

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

1 0 + New

Howdy, Katie Linder

Pages [Add New](#)

All (9) | Published (9)

Bulk Actions [Apply](#) All dates [Filter](#) 9 items

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

W Katie Linder 1 0 + New View Posts Howdy, Katie Linder

About WordPress

WordPress.org Documentation Support Forums Feedback

Add New Categories Tags

Media Pages Comments Projects

Appearance Plugins 1 Users Tools

Posts [Add New](#)

All (67) | Published (67)

Bulk Actions [Apply](#) All dates All Categories Filter

67 items << < 1 of 4 > >>

<input type="checkbox"/> 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	—	—	Published 2017/10/07
How to Write Books While You Work Full-time	Katie Linder	productivity, publishing, writing	—	—	Published 2017/09/30
Using Streaks for Motivation	Katie Linder	goal-setting, motivation, productivity, recommendations	—	—	Published 2017/09/21
How to Meet Really Cool People	Katie Linder	growth	—	—	Published 2017/09/16
Courage is More Important than Confidence	Katie Linder	creativity, failure, fear, productivity	—	—	Published 2017/09/09
The Power of a Clean Slate	Katie Linder	academia, goal-setting, productivity	—	—	Published 2017/09/02

W Katie Linder 1 0 + New Howdy, Katie Linder

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

D Use The Divi Builder

Add Media Add Contact Form

Visual Text

Paragraph B I

Save Draft Preview

Status: Draft Edit

Visibility: Public Edit

Publish immediately Edit

Publicize: Not Connected Show Publish

Categories

Divi Post Settings

Page Layout: Right Sidebar

Hide Nav Before Scroll: Default

Publish

THEMES, WIDGETS & PLUG-INS



THEMES

THEME EXAMPLES

 New version available. [Update now](#)



Active: Divi

[Customize](#)

VEGETA

[HOME](#) [STORIES](#) [ABOUT](#) [PARENT PAGE](#) [CONTACT](#)



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 it's construction, the bridge was finished in the 19th century by King Charles IV, who [...]

 a | Posted on March 25, 2016



Vegeta

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- 2 [Why there needs to be more Women in Tech](#)
- 3 [Worth A Thousand Words](#)

[Elements](#)

0

[Featured](#) [Popular](#) [Latest](#) [Favorites](#)[!\[\]\(3a826c315649e5ff8d9ba7aee7a8e49e_img.jpg\) Feature Filter](#)[Apply Filters](#)**Layout**

- 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

A screenshot of a WordPress website using the 'SayBusiness' theme. The header features the 'SayBusiness' logo and the tagline 'WordPress Free theme'. The top navigation bar includes links for 'Home page', 'About us', 'News', 'Services', 'Shop', 'My account', and 'Contact'. The main content area has a large image of a person working on a laptop with a cup of coffee and a plant in the background. Overlaid on the image is a dark box containing the 'About us' section. The 'About us' section title is 'About us' and the text reads: 'SayBusiness is a fully responsive and customizable WordPress theme designed for any type of business. This theme makes your website look awesome. It has Bootstrap grid for a harmonious fluid and retina ready. Thank you for using our site, we hope to spend a good time (in it). Don't hesitate to contact us.' A blue 'Read more' button is at the bottom of the box. The footer contains a 'Home page' link and a descriptive text about the homepage being different from a blog post.

A screenshot of a website for 'Qoob'. The header features a large banner with a black coffee cup on the left and a digital clock on the right displaying '09:00'. The word 'BLOG' is centered in the banner. The main content area contains a grid of six product cards. Each card has a small image, a title, and a short description. The first three cards are in a row above a horizontal line, and the last three are in a row below it. The products shown are a smartphone, a laptop, a camera, a laptop, a tablet, and a smartwatch. Each card includes a 'View details' button at the bottom.

PostPress

Just Post It!

HOME

OUR POSTY BLOG

ABOUT POSTPRESS

HOW USING POSTPRESS

ORGANIZE WITH COLOR

REMEMBER AND UPDATE

SEND US A POSTY

Search

Search for...



Make Your Posty Stand Out! (Sticky Post)

November 09, 2016

Make your post, apply and see how they stick on the top of your blog post and get colored. Great to feature your favorite Posty and let your audience know about the hot stuff!



10 Posty's - Unstoppable
Top sticky template

RECENT POSTS

A Posty is Worth 100 Words!

