



# INDIE EXPERTS

PUBLISHING & AUTHOR SERVICES

## Your Website Checklist for Book Launch Time

When you have written your book and it's time to consider the big launch, there are some specific areas you need to address online so that your readers can:

- 1) Get a copy of your book**
- 2) Take action after reading your book**

*And any press releases you send out are able to be actioned by the media who might want to interview you or review your book.*

These three areas need to be managed as part of your website set up and your social media platforms need to support this effort too.

### Website checklist for Landing Page:

- About your book
- Author Bio
- Book cover
- Book description
- Review comments
- Where to buy
- Download sample chapter
- Video about your book

### Website Checklist for Call to Action Page:

- Welcome – hope you enjoyed it message
- Please leave a review link
- Resources – a couple of free ones
- Resources – a 'sign up for it' download
- Video – Take Further Action invitation

### Website Checklist for a Media Page:

- Book Cover Image
- Book description
- Copy of Press Release
- Author Bio
- Author Photo
- Teaser Video – this is a set of 3-4 questions answered by author about book, set up as a Q&A so media personnel can assess your viability for interviews.
- Where to Purchase
- Review Comments
- Contact Information
- List of where author has appeared on/in media before (*Relevance!*)