

DVWG Author Website panel

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What I learned while researching options for developing my author website:

Your author website is your primary online presence. The home base on which to build your author platform.

Unlike Facebook and other social media sites, an author website allows you complete design and editorial control of your branding.

Best to have ownership and control (own your own domain name.)

Look for Responsive website format (automatically adjusts for viewing on mobile devices)

Ease and flexibility in making changes. A website that can grow along with your writing business.

Should allow for blogging, e-commerce, the ability to capture email address for future mailings, social media links, contact and "press" pages.

I chose Pub Site because:

Author-centric business model (all they do is authors and books)

Easy-to-use DIY option at zero cost with 14-day free trial.

Offers option of hiring a web design specialist at cost starting as low as \$399

Competitive \$19.99/month hosting

Allows and encourages authors to own their own domain

If you want to know more:

pub-site.com

michellebassett.pubsitopro.com (my under-construction, free-trial author website)