Do You Need a New Author Website?

# Domain Name

**Sometimes called a web address or URL.
Point it where you want it.**

# Hosting

**Where the files that make up your website live.
BlueHost, HostGator, DreamHost, GreenGeeks**

# Content Management Systems vs Website Builders

- **WordPress:** most common CMS in 2023, powers 43% of all websites on the internet. Versatility makes it the perfect go-to tool across industries, from personal sites to e-commerce site management.

- **Squarespace:** visually-driven site management platform for creatives, integrated solution for your site building and CMS needs.

- **Wix:** user-friendly and supportive, offering AI assisted site setup and 24/7 customer support to help you quickly grow your business.

- **Weebly:** popular website builder, simple to create a basic website, also one of the cheapest website builders.

**RESOURCE: What's the Difference Between a CMS and Website Builder?**

# WORDPRESS.COM VS WORDPRESS.ORG
# THE ULTIMATE COMPARISON (2021)

## wordpress.com

### PROS

- Easy to set up; no messing with hosting, installation, or servers
- Let you build a website quickly
- Easy to customize and manage your stores
- Won't have to worry about updates or backups
- Don't need lots of in-house technical resources
- 100% free

## wordpress.org

### PROS

- 100% free to download
- Allow uploading custom plugins
- Unlimited potential for customization
- Get access to more free and premium themes
- Make money by running your own ads without sharing the revenue
- Able to use Google Analytics for custom analytics and tracking
- Give you full control of your files and codes

litextension

http://litextension.com/

# WORDPRESS.COM VS WORDPRESS.ORG THE ULTIMATE COMPARISON (2021)

## CONS

- Paid upgrades for advanced customizations, Google Analytics integration and domain name changing
- Not allowed to sell ads on your website; have to apply for their advertising program called
- WordAds where you share revenue with them
- Unable to upload plugins
- Limited number of free themes and doesn't let you to create your own
- Limited extension possibilities
- Doesn't give you full control of the site

## CONS

- Requires you to buy your own hosting and domain name
- Have to set up and install yourself
- You're responsible for maintaining, updating and managing your website and server
- You're responsible for backups

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# Essential Pieces of an Author Website

Landing page or Homepage

About the Book(s) with Buy Links

About the Author

Images/Gallery • Video • Audio

Reviews and Testimonials

Media Kit • Press • Events/Appearances

Blog

Social Media Connection

Email List Signup

Contact Form

# Questions

Should I allow comments on my blog?

How often should websites be updated?

If I put up a page with summaries of the books I've written, not yet published, am I opening myself up to people stealing my ideas?

I have a new novel to be released in June. My website feels like it is getting cluttered with info on previous novel and the new novel.

The webmaster I hired quit after accomplishing zilch, she simply faded away.
I am a computer failure. Help!
I do not do well with WordPress.

I presently have someone who designed my website, and he is making some changes to it. He used WordPress, a program unfamiliar to me. Is there a program that's easy to use that would allow me to design my own website? And if so, how would I switch from Wordpress to a new more user-friendly platform?

# Resources

WPBeginner – Beginner's Guide for WordPress

The Website Creation Workshop with Christina Hills

Web Design Relief

HubSpot Website Grader