

Awesome Author Websites

Lisa Norman – Deleyna’s Dynamic Designs

lisa@deleyna.com

How to Create a Website

1. Choose a name – ideally your pen name, but not always (namesilo.com)
2. Choose a hosting location (<https://www.siteground.com/go/deleyna>)
3. Set up your software (WordPress)
4. Put it into maintenance mode (maintenance mode plugin)
5. Get basic protection in place
 1. Anti-hacking (Wordfence)
 2. Anti-spam (CleanTalk or Akismet)
 3. Privacy policy (Have fun and show your writing style promise!)
 4. SSL (Let’s Encrypt is free – many hosts will help set up)
6. Choose your style/theme (perfection is an enemy here – Kadence is a good basic)
7. Create "About me"
8. Have a way for people to contact you (Contact Form 7)
9. Add Sign up form for your list (MailChimp, Newsletter Plugin, etc.)
10. Write your "Hello World" post
11. Remove maintenance mode
12. Find or add statistics tracking (server statistics or add Google Analytics 4)
13. Target your audience
14. Interact with your readers
15. Review statistics periodically
16. Keep writing fresh content
17. Rinse and repeat
18. Give your site time to grow

10 Tips on Writing the Living Web

based on a 2002 article by Mark Bernstein (used by permission from the author)

See the original article here: <https://alistapart.com/article/writeliving>

1. Know your Why
2. Write when you have something to say
3. Write tight – style, on-brand
4. Make good friends
5. Make better enemies
6. Let the story unfold
7. Stand up, speak out
8. Be sexy / Quirky sells
9. Use your archives
10. Relax, and never feed the trolls

Your Plan

Who:

Who are you on the internet? Will you use a pen name? Do you need to protect your privacy?

When:

Will you have a set schedule? Use caution with this, because you don't want to waste readers' time.

Where:

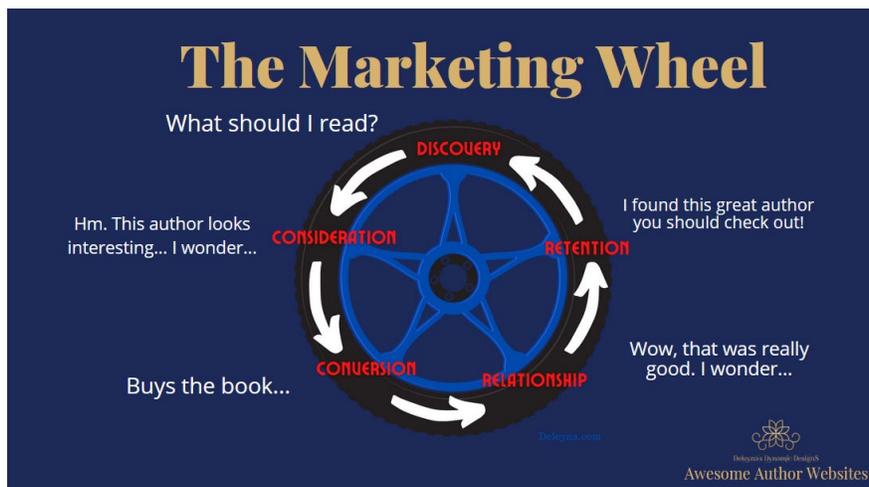
Where will your blog live? There are options for free, and options for paid. You want to have a solid foundation.

Why:

What is your style promise to your readers? What drives you?

How:

Your next steps:



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