

Killer Nashville Mystery Writer's Conference, August 2019

"What Your Website Should Do for You"

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**Website checklist**

| <b>Website Element</b>            | <b>Goal</b>  | <b>Action</b> |
|-----------------------------------|--|---------------|
| <b>Home page</b>                  | The reader immediately understands your core story and what you have to offer.   |               |
| <b>About section</b>              | Additional information about author that resonates with readers/establishes authority.                                 |               |
| <b>Social media icons</b>         | Visible on all pages, usually in header and/or footer.   |               |
| <b>Email list opt-in</b>          | Reader has reason to subscribe. Subscribing is easy and obvious. Opt-ins reflect back matter in books.                 |               |
| <b>Blog</b>                       | Consistent posts, style, imagery and schedule.   |               |
| <b>Readability</b>                | 45% of site visitors use mobile devices. Website has responsive theme, easy to read text, appropriately sized fonts.   |               |
| <b>Hub and spoke</b>              | Author core story and imagery consistent across website (hub) and social media (spokes).                               |               |
| <b>Shareability</b>               | Reader can easily share posts & pages.   |               |
| <b>Navigation</b>                 | Reader easily finds important pages in primary menu, i.e. About, Contact, Books, Blog, Media. Multiple internal links. |               |
| <b>Book discoverability</b>       | Reader easily finds master list of all books.  |               |
| <b>Links</b>                      | Readers can buy books from any page. No broken links.  |               |
| <b>Policies</b>                   | Reader can find cookies policy, email sharing policy, etc.   |               |
| <b>Branding</b>                   | Imagery, colors, fonts, reflect genre/core story.  |               |
| <b>Search Engine Optimization</b> | Website appears at top of search results for "author" + "your name."   |               |