Make Your Posty Stand Out! (Sticky Post)

Get Your Team Organized

Little Notes

Electronika

ARCHIVES

November 2016

December 2015

January 2013

March 2012

January 2012

March 2011

October 2010

September 2010

August 2010

July 2010

The screenshot shows the homepage of a WooCommerce website using the BasicStore theme. At the top, there is a navigation bar with links for 'BasicStore', 'Shop', 'Blog', and 'Sample Page'. On the right side of the navigation bar are links for 'My account', 'View cart', and a search bar with the placeholder 'Search products...'. The main title 'Welcome to BasicStore' is prominently displayed in a large, bold font. Below the title, a subtext reads 'Skeleton WooCommerce theme based on Bootstrap framework. Create an amazing store today!'. The page features a 'Recent Products' section with four items: 'Woo Single #2' (a camera icon), 'Woo Album #4' (a vinyl record icon), 'Woo Single #1' (a vinyl record icon), and 'Woo Album #3' (a vinyl record icon). Each product card includes a star rating, price (\$16.00 or \$3.00), and a 'Add to cart' button. Below this section is a 'Featured Products' section showing three small product cards. The footer features the 'BasicStore' logo.



Speculate
Your Personal Learning Environment

About Twenty Fifteen

Where to struggle

HTML Elements

Menu

Image segments



Search

All Content (10/13)

Appear in next commode pellentesque nisl sedie

Procurer natura dicit puer ceteris

Conspicua ultramontane thesaurus commodat

lactea saper

Wit ipsum dictum quod pueris curio

Les aliquip purus enim quis videlicet



Aenean in sed commodo pellentesque nisl sedie

Conspicua natura dicit puer ceteris
Conspicua ultramontane thesaurus commodat
lactea saper. Ut ipsum dictum quod pueris curio
Les aliquip purus enim quis videlicet.

Conspicua Reading

◀ Return ▶ (Open, Full, Edit) ▶ Comments ▶ Edit

Speculate

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

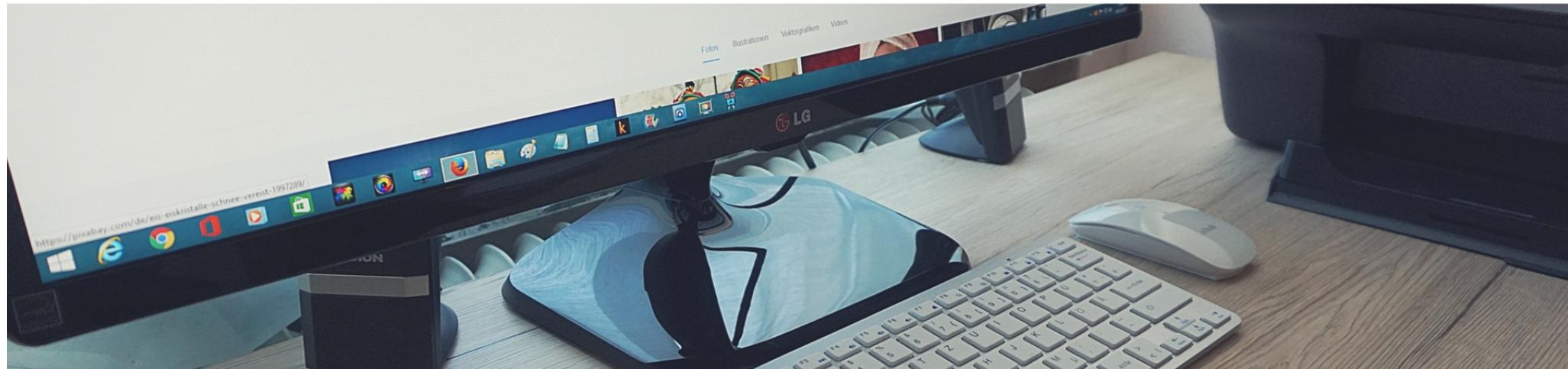
RECOMMENDED PLUG-INS FOR WORDPRESS:

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

News

Images

Videos

Shopping

More

Settings

Tools

About 429,000 results (0.61 seconds)

[Katie Linder Consulting, LLC](#)

<https://katielinder.work/>

A description for this result is not available because of this site's robots.txt

[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://plus.google.com/101919311147130670158/posts/Bg41VHtBCSj> ▾

Katie Linder

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.

[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](#)