

# Advanced Website Tricks

## To Help You Pull More Traffic & Sell, Sell, Sell!

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## Effective Web Writing

### 1) Reasons why people leave websites and go elsewhere?

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Main reasons people leave: 1)Confusing website 2)They cant find what they want.

### 2) Website format: do's and don'ts of effective websites.

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### 3) Winning ways to write for the web...

- Know your book (use a great headline, or a good book hook)
- Know your customer (target your customer, and write for that audience)
- Show advantages (of buying your book vs. others, give them something)
- Show “problem” & solve it (your book hook, or raise a *riveting* question & answer it)
- Show credibility (your refs, experience, comments, quotes)
- Be honest (don't make unreasonable statements)
- Be brief, use bullets points (don't put your mission statement on the front page, etc.)
- Be professional (write well, NO mistakes, no excessive CAPS)
- Keep the customer coming back (grab their email address, keep it in an email file for later)
- Close the sale (Example: *Here's how to order! Order Now!*)

**Website design/layout tip:** Use tabs to make all your information available to the reader (or to the media), and to *avoid having everything* on a long & continuous page.

### Main purpose of your website:

To promote & sell your book. Keep your home page dedicated to that purpose so you won't lose your audience.

 **Put your BEST information on the home page** so that your readers can choose what they want to look at. Make all your information available, but have it in an easy to navigate page layout.

#### **Design Goals of a Website:**

- Attractive artwork/pictures, with matching colors (*Possible match to book cover*)
- Easy to read fonts
- Simple flow and layout. (*Don't try new things on your website layout, make it easy!*)

#### **4) What to have on an author's home page:**

1. Photo clip of the book cover (s)
2. Book blurb (*Short -but powerful. Sell it!*)
3. Specs. of book (*size, pages, etc.*)
4. Book review comments (*Three of your best book review comments, 1-2 sent. each*)
5. Professional photo (*Your 1-2" photo is usually large enough*)
6. Short biography of author (*1-2 short paragraphs only*)
7. Newsletter script to catch email address (*get one at: [www.hotscripts.com](http://www.hotscripts.com)*)
8. Downloadable discussion guide for adult books, or "fun stuff" for children's books  
*Like puzzles/games/word search/ etc. , all age appropriate.*
9. Media Room (Media kit basics)
10. Contact information
11. Ordering info. *Or: Shopping cart/or link to one (Get one at: [www.zencart.com](http://www.zencart.com))*
13. Newsletters you have written for your book/about the book.
14. Speaking info. (*If you are a speaker, list qualifications, experience, etc.*)
15. Links to your blogs, or links to other similar websites- with permission.
16. News releases/press releases (*or have these in the media room tab*)
17. Q&A for newspapers/radio (*in media room*)

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