

Writer's Lifehacks presents
WEBSITES for BEGINNERS

Are you an author who needs to design a website? You can do it! Here's how...

A. WHY WRITERS NEED A WEBSITE

1. It provides a professional online presence.
2. It provides readers/editors a way to find you.
3. It is crucial for marketing success.
4. It allows you to develop an email list
5. It is content you own and control.
6. It is "home base" for social media.
7. It serves as a writing prompt.
8. It showcases your skill as a writer.

B. HOW TO CREATE A WEBSITE

1. Hire a professional.
2. Use an integrated website builder.
 - a. WIX, Weebly, Squarespace, etc. – but there is a learning curve.
 - b. Be sure to check reviews before you commit.
 - c. Read reviews at [PC Magazine](#).
3. Learn WordPress and do it yourself *in only one day!*

C. THINK LIKE A BUSINESS

1. You are a self-employed business owner.
2. To make sales, people must know what you offer.
3. You want people to find you on the internet.
4. You want to advertise your business.

D. NAME YOUR BUSINESS

1. Your URL (domain name) is your name in the digital world.
2. Use your name for your URL, and register the .com with no spaces. When you list your URL, capitalize your names (it will not interfere with the function, but helps people remember you).
3. If your name is already registered to someone else, add the word "writer" or "author." Do NOT use an alternate extension (.biz, .org, or .us) if the .com is taken.
4. Do NOT be too creative. Keep it simple.
5. Do NOT let your domain expire.
6. Register extra domains if appropriate
7. Be consistent with your name through all social media platforms.

E. PURCHASE A WEB HOSTING PACKAGE

1. A web host is like an office building.
2. It is where your files are stored on a server.
3. When a browser searches for your domain, it uses a name server to you're your site.
4. Caution: WordPress software is FREE!
 - a. Do not be lured in by WordPress.COM.
 - b. WordPress.COM is just another web host.

5. Comparison shop for useful features.
 - a. Consult online reviews (be sure they are not ADS)
 - b. Useful: free domain, free security certificate, WordPress optimization, greater speed, more storage space.
6. Hosts I've used and recommend:
 - a. [HostGator](#)
 - b. [Ionos](#)
 - c. [BlueHost](#)

F. LEARN WORDPRESS

1. Your site is built with files in HTML.
2. If you don't know HTML, don't panic. Software will do it for you.
3. The premier software for website building is WordPress, and it's FREE!
4. Search for tutorials online, both written and video.
5. Consider the Elementor or Divi plug-ins.
6. I recommend tutorials using Elementor at www.tyler.com.

G. DESIGN YOUR SITE

1. Consider design (layout, colors, fonts)
2. Consider function (navigation, device-friendly, speed)
3. Consider creativity (mood, graphics, animations, interactive elements)
4. Consider content (good writing, interactive, call to action)

H. KEEP UPDATING

1. Static sites drop in search rankings.
2. Outdated content communicates you are tired and/or distracted.
3. Prepare for "guests" to visit every day!

I. STAY ENCOURAGED

1. Philippians 4:13 "I can do all things through Christ who strengthens me."
2. John 14:26 "But the Advocate, the Holy Spirit, whom the Father will send in my name, will teach you all things..."

For more tips for writers, subscribe to my newsletter at www.writerslifehacks.com.

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