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Matador

Serious Self-Publishing



Author Website Creation, Hosting and Maintenance

An Author Website can play an important part in marketing your new book. It provides a focus for new and existing readers, it raises the profile of your book online by linking with other websites and appearing in search results from the likes of Google and Yahoo, and it can act as an ongoing window to share your writing with others... and most importantly, it can help to sell your book by making it and you more accessible to a reading audience. You can use it to post media articles and reviews, tell readers about you as the author and expand on the information provided in your book or via our web page. You can also host a blog on your website if you wish.

Good website design is crucial, because poorly-designed websites can actually have a negative impact on how people perceive you and your writing. The content of an author's website should enhance the author's writing and form an active link between author and reader.

Following our ethos of sourcing good quality optional services, we now offer a bespoke website design, hosting and maintenance service to Matador authors for a one-off fee of just £295.00. If you opt to have an author website through Matador, this will give the following:

1. A unique web address (usually www.yourname.co.uk, www.yourbooktitle.co.uk, or something similar)¹
2. The creation of a bespoke designed website to suit the style and genre of your work. Each website is created uniquely, and is not template-based.
3. A website of up to 6 pages, which might include a Homepage, a page about you as the author, a page for book news, media coverage and reviews, other web links or a page with contact details.²
4. Hosting of your website on our reliable servers for a period of two years.
5. Maintenance and ongoing updating of your website. This includes things like adding reviews, news, pictures, new books, new links, etc.
6. Submission of your website to search engines such as Google, Yahoo and Bing, as well as work on search engine optimisation to help gain the best possible position within these results.³

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www.troubador.co.uk/matador

7. Links to retailers' websites where your book(s) can be bought (including Matador's webshop).
8. A monthly traffic report which monitors the number of visitors to your website.

In addition to the above, there are other optional add-on facilities available, such as the inclusion of extra pages should you require them. These more major additions are charged at £20.00 per page. Our designer will be happy to discuss what can be created within the website's constraints.

How Does It Work?

Once you initially tell us that you want us to create an author website for you, our designer will contact you to discuss the project. Our production department will be able to supply some graphics (like your book cover) and other materials (perhaps a sample chapter, copy of a press release, a picture of you, etc.) for the website, and you are free to do the same.

Our designer will supply an initial Home Page design to you for comment and for design approval. Once the general design has been agreed, the content of additional pages will be prepared as agreed.

Once you have approved the completed website, it will be made live and submitted to search engines. We also link to it from our website, and you are then free to publicise it as you wish.

The process of website creation usually takes around three weeks or so.

When you wish something to be added to the website (perhaps you have a review, pictures from a book launch, news, etc.), simply email it to us and we will update your site, usually within 24 hours.

The website maintenance service does not include things like changing the site's design, or adding new pages or facilities once the initial design process has been completed. This sort of change can be made but an additional fee would be charged, as agreed at the time.

What happens after two years?

After the two years we can either continue to maintain your author website with all the care you received before for an annual fee of £50.00. