

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

DOMAIN NAMES

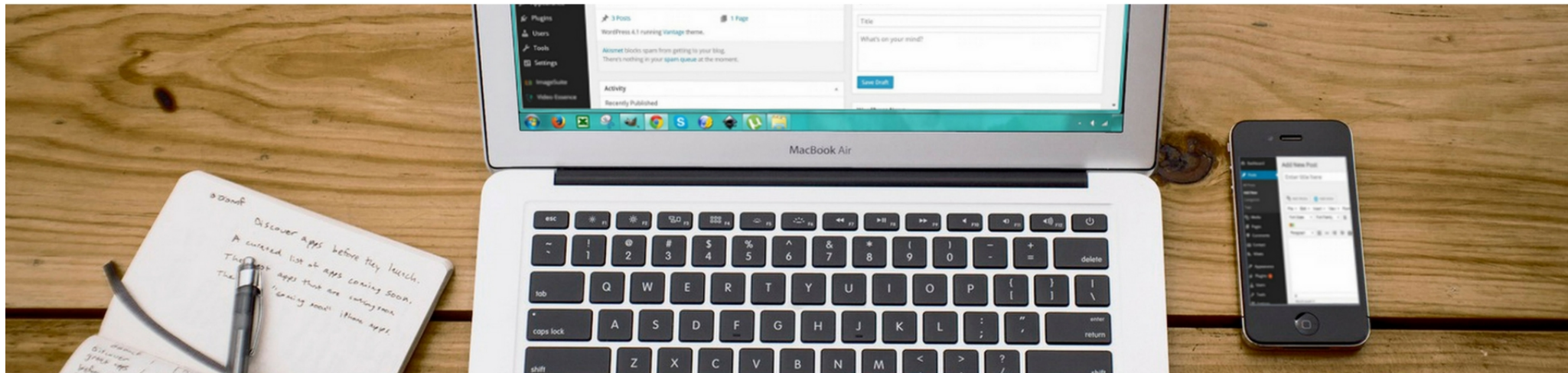
HOSTING PROVIDERS

CONTENT MANAGEMENT SYSTEMS

THEMES, WIDGETS & PLUG-INS

EXTRA CONSIDERATIONS

DOMAIN NAMES



A DOMAIN NAME
IS THE ADDRESS
FOR YOUR WEBSITE

YOU CAN PURCHASE
A DOMAIN NAME
FOR AN ANNUAL FEE

SUB-DOMAINS

CHOOSING A DOMAIN NAME

MEMORABLE

NOT EASILY CONFUSED
WITH SOMETHING ELSE

UNUSUAL ENOUGH
FOR A .COM

COME UP WITH
A RANGE OF NAMES
FOR YOUR BOOK WEBSITE
IN CASE YOUR FIRST
CHOICE IS TAKEN

SEARCH FOR &
PURCHASE YOUR
DOMAIN NAME

GODADDY

DREAMHOST

SQUARESPACE

NETWORK SOLUTIONS

DOMAIN NAMES ARE
RENEWED ANNUALLY

PRIVACY CONSIDERATIONS

HOSTING PROVIDERS



HOSTING PROVIDERS
ALLOW YOU TO
RENT SPACE ONLINE

SOME HOSTING PROVIDERS
ARE ALSO REGISTRARS

RE-DIRECTS

WEB SPACE CONSIDERATIONS

DISK SPACE

BANDWIDTH

LEVEL OF SUPPORT

UP TIME GUARANTEE

MINIMUMS

WEB HOSTING CAN BE PAID
MONTHLY OR ANNUALLY

CONTENT MANAGEMENT SYSTEMS (CMS)



YOU'LL NEED A
CONTENT MANAGEMENT
SYSTEM, OR CMS, TO ADD
CONTENT TO YOUR WEBSITE

PAGE CONTENT

IMAGES

BLOG POSTS





MULTIMEDIA

WORDPRESS

SQUARESPACE

WIX

DRUPAL

 Katie Linder  1  0  New

Dashboard

Jetpack

Posts

Media

Pages

All Pages

Add New

Comments

Projects

Feedback


Appearance

Plugins 1

Users

Tools

Settings

Howdy, Katie Linder 

Screen Options ▾ Help ▾

Search Pages

Pages

Add New

All (9) | Published (9)


Bulk Actions ▾

Apply

All dates ▾

Filter

9 items

<input type="checkbox"/>	Title	Author		Date
<input type="checkbox"/>	about — Front Page	Katie Linder	—	Published 2017/07/13
<input type="checkbox"/>	blog	Katie Linder	—	Published 2017/07/20
<input type="checkbox"/>	Coaching	Katie Linder	—	Published 2017/07/29
<input type="checkbox"/>	contact	Katie Linder	—	Published 2017/07/30
<input type="checkbox"/>	projects	Katie Linder	—	Published 2017/07/13
<input type="checkbox"/>	Speaking & Workshop Facilitation	Katie Linder	—	Published 2017/07/29
<input type="checkbox"/>	Virtual Writing Groups	Katie Linder	—	Published 2017/07/29

Katie Linder

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+ New

View Posts

Howdy, Katie Linder

About WordPress

WordPress.org

Documentation

Support Forums

Feedback

Add New

Categories

Tags

Media

Pages

Comments

Projects

Feedback

Appearance

Plugins 1

Users

Tools

Posts

Add New

All (67) | Published (67)

Bulk Actions

Apply

All dates

All Categories

Filter

67 items

<<

<

1

>

>>

Screen Options

Help

☐

Title

Author

Categories

Tags

Date

☐

[The End \(of 2017\) is Coming](#)

Katie Linder

goal-setting, motivation, productivity

—

—

Published [2017/10/14](#)

☐

[Let's Take a Breather](#)

Katie Linder

identity

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Published [2017/10/07](#)

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[How to Write Books While You Work Full-time](#)

Katie Linder

productivity, publishing, writing

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Published [2017/09/30](#)

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[Using Streaks for Motivation](#)

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goal-setting, motivation, productivity, recommendations

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[How to Meet Really Cool People](#)

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growth

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Published [2017/09/16](#)

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[Courage is More Important than Confidence](#)

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creativity, failure, fear, productivity

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Published [2017/09/09](#)

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[The Power of a Clean Slate](#)

















Katie Linder

academia, goal-setting, productivity

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Published [2017/09/02](#)

-  Dashboard
-  Jetpack
-  Posts
-  All Posts
-  Add New
-  Categories
-  Tags
-  Media
-  Pages
-  Comments
-  Projects
-  Feedback
-  Appearance
-  Plugins 1
-  Users
-  Tools

Add New Post

Enter title here

 Use The Divi Builder

 Add Media


 Add Contact Form

Paragraph

B *I*                 

Visual

Text

 Divi Post Settings

Page Layout:

Right Sidebar


Hide Nav Before Scroll:


Default


Publish

Save Draft

Preview

 Status: **Draft** [Edit](#)

 Visibility: **Public** [Edit](#)

 Publish immediately [Edit](#)

Publicize: Not Connected [Show](#)

Publish

Categories

THEMES, WIDGETS & PLUG-INS




THEMES

THEME EXAMPLE

THEME EXAMPLE

THEME EXAMPLES

THEME EXAMPLES

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Breathtaking Photos of the Charles Bridge

The oldest bridge in the very heart of Prague, Charles Bridge, is the top stop on every tourist's "must-see" list. Rumored to use beer in its construction, the bridge was finished in the 15th century by King Charles IV, who [...]



