

6 Essentials for Effective Author Websites

inn8ly
websites without worry

1 ASSURE READERS THEY ARE IN THE RIGHT PLACE

CLEAR BRANDING, CONSISTENT DESIGN ELEMENTS LIKE COLOR AND FONTS

- AUTHOR NAME
- AUTHOR PHOTO
- BOOK COVER



GIVE YOUR VISITORS A BENEFIT ORIENTED REASON TO STAY

SHOW THAT YOU UNDERSTAND THEM AND WHY THEY SHOULD READ YOUR BOOK.

3 PROVIDE REASON TO BELIEVE

SHARE OTHER READERS' OPINIONS OF YOUR BOOK AND ANY ACHIEVEMENTS YOU HAVE EARNED.



- AWARDS
- REVIEWS
- TESTIMONIALS

- CUSTOMER AVATAR
- NEXT STEPS

4 CREATE A CLEAR PATHWAY

READERS ON YOUR SITE SHOULD BE ABLE TO EASILY NAVIGATE WHERE TO GO NEXT.



5 MAKE EASY TO CONSUME CONTENT

MAKE THE PAGE FRIENDLY AND EASY TO SKIM OVER AND CONSUME.

- USE OF WHITE SPACE
- SHORT TEST BLOCKS
- OPTIMIZED IMAGES

- LINK TO PURCHASE
- SAMPLE CHAPTER DOWNLOADS
- NEWSLETTER SIGNUP

6 PROVIDE A CLEAR CTA

MAKE IT CLEAR WHAT TO DO NEXT. SUPPORT THEIR JOURNEY.

