

DESIGNING A  
WEB PRESENCE  
FOR YOUR BOOK  
(BEYOND THE  
PUBLISHER WEBSITE)

DOES YOUR BOOK **NEED** A WEBSITE?

PUBLISHER SITES **VS.** AUTHOR SITES

WHAT DO BOOK SITES **INCLUDE?**

**DOS & DON'TS** OF WEBSITE DESIGN

DOES YOUR BOOK  
NEED A WEBSITE?



WHY SHOULDN'T  
YOU CREATE  
A WEBSITE  
FOR YOUR BOOK?



YOU NEED  
TO DECIDE  
WHAT WORKS BEST  
FOR YOU

DO YOU  
ALREADY KNOW  
HOW TO CREATE  
A WEBSITE?

DO YOU HAVE  
A LOT OF CONTENT  
THAT YOU WANT TO  
SHARE WITH  
READERS?

DO YOU PLAN TO BE  
CREATING AND SHARING OUT  
INFORMATION & RESOURCES  
ABOUT YOUR BOOK  
ON A REGULAR BASIS?



DO YOU  
HAVE THE TIME  
TO CREATE  
A BOOK WEBSITE?

DO YOU HAVE THE  
**FINANCIAL RESOURCES**  
TO HIRE SOMEONE ELSE  
TO CREATE & MANAGE  
A WEBSITE FOR YOU?

# PUBLISHER WEBSITES VS. AUTHOR WEBSITES



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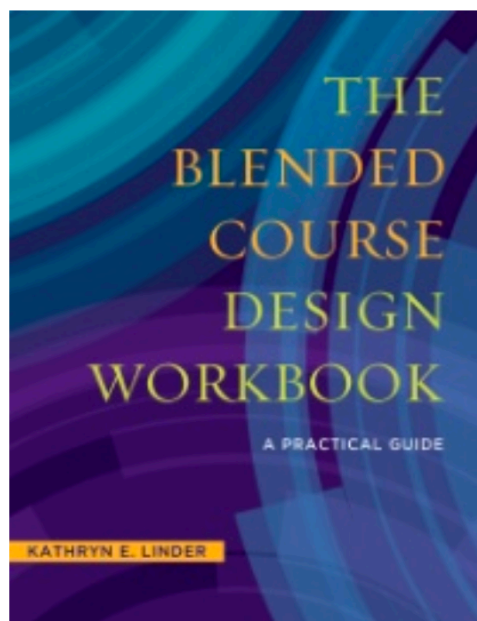
Books : E-Books : Instructor Resources : Blogs & Communities : Calendar : Ordering

About Us

## The Blended Course Design Workbook

A Practical Guide

Kathryn E. Linder



Paper: 978 1 62036 436 9 / \$30.00

[ADD TO CART](#)

Published: November 2016

Cloth: 978 1 62036 435 2 / \$95.00

[ADD TO CART](#)

Published: November 2016

Lib E-Book: 978 1 62036 437 6 / \$95.00

[About Library E-Book](#)

Published: November 2016

E-Book: 978 1 62036 438 3 / \$23.99

[ADD TO CART](#)



[Chapter 1](#)



[Interactive Book Website](#)



[Book Trailer](#)

[Bonus Handouts and Templates](#)

[Share](#)

### Reviews & Endorsements:

"*The Blended Course Design Workbook* brings together the best practices in online learning and residential teaching in a single concise volume and provides a wealth of resources, checklists, and step-by-step instructions essential for the development and teaching of cutting-edge college courses."

- Joshua Kim, Director of Digital Learning Initiatives, Dartmouth Center for the Advancement of Learning (DCAL)

"*The Blended Course Design Workbook: A Practical Guide* is a very useful guide for instructors transitioning from traditional to blended delivery. Linder explains how to write



# About the Book

BCD Workbook Trailer

**Available Now!**

Bonus resources  
available at  
[www.bcdworkbook.com](http://www.bcdworkbook.com)



Blended (also called hybrid) classrooms, in which face-to-face interaction is intentionally combined with online activities to aid student learning, are becoming more and more common. By moving content delivery such as lecture to outside-of-class homework using technology tools such as video or lecture capture, more time can be gained for active learning in-class. Moreover, the blended model is proving to be an environment that

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## FOLLOW THE BCD WORKBOOK ONLINE



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## POPULAR PAGES

[About the Book](#)

[Faculty Development Resources](#)

# Home

Hello there!

I'm Katie Linder and I want to welcome you to the website for my new book *Managing Your Professional Identity Online: A Practical Guide*, available from Stylus Publishing in 2018.

I'm very excited to share this book with you!

