A site created by Vivia, LLC is:

■ uniquely crafted and customized to your work, with a distinctive look that makes you stand out from the online crowd

■ designed to reflect you, with your input and personality reflected throughout; just as the stories you tell and the way you tell them are unique, so should your site be

■ cross-platform standards-compliant, so your site is easily accessible and readable via computer, PDA, smart phone, screen reader, etc.

■ optimized for search engines, so your site gets indexed quickly and correctly, making it easy for readers and publishers to find you

Annie Mullin

VIVIA-LLC.COM

PMB 149, 1670-F E Cheyenne Mtn Blvd
Colorado Springs, CO 80906
info@vivia-llc.com 719-219-9696

Step into my parlor: weaving an online web to attract and keep readers

Make an appointment while you're here at the conference to discuss how you can improve your web presence and promote yourself effectively online.

Already have a website? Set up a time to have your site evaluated. Find out what you're doing that works, what doesn't, and what could easily and quickly be improved.

Call 719-219-9696 and leave a message, send an **email** to info@vivia-llc.com, or **catch** Annie Mullin in person to set up a time to chat before, during, or after conference hours.

Besides websites, what else can Vivia, LLC do for me?

Editing • Ebook Conversion • Promotional materials • Newsletters • Letterhead • Business cards • Logos • Copyright submissions • Small business tech support • Database design • Email lists • Press releases and teaching you how to talk to the media • Training

**For more information, visit:
vivia-llc.com**

Vivia
LLC

Web design • Graphic design

Tech support • Training • Editing

Research • Database design

Geek-to-English translation

And more

The primary goal of an author's website is to sell books. Everything else is extraneous.

VIVIA-LLC.COM

What should be on your site?

A well-designed website is the best way to sell your books and reach potential readers.

Your site should have:

■ a bibliography of all your work
■ your biography
■ contact information for you and/or your agent (for press contacts, interviews, and scheduling requests)
■ a news page, email list, and/or RSS feed to update readers
■ a site map for search engines, so your site is indexed faster and more accurately
■ keywords and a short, one-sentence description, which are used by search engines.

As you have more content, you should add:

■ a calendar with appearances, talks, signings, and upcoming release dates
■ separate pages for each book
■ if you write series, add a page for each, listing the books in universe and publication order; if characters cross over between series or books, include that information as well.

After your site is finished:

■ include the URL on your letterhead, correspondence, business cards, bios for appearances, advertising, and book jackets
■ submit the site to be indexed on Google, Yahoo and MSN
■ submit the site to your national genre group's (RWA, SFWA, HWA, etc.) site
■ submit the site to the appropriate local writers' organizations.

Dos

■ do make sure your site complies with the latest web standards, to ensure that everyone can access it, no matter what platform they're using to view it
■ do limit the use and file size of graphics to ensure your site loads quickly and smoothly, and doesn't cause issues for the visually impaired
■ do use a palette of web-safe colors and relative font sizes

Don'ts

■ don't set up a blog unless you're going to commit time to update it regularly (weekly at the very least)
■ don't use cutesy names for menu links
■ don't use Flash, Java, or music files that start playing automatically when a visitor opens a page
■ don't set up forums (leave that to fan sites)

Frequently Asked Questions

Q. My publishing company is going to make a page for me, so why do I need to set up a site of my own?

A. Publishers will promote the books they publish. Readers want to know about all of your work, not just what one company has published.

Q. Why do I need a custom-built, personalized website? Can't I just use a free template?

A. Your website should be a reflection of your personality and individuality. The design should set your site apart from everything else clamoring for attention from readers. Pre-packaged sites don't come with personal attention and support, either.

Q. Why does my site need to comply with web standards?

A. A standards-compliant site displays well on nearly all platforms and browsers, so you don't have to create a different version of the site for every browser and platform. The site will not need to be redesigned every time browsers are updated, and it will display in older browsers.