



Author Media Page/Website Checklist

This checklist has been designed to help you, as an author, to create the best website possible in order to attract media attention, and to share your message with the world. It is by no means a complete list, but it will give you some guidelines on the steps you need to take and the items that are recommended for inclusion on your site.

Liturgical Press will not create your website or provide technical support. We will be sure to link to your site from litpress.org if you provide a link. This is your opportunity to promote yourself!

Setting up your website:

- Determine your web address (URL). For example: www.johnsmith.com
- Find out if the name you want is available and register it.
You may need to be flexible if your first choice is not available. The cost is approximately \$20 or less per year, and can be registered for one year, to several years. Here are the names and web addresses of a couple of web domain registrars:
 - o Godaddy.com
 - o Networksolutions.com
 - o Register.com
 - o Dotster.com
- Find hosting for your website. This is where your website will reside so that the world can view it. Hosting packages can start for as little as \$5.00 per month. Either you can do this on your own, or you can find a web designer/developer that can help you. There are hundreds of hosting options, here are a few:
 - o Gloat.com
 - o Inmotionhosting.com
 - o Justhost.com
 - o Godaddy.com
- Find a web designer/developer to create your site. This person should know how to build easy-to-navigate, clean, and highly functional sites. They should know how to manipulate images and create HTML code. If you want a more interactive site you may want to find someone that knows how to write server-side code (PHP, ASP).

Highly Recommended Content for your Site:

- Name
- Contact information
- Photo (not just a headshot, but something that is inviting and dynamic)
- Biography
 - o Be brief, but thorough
 - o Are you an expert in your topic? If so why?
 - o Be personable. Your website should be approachable and friendly
 - o Do not post your resume or CV



- Highlight newest book. Be sure to include:
 - o Cover image
 - o Short description. How does your book relate to current events? What sets it apart from others on a similar topic?
 - o Link where the book can be purchased
- Link to Liturgical Press. This helps with cross-promotion of your book and improves your being found by search engines.
- List any TV appearances, radio interviews, or podcasts
 - o If you have video or digital audio, include it on your site if you have permission to do so
 - o If you don't have permission to post it on your site, create a link to it
- List any speaking upcoming speaking engagements or book signings
 - o Make sure to update this regularly to keep the information timely
- List previously published books and articles, especially if you think they help support your newest efforts. Don't forget to include links to where they can be purchased.
- List any awards or honors you have received, specifically as it relates to your field of expertise

Other items that you may want to include:

- Links to other social networking efforts:
 - o Facebook page – create a profile for yourself and a fan page for your book
 - Become a fan of Liturgical Press. It will help direct traffic to your own profile
 - o Do you blog? Include a link to it on your site.
 - o Include your Twitter account info so that people can follow you

Do's and Don'ts

- Do be timely. Remove any material that is out of date.
- Do be friendly and approachable
- Do make your contact information easy-to-find so that media can call or email you
- Do make sure your website projects a professional image
- Do encourage your friends, family, and colleagues to follow your website. It will help drive up traffic.
- Don't post out-of-date material
- Don't post your resume or CV