On this site you can:

- learn more [about the book](#)
- read and watch about [the latest book updates](#)
- [sign up for monthly emails](#) to get the latest book information straight to your inbox

To learn more about me and my other current projects, visit [my professional website](#).

Thanks for your interest in the book!



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## FIND ME ONLINE



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## RECENT POSTS

- 1 Ep 28: How Does it Feel to Finish a Book Manuscript?
- 2 Ep 27: Hitting the Print Button
- 3 Ep 26: My Second Writing Retreat
- 4 Ep 25: April Writing Challenge Debrief
- 5 Ep 24: April Writing Challenge Update

PUBLISHER WEBSITE  
PROS

YOUR PUBLISHER CREATES &  
MANAGES THE WEBSITE

YOUR PUBLISHER WEBSITE  
PROVIDES CLEAR AVENUES TO  
PURCHASE YOUR BOOK

A PUBLISHER WEBSITE CAN  
OFFER CREDIBILITY



PUBLISHER WEBSITE  
CONS

YOUR PUBLISHER'S WEBSITE IS  
BASED ON THEIR BRAND

YOUR AUTHORSHIP MAY NOT BE  
CONNECTED TO YOUR BOOK  
PROMOTION IN THE WAY THAT  
YOU WANT

READERS MAY FEEL  
**DISCONNECTED**  
FROM YOU AS AN AUTHOR

YOUR PUBLISHER MAY NOT  
UPDATE THE WEBSITE AS  
**FREQUENTLY** AS  
YOU WOULD LIKE

YOU CANNOT CONTROL THE  
**LOOK & FEEL** OF YOUR  
PUBLISHER'S WEBSITE

YOUR PUBLISHER'S WEBSITE  
MIGHT NOT INCLUDE THE  
OPPORTUNITY TO POST  
**VIDEO & AUDIO** FILES



AUTHOR WEBSITE  
PROS

YOU CAN CREATE THE LOOK,  
FEEL, & CONTENT OF  
YOUR BOOK WEBSITE

YOU CAN PROVIDE A MORE  
PERSONALIZED & DIRECT  
CONNECTION FOR YOUR READERS

YOU CAN UPDATE THE WEBSITE  
AS FREQUENTLY AS YOU WANT,  
ADDING CONTENT OR BONUS  
RESOURCES POST-PUBLICATION  
ON A SCHEDULE OF  
YOUR CHOOSING

AUTHOR WEBSITE  
CONS

YOU HAVE TO  
TAKE THE TIME  
TO DEVELOP THE SITE  
& KEEP IT UPDATED

YOU MAY NEED TO PURCHASE  
A DOMAIN NAME &  
PAY FOR WEBSITE HOSTING

# QUESTIONS FOR YOUR PUBLISHER



HOW FREQUENTLY CAN YOU  
UPDATE THE PUBLISHER  
WEBSITE SPACE IF YOU HAVE  
RESOURCES YOU WANT TO  
SHARE?

CAN YOU POST  
VIDEO OR AUDIO FILES  
TO THEIR WEBSITE?

WHAT IS THE EXTENT  
OF THE WEB PAGES  
AVAILABLE TO YOU  
FOR YOUR BOOK?

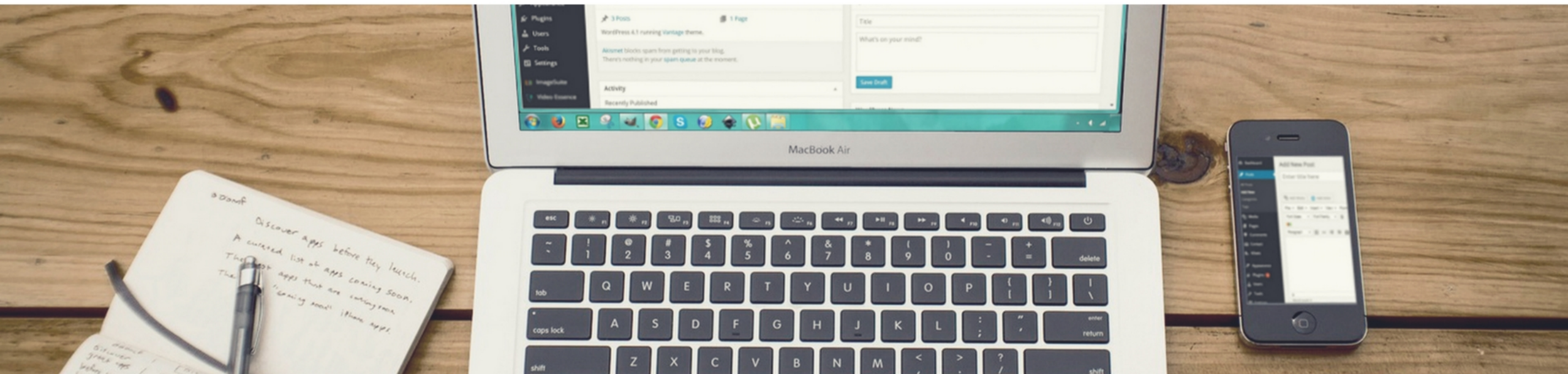
WHERE ARE THE  
BONUS RESOURCES  
FOR YOUR BOOK?

