

GUIDE

**BLOG &
WEBSITE
Options**

Author's BLOG & WEBSITE Options

BLOG

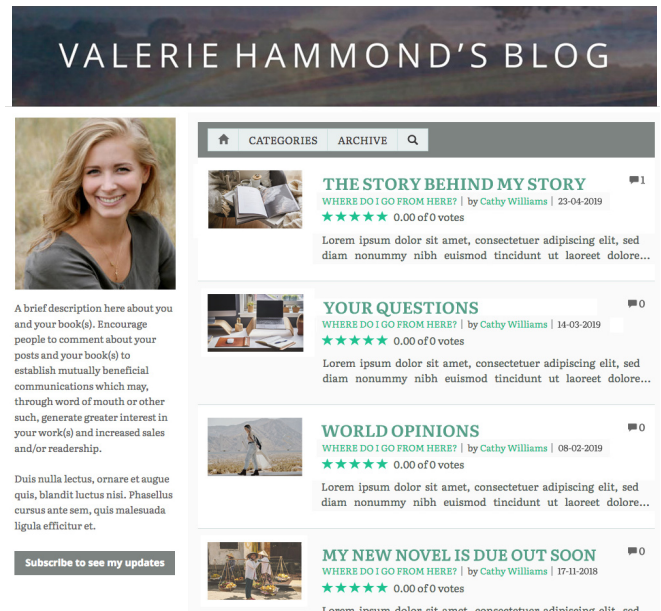
You can support your publishing activities with an interactive BLOG. A BLOG (web log) provides a great way to talk to readers, or potential buyers, about your work and to solicit responses to share with your followers.

You create and edit the articles which you post to your BLOG; you monitor user input and you manage subscribers – it is yours to control as you see fit.

THEPUBLISHING.CO.UK will set up a BLOG for you with a simple front end to get you started and including user instructions to make the experience as light as possible.

With a BLOG you can:

- Generate a rapport with your readers which will help retain interest and assist sales if applicable, both for your launch publication and future publications.
- Use it to develop more interest in you and your publication and its theme, perhaps adding images and diagrams plus interesting new reading matter.
- Invite experts and readers to contribute to help turn it into an important platform with a professional following.
- Sell your publication(s) providing it is not the prime function of your BLOG. Similarly, if you exclusively sell your books through retailers do include links to them.
- Share your BLOG posts with social media to maximise your coverage and develop extra interest.



Above: A BLOG can be set up for as little as £100.00. Independent hosting is only £1.99/month however if your BLOG is integral to a website created and hosted for you by **THEPUBLISHING.CO.UK** there is no additional hosting fee. Visit <https://thepublishing.co.uk/blog.html> to see this sample page full-size.

WEBSITE

THEPUBLISHING.CO.UK can create a website for you to suit your needs.

The simplest website is single-page but despite its reference can include all the basic information visitors are likely to need including details about you, your publication(s) with the ability to order online, and a contact form.

If preferred author's can choose to have a multi-page website serving to provide a broader range of information and which may also include an integrated BLOG.

With a WEBSITE you can:

- Easily be found. The vast majority of purchase decisions start with a Search Engine which will make your website details available to anyone searching by your name or by your category.

- Using your own domain name (e.g. www.yourname.co.uk), create your Brand to establish a strong online identity. You can have personalised e-mail address(es) which most people consider more credible than generic alternatives like "gmail". (If contracted to create your website **THEPUBLISHING.CO.UK** will provide your 1st year licence to a domain name of your choice – if not already registered – free of charge)
- Sell your publication(s) and peripheral items relating to your brand, or individual title(s), online and also include links to your title stockists.
- As a non-fiction publisher, further demonstrate your knowledge and expertise in your field.
- Benefit from customers and potential customers referring you to their contacts and friends using only your web address or "tell a friend" link. You can also create e-mail lists via optin sources such as built-in subscription scripts.
- Create automatic responses to messages, and orders received, via online forms and scripts.
- Use social media like Facebook or Twitter to link back to your website to further engage communications with existing and potential readers.
- With a website, especially one including a BLOG, sell yourself, let your personality shine through and give readers yet more reason to want to acquire your publication(s) now and in the future.

Right: A single-page website sample can be set up from as little as £140.00. Hosting is only £1.99/month for a single and multi-page website with or without an integrated BLOG. **THEPUBLISHING.CO.UK** will also handle your website maintenance for modest predetermined fees. See this sample page full-size online at <https://thepublishing.co.uk/website>.

MIKE'S MOTORCYCLE MANUALS

WELCOME
TO MIKE'S MOTORCYCLE MANUALS

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Thrills AND Spills
Are you prepared for this?
by Mike "Matchless" Morrow

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Bringing them Back to Life
I'll show you how!
by Mike "Matchless" Morrow

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THE STORY

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CONTACT US

Your Name
Your Address
Your Phone No.
Your E-Mail Address
Your Message

Newsletter
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 Do not subscribe me to your newsletter

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EHPM
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Mill House
Unit 18, Winkley Road, New Ingham, Kent CT8 1EG
View larger map

0845 11223344
0798 12221121

Twitter, Facebook, Google+ icons

If you would like a web presence,
a BLOG or a website, please
request a quotation using
THEPUBLISHING.CO.UK website
contact form.

BLOG & WEBSITE Tips

- If you have an online presence using your own domain name (e.g. www.yourname.co.uk) is a must!
- Even if a publication has limited distribution, private or otherwise, a BLOG or WEBSITE, or both, will provide you with a platform on which you can continue to advise, continue your story, create interest in your next title, or provide supplementary and new material which your readers will appreciate. Non-fiction journals and magazines will similarly benefit and all categories offer scope to engage in communication with your readers.
- With the exception of a BLOG a single-page website may typically include: Introduction; About; Your Publications; Events and a Contact form.
- A multi-page website may typically include: Homepage; About; Your Publications; BLOG; Events and a Contact form.
- A BLOG can be a standalone web page or an addition to a single-page website or integrated within a multi-page website.
- Interact with BLOG readers and build a relationship with them and they'll want to support and buy your book.
- Tell everyone about your book and your BLOG and your WEBSITE.
- Keep your BLOG and WEBSITE up-to-date, post to your BLOG regularly, even once per week if possible.
- Use social media like Facebook or Twitter to link back to your BLOG/WEBSITE to further engage communications with existing and potential readers.
- Whether you opt to have a WEBSITE or a BLOG, or both, do commit to creating e-mail lists.
- Engage and interact with people
- If you use social media post regularly.
- Reviewers of your work or those who just want to find out more about you, are most likely to look you up via Search engines, especially Google, so check their results about you and modify descriptions as you see fit.
- Develop relationships with owners of book BLOGs for more reviews.
- Show any upcoming publication dates, book-signings and readings.

- Depending on your publication(s) field, it can be acceptable to use analogies in your BLOG to generate attention (with images if available and legal) which have a connection with your publication or your subject matter, no matter how tenuous, but don't overdo it.
- Provide a means to subscribe to your news and updates but offer something of value to encourage interest.
- If you allow "comments" on your BLOG always respond to them.
- Always put your BLOG and WEBSITE address on your publication's cover and mention them in all forms of publicity in relation to your publication.
- Include and use a link to your BLOG/ WEBSITE in your e-mail signature for messaging people with an interest in your publication(s).
- Use social media but be careful not to break "house" rules re selling and promotions.
- If you have to choose between a BLOG and a WEBSITE it's probably better to have a BLOG providing you are up for updating it on a regular basis and also responding to comments and developing interactivity. Studies show that businesses that run BLOGs have 55% more website visitors than those that don't.