

Author Websites Cheat Sheet



Your Website's Purpose

- Book Sales
- Newsletter Sign-up
- Agent Portfolio
- Media Portfolio
- Other: _____

Write Compelling Copy

- Use reader-centric language (you)
- Stay on brand
- Focus on formatting
- Highlight social proof (reviews, awards)
- Review other successful websites for inspiration

Homepage Copy

- Be clear and concise
- Use a bold hero image or header
- Quickly communicate value and benefits to visitors
- Include a clear call to action (CTA)

CTA Copy

- Be direct and specific with your CTA
- Create urgency (time-limited offers or scarcity)
- Place CTAs strategically on your website

About/Bio Copy

- Balance personal insight with professional highlights
- Share your journey, inspirations, and notable achievements



Book Descriptions

- Include a strong hook
- Provide a brief summary without spoilers
- Focus on main characters and their motivations
- Emphasize unique selling points
- Include a clear call to action

Blog Writing

- Be consistent with posting
- Aim for content variety
- Encourage engagement through comments and prompts
- Use SEO to attract organic traffic
- Incorporate visuals (images and videos)

Images and Videos

- Ensure high-quality resolution
- Use professional author photos if possible
- Include book covers, event photos, and relevant blog images
- Maintain a consistent style and quality
- Create book trailers, share interviews, and provide behind-the-scenes content
- Focus on engaging and promotional content

Author Websites

Cheat Sheet



What is your niche?
Think subgenre.

SEO and Discoverability

Keywords

Research and integrate naturally

Long-tail Keywords

What are people asking?

Image Alt Text

Good for SEO and accessibility

Title Tags

Concise, relevant, with keywords

Meta Descriptions

Include keywords and a CTA

Internal Linking

Make it easy to navigate your site

Monthly Updates

- Add new releases, events, reviews, and blog posts
- Ensure all purchase links are working

Quarterly Reviews

- Check SSL certificate, backups, security plugins, loading speed, and fix broken links

Key Analytic Metrics

- Page views
- Unique visitors
- Sessions
- Bounce rate
- Average session duration
- Pages per session
- Traffic sources
- Conversion rate

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Cheat Sheet



Building an engaged
community unlocks
so much potential

Advanced Techniques

Integrating a Newsletter

- Set up a mailing list with third-party services or built-in options
- Create attractive signup forms and offer incentives
- Design effective email campaigns with consistent branding, engaging content, segmentation, personalization, and clear CTAs

Monetization Options

- Direct sales: Offer signed copies or personal touches. Enjoy retaining more of your sales but be ready to put in the work.
- Merchandise shop: Use platforms like Shopify or Etsy or built-in shop options. Make sure the content you sell is valuable. Great way to sell limited editions or signed copies of books.
- Paid membership or subscriptions: Provide valuable perks and exclusive content. This requires regular effort to fulfill your end of the bargain. Failing to do so can damage your reputation and brand.

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