ARE THEY EASY  
FOR READERS TO  
FIND & DOWNLOAD?

ARE YOU PROUD  
TO SEND  
POTENTIAL READERS  
THERE?



# WHAT DO BOOK WEBSITES INCLUDE?



AN ABOUT PAGE FOR THE BOOK

AN ABOUT PAGE ABOUT YOU,  
THE AUTHOR

A PAGE OF TESTIMONIALS,  
REVIEWS OR ENDORSEMENTS  
ABOUT THE BOOK

# About the Book

BCD Workbook Trailer

**Available Now!**

Bonus resources  
available at  
[www.bcdworkbook.com](http://www.bcdworkbook.com)



Blended (also called hybrid) classrooms, in which face-to-face interaction is intentionally combined with online activities to aid student learning, are becoming more and more common. By moving content delivery such as lecture to outside-of-class homework using technology tools such as video or lecture capture, more time can be gained for active learning in-class. Moreover, the blended model is proving to be an environment that

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## FOLLOW THE BCD WORKBOOK ONLINE



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## POPULAR PAGES

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## Author Info

Visit Katie's [professional website](#).

Dr. Kathryn (Katie) Linder is currently the director of the [Ecampus Research Unit](#) at Oregon State University and the host of the ["You've Got This" podcast](#) and the ["Research in Action" podcast](#). She also serves an associate editor for the [International Journal for Academic Development](#). Formerly, she was the director of the Center for Teaching & Scholarly Excellence (CTSE) at Suffolk University in Boston.

Katie is an avid writer and researcher with a passion for connecting audiences with the latest research on distance education and student learning. For the past several years, her work has focused on blended course design best practices, institutional



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## Blurbs & Testimonials

“The Blended Course Design Workbook brings together the best practices in online learning and residential teaching in a single concise volume and provides a wealth of resources, checklists, and step-by-step instructions essential for the development and teaching of cutting-edge college courses.”

**Joshua Kim, Director of Digital Learning Initiatives, Dartmouth Center for the Advancement of Learning (DCAL)**

“Katie Linder has written practical, smart, and even compassionate book on blended course design. Drawing on both research and experience, she walks readers through the process of creating blended courses that will challenge and engage students, providing plenty of examples and tips along the way. This is the essential guide we need to ensure our students will be successful in blended courses.”

**Peter Felten, Assistant Provost for Teaching & Learning, Elon University**

“The perfect mix of theory and practice, The Blended Course Design Workbook equips you to teach your first blended course, re-design an existing class to be more effective, or even launch an entire blended program at your institution.”

**Bonni Stachowiak, Associate Professor of Business and Management, Vanguard University and host of the Teaching in Higher Ed podcast**

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A PAGE WITH **BONUS**  
RESOURCES FOR THE BOOK

A PAGE DESCRIBING AND  
LINKING TO THE PLACES WHERE  
PEOPLE CAN **BUY THE BOOK**

# Faculty Development Resources

At the request of a faculty developer, I created a [What is blended teaching and learning?](#) PowerPoint slide deck that can be used to:

- explain what blended classrooms are
- visualize a spectrum of web integration in the classroom
- differentiate blended classrooms from flipped classrooms
- describe some of the benefits and challenges of blended teaching and learning
- start a conversation about what faculty need to know about blended teaching
- start a conversation about what students need to know about blended learning
- provide an overview of *The Blended Course Design Workbook*

Feel free to modify the slide deck as needed for your audience, but please provide attribution for any content you use that I created.

I also developed [a presentation for a free webinar for faculty developers](#) (PowerPoint slide deck) on *The Blended Course Design Workbook: A Practical Guide*.

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## Buy the Book

*The Blended Course Design Workbook: A Practical Guide* is available from the following retailers:

[Stylus](#)

[Amazon](#)

[Barnes & Noble](#)

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YOU MIGHT ALSO WANT  
AN EMAIL NEWSLETTER

# Book Updates

For several months, I produced monthly book update emails that you can check out below.