Posted on March 25, 2016



Vegeta

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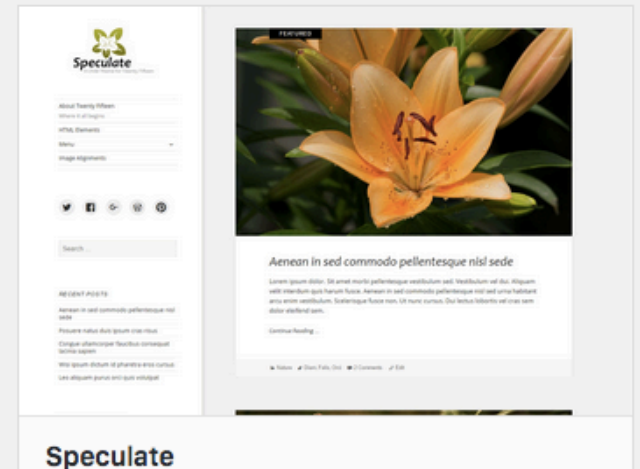
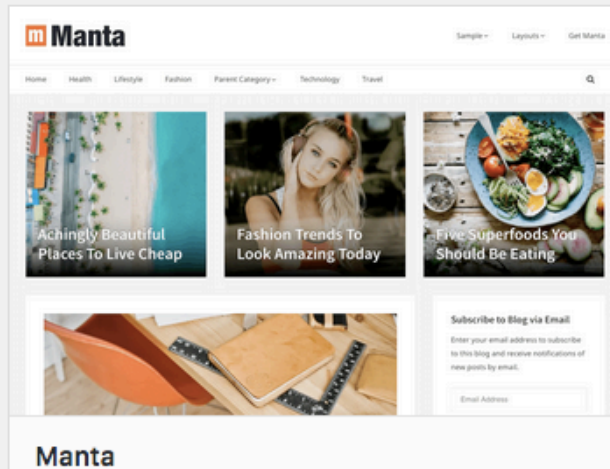
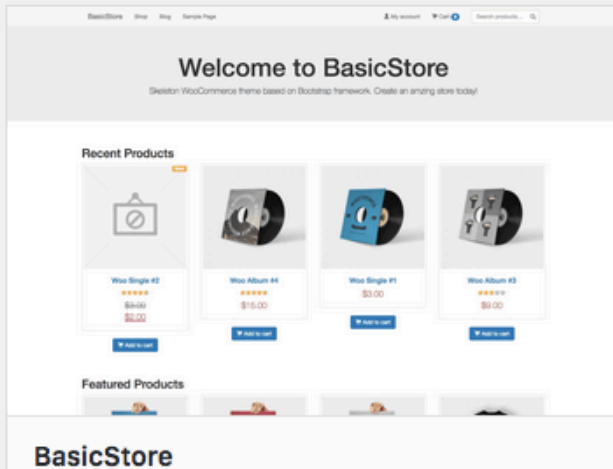
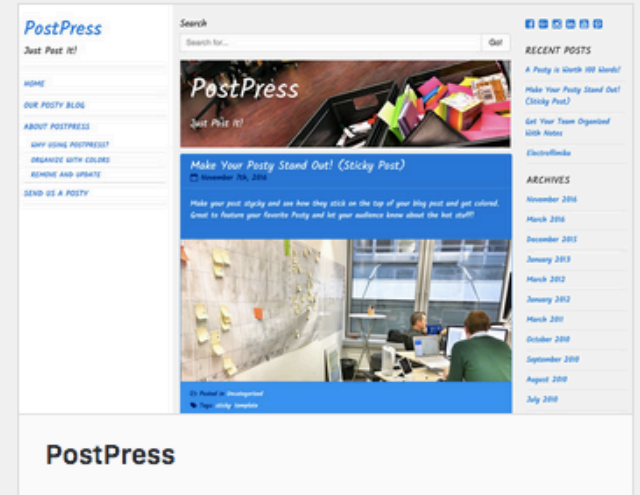
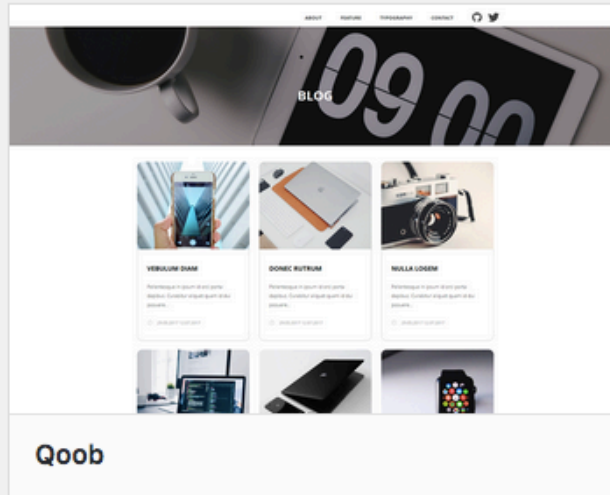
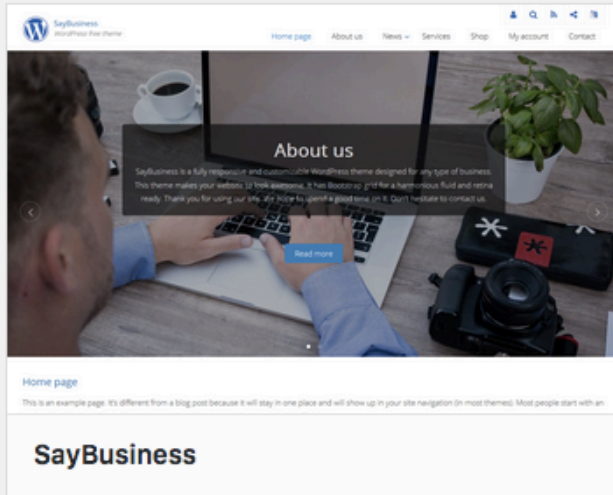
- ☐ Grid Layout
- ☐ One Column
- ☐ Two Columns
- ☐ Three Columns
- ☐ Four Columns
- ☐ Left Sidebar
- ☐ Right Sidebar

Features

- ☐ Accessibility Ready
- ☐ BuddyPress
- ☐ Custom Background
- ☐ Custom Colors
- ☐ Custom Header
- ☐ Custom Menu
- ☐ Editor Style
- ☐ Featured Image Header
- ☐ Featured Images
- ☐ Flexible Header
- ☐ Footer Widgets

Subject

- ☐ Blog
- ☐ E-Commerce
- ☐ Education
- ☐ Entertainment
- ☐ Food & Drink
- ☐ Holiday
- ☐ News
- ☐ Photography
- ☐ Portfolio



WIDGETS

COUNTER OF SITE VISITORS

SOCIAL MEDIA FEEDS

WORD CLOUDS FOR BLOG TAGS

ETC.

