



Hi Author Learning Center,

In this week's issue of *Noteworthy*, we're covering Tip #2 in our "**Practical Book Marketing for Authors**" series: **author websites**. Every author should have, at minimum, a landing page where readers, agents, publishers, media, librarians, and booksellers can go to learn about you and your books. It should be your "central hub" that includes your credentials, book descriptions, contact information, social media links, upcoming events, where your books can be purchased, and more. Without an author website, you're failing to maximize your online discoverability, making it harder for people to find you when searching the internet for a book like yours.

Below are helpful resources and guidance on getting started with an author website, what elements to include, how to implement search engine optimization (SEO), and strategies for driving more traffic to your website.

Create your central hub and increase your online discoverability!

Featured Resources



Why an Author Website is Necessary

Author L.E. Perez reviews the benefits of author websites and how to create an effective one.

Learn the benefits of having a website

What Makes a Great Author Website?

Authors, designers, and industry experts share best practices for designing an effective website.

Discover elements of a great website



What is Search Engine Optimization?

Author and marketing expert Jason Schmetzer explains search engine optimization (SEO).

Define search engine optimization

How to Drive Traffic to Your Website

In this *Ask Sheila* post, Sheila shares steps you can take to make your website stand out and attract readers.

Drive more traffic to your website



UPCOMING LIVE WEBINARS:

Aug. 18: The Author's Email Advantage: Grow Your List, Build Loyal Readers, Sell More Books - *with A.G. Billig*

Aug. 19 : Creating Professional Author One-Sheets and Bios - *with Lindsey Gobel*

Aug. 25 : The 3 Phases of Effective Book Marketing - *with ALC President Keith Ogorek*

Aug. 26: Boffo Beginnings & Fab Finales - *with Laurie Schnebly Campbell*

Register for an event



Industry Insights

[7 Search Engine Optimization Tips for Authors](#)

[How Readers Actually Search for Books Online](#)

[Publishing Sales Hit \\$33.4 Billion in 2025](#)



Contests & Events

[North American Book Awards: 10/1 deadline](#)

[Shelf Unbound Best Indie Books: 10/1 deadline](#)

[SelfPubCon \(ALLi\): 10/17-10/18; Virtual](#)

[Louisiana Book Festival: 10/31; Baton Rouge, LA](#)

Ask Sheila

ALC's Author Education Specialist, Sheila Manna, writes a biweekly blog with answers to common questions asked by you, the ALC community. Check out the blog to see if your questions have been answered.

[Read the blog](#)

Got a question you can't find the answer to? Submit your question for a chance to have it featured and answered in a future blog entry!

[Submit a question](#)



Keep writing, keep dreaming. The Author Learning Center is with you every step of the way.



www.authorlearningcenter.com



Sent to: smanna@authorlearningcenter.com

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Author Learning Center, 1151 W. 2nd St., Bloomington, IN 47403, United States