## Previous Updates

- [September 2016](#)
- [October 2016](#)
- [November 2016](#)
- [December 2016](#)
- [January 2017](#)
- [February 2017](#)
- [March 2017](#)
- [April 2017](#)

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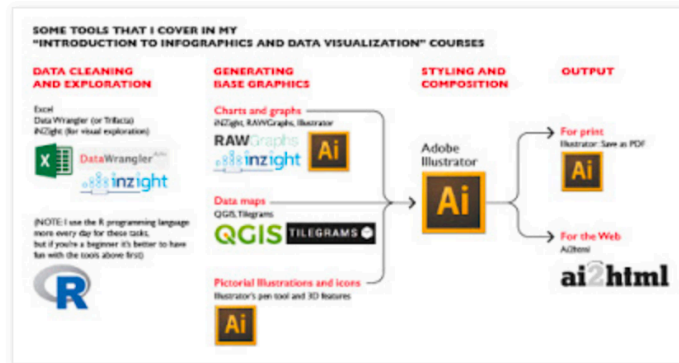
INSTRUCTOR GUIDES

## Tutorials & Resources

I often follow the workflow below when designing static visualizations, both print and online:

1. I generate base graphics in programs such as iNZight, RAWgraphs, QGIS, etc.
2. I export these as vector files, open them up in Illustrator, style them, and arrange the final compositions there.
3. Finally, I use ai2html to export the Illustrator file if I'm going to show it online. If it's a print project, I save it as a PDF.

This diagram summarizes this process, showing most of the tools I explain in my introductory courses:



The list below includes videos that I share with my students during the first few weeks of classes in our **Journalism** and **Interactive Media** programs at the University of Miami.

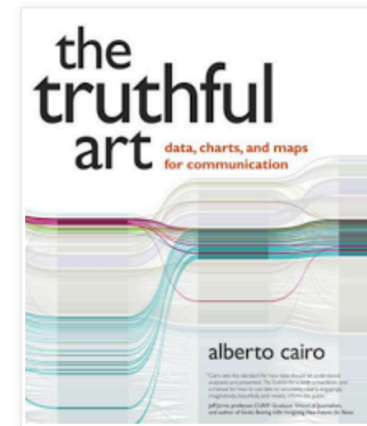
The videos I've recorded myself are in DropBox folders and they are not compressed. Why? Because I'm giving you permission to use them at will in your own classes. You decide whether to compress them for your own purposes or not.

I recommend *not to play these DropBox videos in your browser*, but to *download* them first to your computer. Then, if you have trouble opening them, try a player like **VLC**, which is safe and free.

Follow by Email

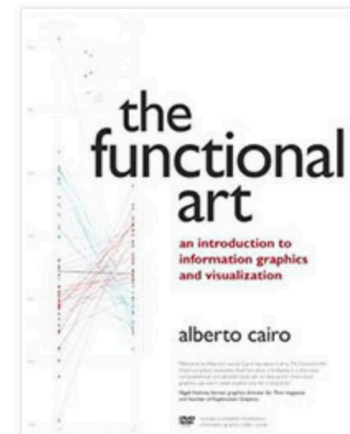
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NEW BOOK AVAILABLE



ORDER IT NOW

The Functional Art book



AUDIO EXTRAS

# Audio Extras

All audio extras are also available in [iTunes](#) and on [Soundcloud](#).

**The Origins of *The Blended Course Design Workbook*** | [Transcript](#) (.docx)



The audio player shows a waveform for a 4:45 minute track. The title is 'BCD Workbook Audio Extras: The origins of The Blended Course Design Workbook'. The cover art features the text 'THE BLENDED COURSE DESIGN WORKBOOK Audio Extras By Dr. Katie Linder' and the website 'www.bcdworkbook.com'. A 'Cookie policy' link is at the bottom left. The SoundCloud logo and 'Share' button are at the top right. A play button and the number '25' are at the bottom right.

**Special Features of *The Blended Course Design Workbook*** | [Transcript](#) (.docx)



The audio player shows a waveform for a 3:22 minute track. The title is 'BCD Workbook Audio Extras: BCD Workbook Special Features'. The cover art features the text 'THE BLENDED COURSE DESIGN WORKBOOK Audio Extras By Dr. Katie Linder' and the website 'www.bcdworkbook.com'. A 'Cookie policy' link is at the bottom left. The SoundCloud logo and 'Share' button are at the top right. A play button and the number '19' are at the bottom right.