OFTEN LOCATED IN
SIDEBARS OR FOOTERS

VISIT OTHER
WEBSITES & SEE
WHAT YOU LIKE

PLUG-INS

BACK-UP SYSTEMS FOR
WEBSITE CONTENT

SPAM **FILTERS** FOR COMMENTS

METRICS FOR WEBSITE
VISITORS, CLICKS & REFERRERS

OTHER **ADMINISTRATIVE** TOOLS

RECOMMENDED PLUG-INS FOR WORDPRESS:

AKISMET (ANTI-SPAM)

JETPACK (SECURITY)

VAULT PRESS (BACK-UP)

EXTRA CONSIDERATIONS



SEARCH ENGINE OPTIMIZATION (SEO)

THE LEVEL AT WHICH YOUR
WEBSITE CONTENT IS
GENERALLY **SEARCHABLE** BY
CERTAIN WORDS AND PHRASES

[All](#)

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About 429,000 results (0.61 seconds)

[Katie Linder Consulting, LLC](#)

<https://katielinder.work/>

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[Learn more](#)

[Kathryn Linder -- Staff Directory | Oregon State Ecampus | OSU ...](#)

ecampus.oregonstate.edu/staff/bio/linderk.htm ▼

Dr. Kathryn (**Katie**) **Linder** is the Research Director for Ecampus. Katie earned her B.A. in English Literature and Creative Writing from Whitworth University and ...

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["Research in Action" Podcast – Ecampus Research Unit | Oregon ...](#)

ecampus.oregonstate.edu/research/podcast/ ▼

"The goal of the podcast is to do two things – increase research literacy and build community among researchers," said **Katie Linder**, podcast host and research ...

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[Katie Linder | Research Office | Oregon State University](#)

research.oregonstate.edu/orinparticipant/katie-linder ▼

Katie Linder. Experience: Evidence-Based Design of RI. Services: Partnership Development.

Position/Title : Research Director, eCampus. Online teaching and ...

RIA #4: Dr. Katie Linder on Juggling Multiple Projects – Ecampus ...

ecampus.oregonstate.edu/research/podcast/e4/ ▼

RIA #4: Dr. **Katie Linder** on Juggling Multiple Projects. April 25, 2016. Dr. **Katie Linder**. On this episode of the "Research in Action" podcast, I share some of the ...

Getting to know Katie Linder - Oregon State Ecampus

ecampus.oregonstate.edu/news/2016/katie-linder/ ▼

Nov 9, 2016 - As the research director for the Oregon State University Ecampus Research Unit, Kathryn (**Katie**) Linder has established the research unit's ...

[https://katielinder.work/2017/08/12/investing-in-professional ...](https://katielinder.work/2017/08/12/investing-in-professional-development-lifelong-learning/)



<https://plus.google.com/101919311147130670158/posts/Bg41VHtBCSj> ▼

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Aug 19, 2017 - <https://katielinder.work/2017/08/12/investing-in-professional-development-lifelong-learning/> The Academic Creative Investing in Professional Development ...

<https://katielinder.work/2017/08/05/putting-myself-out-there/> The ...



<https://plus.google.com/101919311147130670158/posts/foXDUCWstAg> ▼

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Aug 19, 2017 - <https://katielinder.work/2017/08/05/putting-myself-out-there/> The Academic Creative Putting Myself Out There

Katie Linder (@Katie__Linder) | Twitter

https://twitter.com/katie__linder?lang=en ▼

The latest Tweets from **Katie Linder** (@Katie__Linder). author | writer | podcaster @YGT_podcast & @RIA_podcast | list-making enthusiast | passionate about ...

INCREASE SEO:

LINKS TO YOUR WEBSITE FROM
OUTSIDE OF YOUR WEBSITE

USE WORDS AND PHRASES
THROUGHOUT YOUR SITE THAT
PEOPLE WOULD USE IN SEARCHES

MOBILE-FRIENDLY

UPDATES

CONTENT

REGULAR MAINTENANCE

CMS

THEMES

PLUG-INS

**PAY DOMAIN NAME
& WEB SPACE FEES**

**ANNUALLY UPDATE
CONTACT INFORMATION
WITH YOUR REGISTRAR**

QUESTIONS?

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

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.

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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.

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CHAPTER 4

Evaluate & Update Your Online Presence

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

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CHAPTER 5

Build a Book Website

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

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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.

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CHAPTER 7

Create a Book Trailer Video

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

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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.

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CHAPTER 9

Create a Book-Related Podcast

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

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