

## **Broaden Your Base, Increase Your Reach: Web Presence for Authors**

### **Re-framing the concept of web presence, think in terms of “platforms.”**

Principle #1: Have more than one platform, cross-link them wherever possible.

Principle #2: Keep content updated on at least one platform, take advantage of ways to automate updating to other site(s) when appropriate.

Examples of platforms:

Blog – self-hosted, WordPress, Blogger, etc.

Tumblr, Flickr, etc.

Website(s)

LinkedIn

Facebook – profiles and pages

Google – G+, Places, and now lets you build business/professional pages as well

Amazon Author Central

YouTube Channel

Quora

Goodreads

Shelfari

Twitter – functions as both platform and connector of platforms

**Qn:** What is your main platform? \_\_\_\_\_

What is (or could be) your 2<sup>o</sup> platform? \_\_\_\_\_

### **Platform tips**

Blogs and websites:

- Google advantages long-term sites, so when in doubt keep your old site URL
- Keywords most important in title tags and meta-descriptions
- Know the difference between Categories and Tags for improved site organization
- Automatically import blog updates to LinkedIn, Facebook, Amazon

Facebook:

- Don't start anything you can't keep going—i.e. FB Pages are not for everyone
- If you're new to the game, ask friends to “Like” your status updates, links, etc.
- Make sure your personal website shows up as your “Employed by” link on profile
- Use FB Social Plugins to bring FB stream onto your blog or website

#### LinkedIn:

- Make sure Current Employment links to your website
- Import blog posts, Twitter feed to keep content current
- Connect w/people in your industry to build your "collective IQ network"
- Use LinkedIn Groups to make connections w/influencers
- Use custom names for website links, ask for recommendations from others

#### Amazon Author Central Page:

- Separate Author Central pages for US, UK, DE Amazon
- DO fill out your profile, add a picture
- DEFINITELY add your Twitter stream, blog posts, and video
- Create a Guide to a topic relevant to your book, include your own title. (Guides and Lists show up in your customer profile, Guides should also show on your book page)

#### Twitter:

- Excellent way to stay on top of industry news & broadcast your own
- Can create an account for logging in to other sites & tweeting your activity there
- Twitter API is very flexible, can be built into most any website

Consider Quora.com if you are a content area specialist. Quora questions & answers can be set to automatically feed into Twitter.

Yelp reviews for food or location-based reviews. Use widget to import your reviews to a website or blog—or automatically tweet recent reviews, share on Facebook.

**Qn:** What are the Top 2 things you can do tomorrow to improve cross-links?

### **Use groups to connect with readers**

LinkedIn groups, Shelfari groups, Facebook groups, Twitter chats, Yahoogroups, Red Room, etc.

### **Become a blogger/commenter on a related site**

BlogHer, Salon, Slate, and many other high readership sites have a community of commenters Guest blog at prominent sites—but be strategic with your original content