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[Handouts](#)

## Podcast

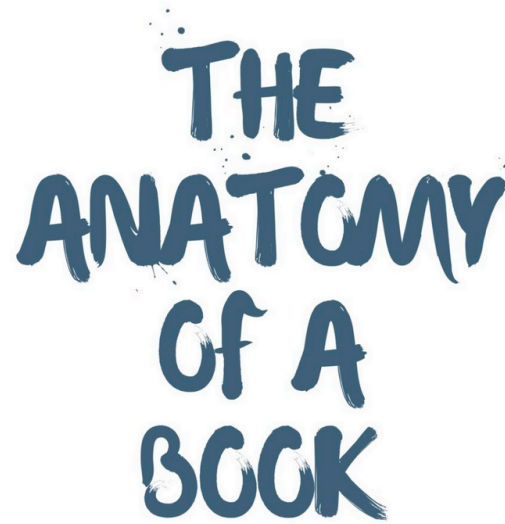
I've been recording regular audio updates as I write *Managing Your Academic Identity Online* since August 2016 and they are now available for you to follow along!

You can currently find the show on [iTunes](#), [Soundcloud](#), and [Stitcher](#).

New episodes will be posted weekly on Thursdays and show notes will be posted in [this blog](#). I'll also be posting a full transcripts for each episode.

I share a little about how this show came to be in [this You've Got This podcast episode](#), so you can check that out to get a little peak behind the scenes.

I hope you enjoy the show – please feel free to offer feedback in the comments of the show notes or by connecting with me on [Twitter](#).



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### FIND ME ONLINE



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### RECENT POSTS

- 
- 1 Ep 28: How Does it Feel to Finish a Book Manuscript?
  - 2 Ep 27: Hitting the Print Button
  - 3 Ep 26: My Second Writing Retreat
  - 4 Ep 25: April Writing Challenge Debrief
-



HANDOUTS

# Handouts

The following handouts are taken directly from *The Blended Course Design Workbook: A Practical Guide* and are meant to be used in conjunction with the book. If used for a faculty development event or program, please offer appropriate attribution.

- 38 Questions for Administrators about Blended Teaching and Learning ([PDF](#))
- 45 Questions for Faculty about Blended Teaching and Learning ([PDF](#))

## Chapter One

- Similarities and Differences Between Traditional and Blended Courses ([PDF](#))
- Pedagogical and Andragogical Principles ([PDF](#))

## Chapter Two

- Your Course Goals and Learning Objectives ([PDF](#))

## Chapter Three

- Template for Transitioning Traditional Assignments to a Blended Format ([PDF](#))

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[Faculty Development Resources](#)

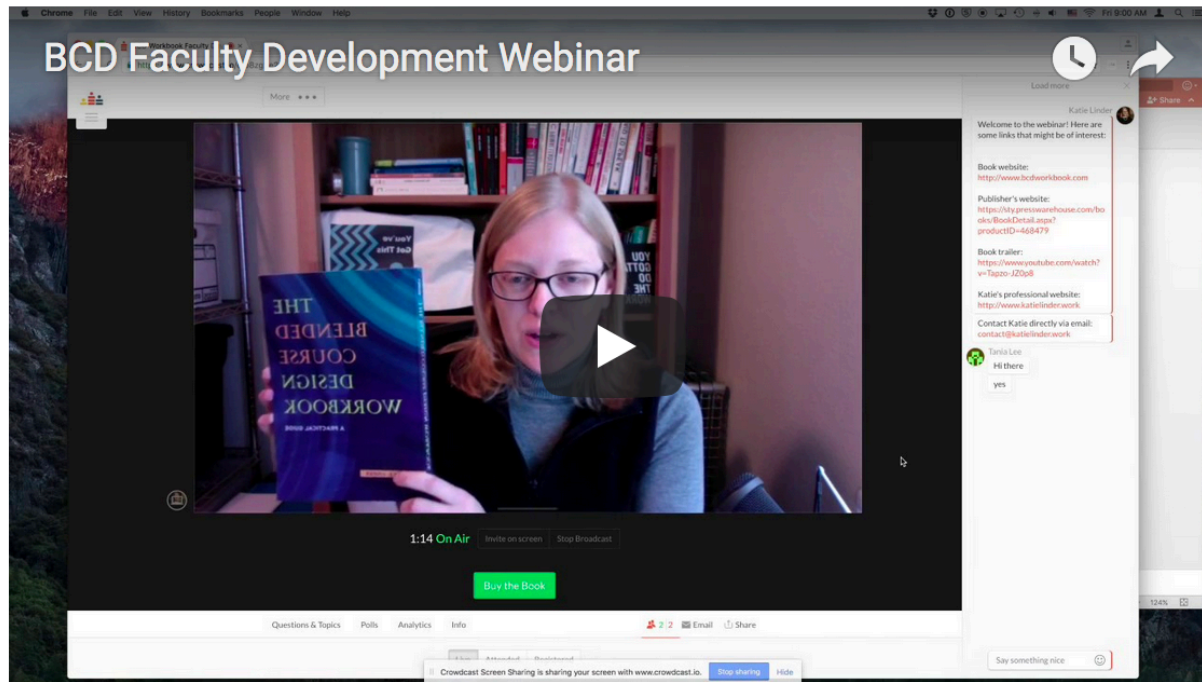
[Audio Extras](#)

