

7 Essential Pages for Every Author Website

This is an extra resource to go along with the original article:
[*A Step-By-Step Guide to Making an Author Website for Under \\$100*](#)

Include the following pages when building your author website:

1. Home

- Briefly introduce yourself as an author
- Share a photo of you to forge an immediate connection
- Highlight your latest book (include a link to its landing page or Amazon for purchase)

2. About

- Go into greater detail about your background as a writer
- Include a headshot
- Link to a downloadable media kit

3. Contact

- Share your email address
- Include a contact form for people who don't want to open their inbox
- Provide your social media links
- Include your mailing address if you'd like to receive fan letters, gifts, *etc.* (Use PO Box or a USPS virtual address for safety purposes.)

4. News & Events

- Share the latest news about your books (recent interviews, podcasts, awards, *etc.*)
- Include a schedule of upcoming events (such as interviews, book signings, *etc.*)

5. Resources

- Offer a downloadable media kit (useful for interviewers, reporters, bloggers, podcast hosts, *etc.*)
- Share excerpts of your book
- Give away other resources related to your book (extra chapters, background information, *etc.*)

6. Books

- Create a page for each book (do this even if you're not yet finished with your book)
- Include a blurb about the book
- Share the cover of the book
- Show a video trailer of your book
- Include links to where they can purchase your book (Amazon, Apple Books, *etc.*)
- Offer a free chapter to build your email list (so that you can establish a relationship with your audience)

7. Blog

- Use blogging to build a real connection with your audience
- Consider using Medium.com to blog instead of blogging on your site (this increases your traffic and can be a stream of passive income if you [enroll in Medium's free partner program](#)).
- Add a link to your Medium.com blog on your author website, if you choose this option
- Not sure what to blog about? Here are great ideas:
 - Your unique approach to writing
 - Extra scenes from your latest book
 - An entire book (split the book into smaller, digestible chapters for each blog post)
 - Advice for new authors
 - A topic (related to your book) that you're passionate about
 - Test different ideas to see what resonates the most with your audience