Diamond Valley Writers Guild

The question: Why do I need a website?

I’m sure you’ve asked yourself that, several times. In today’s world, almost everyone is on the internet to find out “something.” If you mentioned someone’s name because you know they wrote a book, you would look them up, and their website would appear to see what you are all about.

Most authors have limited funds to invest in a website and consequently may decide to forgo the expense. For those of you that have some type of website, you may want to consider updating and/or upgrading to something with more excitement. If you have no website, and you want to continue writing and get your books out to the public – you especially need a website that reflects your writing and most of all, YOU. There are various sights like FACEBOOK, TWITTER, LINKEDIN, etc. that can help in some marketing aspects, but how are you going to inform your readers?

Those of you that have no website:

1. How are you going to get the word out that you have a book(s) you’ve just finished and produced? It’s not enough to use one of the sites available, like Amazon.com or B & N.
2. You have to let your reading public know. They want to know what you’re doing, what is your next project.
3. Sometimes by giving them an update of where you are in the story, or when your book is going to your editor or is at the printer. All of this keeps the reader alive with interest. (Can’t wait for the next book!)
4. As soon as you know what your book cover is going to look like, show them through your website, even before the book is finished on your website including all the other sites out there. You would be surprised by the reaction you get.
5. How will you advertise that “you’re taking pre-order” reservations?
6. How will you sell “autographed” copies of your books?
7. How will you create “Father’s Day” special or a “Christmas” special of one or all of books that you’ve written?
8. Your website should be developed to have something unique. (an example, the maps section in my website www.NovelsByVic.com)
9. By having my website, I have connections to readers all over the world. One of the books I produced, THE MOSCOW INTRIGUE, I was asked if this
book is available in the Russian language. I have converted this book, using English to Russian software, but have not published it yet.

10. Readers aren’t the only people looking at your website. Consider, the movie industry, (Directors, producers, actors, etc.) Movies are always looking for new material.

11. How to choose a company to build your website.
   a. When considering a company, the cheapest may not always be the best. Because at the end of the day, this is going to be the site that is going to help sell your books.
   b. Try and pick a company that not only creates your website, but also that can create your book covers, business cards, book markers, etc.

12. Pick a website name that you will keep and should reflect you, the author and should be simple. As an example, NovelsByVic.com

13. On the last page are the various BLOGS I have used to advertise my books. Right now I have about 43 that I use. Almost every one of those will ask for your website. These 43 blogs that I use convert to countless thousands of other people that will see it. Almost every one of these will ask you for a website address.

14. A few interesting statistics for you, that your website builder can add. It’s called GOOGLE ANALYTICS.
   a. The total number of countries in the world that have accessed my website NovelsByVic.com is 105 countries. Remember, there are only an estimated 190+ countries in the world.
   b. The total number of cities that have accessed my website is 1,075 cities
   c. I have approximately 4,950 FB friends
Those of you that have a website:

1. Once you have your new and improved website, you may also want to update it every 3 to 5 years. Keep the same name, just have some new and exciting “bells and whistles” for your readers.

2. Creating or updating a website is a personal thing that should reflect the author. However, some authors must rely on the web designer.

3. You may want to look at other websites to give yourself an idea of what suits you.

4. You may want to consider updating and upgrading if you don’t think you’re getting the traffic to your website.

5. Whatever you do, give it some color, something that will stand out. You must give your input to the web designer.

6. Always remember, that your website is a reflection of you – the author, who is trying to sell books.

Question and answers___________________