[Handouts](#)

# AUDIENCE-SPECIFIC MATERIALS

# Free Webinar for Faculty Developers

A replay of the faculty development webinar from October 2016 can be viewed below or on [YouTube](#).



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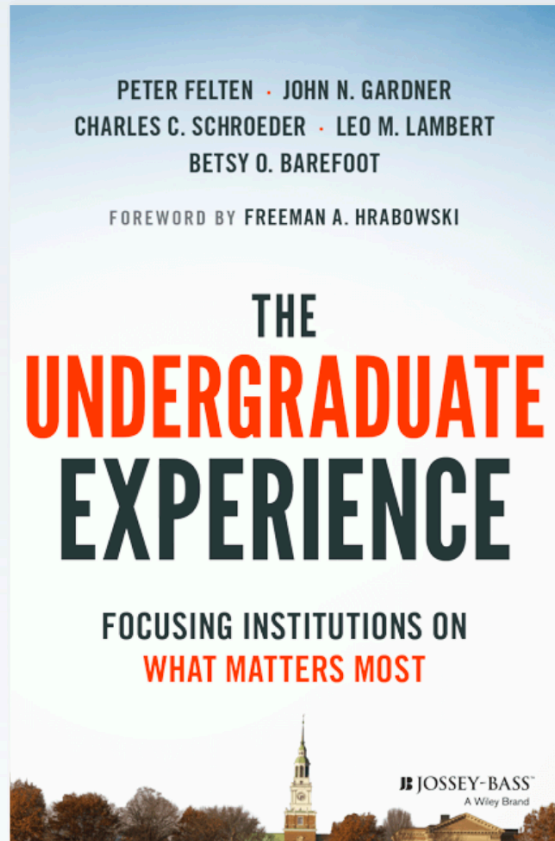
[Free Webinar for Faculty Developers](#)

[Faculty Development Resources](#)

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[Handouts](#)

# COMPANION RESOURCES

[↔ FLIP TO BACK](#)[↗ ENLARGE](#)[🔍 LOOK INSIDE](#)

# THE UNDERGRADUATE EXPERIENCE

FOCUSING INSTITUTIONS ON **WHAT MATTERS MOST**

BY PETER FELTEN, JOHN N. GARDNER, CHARLES C. SCHROEDER, LEO M. LAMBERT AND BETSY O. BAREFOOT

FOREWORD BY FREEMAN A. HRABOWSKI

Drawing on recent research and the authors' wealth of experience, *The Undergraduate Experience* identifies six core themes that are common to all effective higher education institutions: Learning, Relationships, Expectations, Alignment, Improvement, Leadership. These themes provide a framework for focusing both individual and institutional attention on what is most important in undergraduate education.

**ORDER YOUR COPY**



# RESOURCES

✓ CH. 1: WHAT MATTERS MOST

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✓ CH. 2: LEARNING MATTERS

---

✓ CH. 3: RELATIONSHIPS MATTER

---

✓ CH. 4: EXPECTATIONS MATTER

---

✓ CH. 5: ALIGNMENT MATTERS

---

✓ CH. 6: IMPROVEMENT MATTERS

---

✓ CH. 7: LEADERSHIP MATTERS

---

✓ ALL CHAPTERS

---

✓ MORE FROM THE AUTHORS

CH. 3: RELATIONSHIPS MATTER

---

Action Principles

 PDF

Questions for Reflection:

