This is book 1 of what will be a series. Book 2 coming in 2021!

Blog (optional)

You can also include a blog on your author website, but this is purely optional. Some have it, some don't.

If it's something you'd enjoy, go for it. It does help with pushing traffic to your site (since you'll have more content for Google to pick up on and to link to in Pinterest). But again, purely optional!

You can write about writing tips, other authors, review books, your process, go deeper into your books or characters or worlds - be creative!

Brainstorm what your blog will focus on if you include one:

my articles mostly focus on fellow writers

HOME BOOKS ABOUT BLOG RESOURCE LIBRARY CONTACT



BLOG ARTICLES

SELF-PUBLISHING:



How to Promote Your Self-Published Book

This article outlines 10 ways you can promote your self-published book, from using social media, to ads, to doing readings, and many more.

READ NOW

button linked to article



How to Fund Your Indie Author Career

Money from book sales can take a long time to add up, so experiment with these 8 ways of funding your writing career so you keep going.

READ NOW



The Self-Publishing Checklist

If you've finished writing your book or are in the process and thinking of self-publishing instead of traditional publishing, this article is a list of what you'll need to do.

READ NOW


short description

images for each

NEXT STEPS:

And that's your website, congrats!

If you didn't do it already, go back to the Resource Library and download the other guides and suck so you can focus on using Pinterest to drive traffic to your website and more!



Back to the Resource Library

Focus on Pinterest, email marketing, and more with the free author resource library

[LIBRARY >](#)

Support a Fellow Author!

If you like Arthurian legend and/or urban fantasy novels, get my book, Long Live the King!

[GET THE BOOK >](#)