 PDF

# HYPERLINKED GLOSSARY

01 SEP THE PROBLEMS WITH B'ARC CHARTS >>

DATA HANDLING

CHARTING

PROGRAMMING

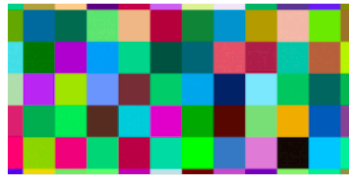
MULTIVARIATE

MAPPING

WEB-BASED

SPECIALIST

COLOUR



0 TO 255



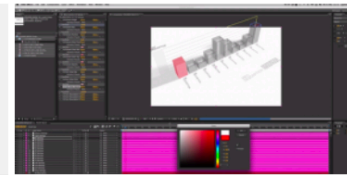
ABBY



ABLE2EXTRACT



ADIOMA



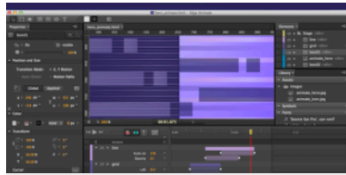
ADOBE AFTER EFFECTS



ADOBE ANIMATE



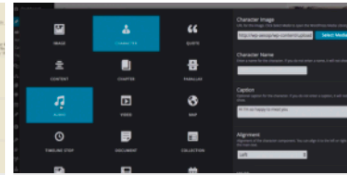
ADOBE COLOR



ADOBE EDGE



ADOBE ILLUSTRATOR



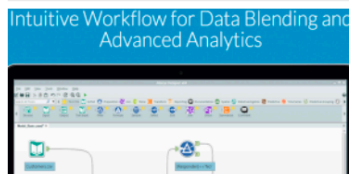
AESOP STORY ENGINE



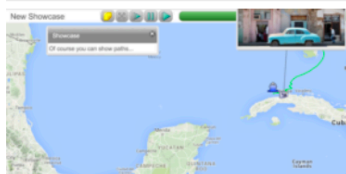
AFFINITY DESIGNER



AI2HTML



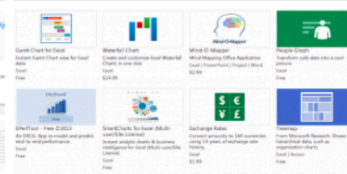
ALTERYX



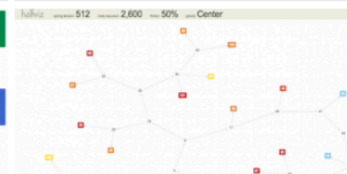
ANIMAPS



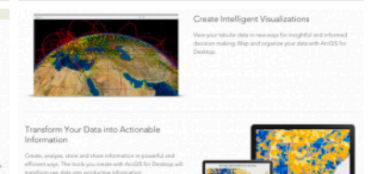
ANYCHART



APPS FOR EXCEL



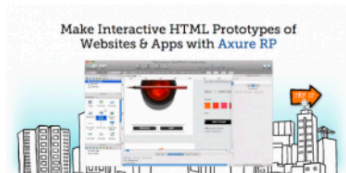
ARBOR.JS



ARCGIS



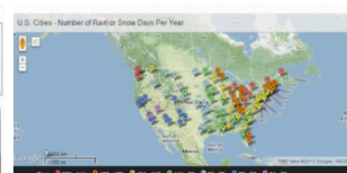
AUTODRAW



AXURE



BALSAMIQ



BATCHGEO



BEAKER



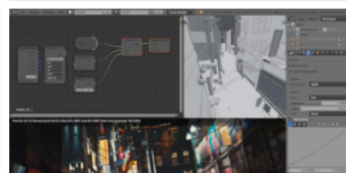
BERTIFIER



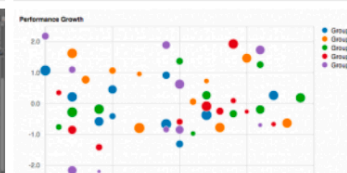
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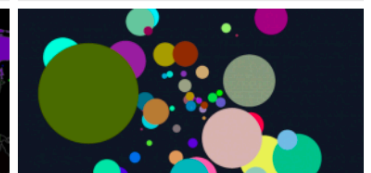
BLENDER



BLOCKSPRING



BLUESHIFT

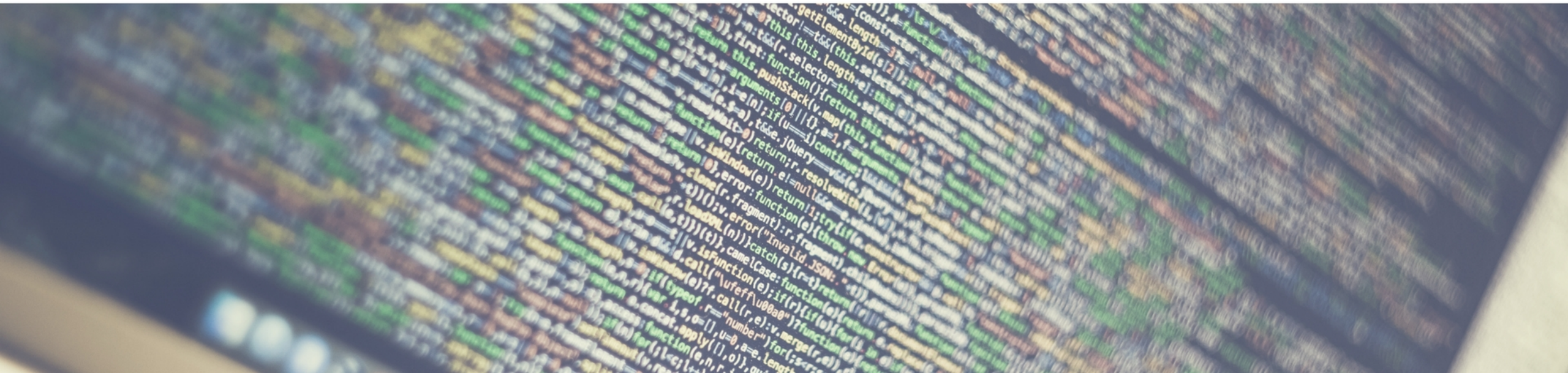


BONSAI.JS

MANY OF THESE RESOURCES  
CAN BE MADE WITH  
COMMONLY AVAILABLE TOOLS



# DOS & DON'TS OF WEBSITE DESIGN



DOS



DO PLAN YOUR SITE

DO USE A SIMPLE THEME

DO KEEP PAGES SHORT &  
TO THE POINT

DO KEEP YOUR WEBSITE UPDATED

DO CREATE MULTIMEDIA

DO THINK ABOUT THE  
USER EXPERIENCE

DO BE ACCESSIBLE

DONT'S

DON'T USE LOTS OF FONTS &  
COMPETING IMAGES

DON'T OVERLOAD YOUR MENU

DON'T MAKE YOUR SITE  
ALL ABOUT YOU

DON'T HAVE **BROKEN** LINKS

DON'T CREATE A **MAZE**  
OF CONTENT

DON'T BE **AFRAID** TO  
CREATE A BOOK WEBSITE



QUESTION  
QUESTION  
QUESTION?  
QUESTION

# THE ACADEMIC BOOK PROMOTION TOOLKIT

by Dr. Katie Linder

## Ready to Get Started?

The Academic Book Promotion Toolkit is a course for new and experienced academic authors like you who want the structure, tools, templates, and guidance to create a plan and timeline for promoting a new book.

Each module in the course includes a video lesson and workbook to help you complete each stage of your book promotion plan.

Throughout this course you will learn how to:

- Generate pre-sale momentum for your book
- Create a plan and timeline for your book promotion activities
- Evaluate and update your current online presence
- Connect with and build your book's audience
- Build a book website
- Create a book trailer video
- Facilitate a virtual book tour
- Launch a podcast related to your book's content
- Maintain momentum after your book's release

There's a little something here for everyone, so I hope you enjoy the course and find it useful as you create your comprehensive academic book promotion plan.

## Contact me!



Hey there! I'm Dr. Katie Linder and I've created this course just for you!

Feel free to reach out to me with feedback or questions about the course by emailing [contact@katielinder.work](mailto:contact@katielinder.work)

You can also learn more about my work and projects at my professional website.

CHAPTER 1

## Course Introduction

In which you get to learn a bit about this course, your instructor, and the features of this website.

[Get Started](#)[View Sublessons](#)

CHAPTER 2

## Get to Know Your Book (Again)

In which you re-familiarize yourself with your book so that you can make strategic decisions about audience.

[Get Started](#)[View Sublessons](#)

CHAPTER 3

## Create a Plan and Timeline

In which you work backward from your book launch date to create the most reasonable promotion plan for you.

[Get Started](#)[View Sublessons](#)

CHAPTER 4

## Evaluate & Update Your Online Presence

In which you embrace your identity as an author in online spaces.

[Get Started](#)[View Sublessons](#)

CHAPTER 5

## Build a Book Website

In which you create an online home for information about your book to live.

[Get Started](#)[View Sublessons](#)

CHAPTER 6

## Connect With & Build Your Book's Audience Online

In which you seek out potential readers of your book and create a digital community.

[Get Started](#)[View Sublessons](#)

CHAPTER 7

## Create a Book Trailer Video

In which you get your book ready for the red carpet (and YouTube).

[Get Started](#)[View Sublessons](#)

CHAPTER 8

## Connect With Readers Via Virtual & Face-to-Face Events

In which you start to plan an online and face-to-face book tour.

[Get Started](#)[View Sublessons](#)

CHAPTER 9

## Create a Book-Related Podcast

In which you build an audience through regular audio episodes related to your book's content.

[Get Started](#)[View Sublessons](#)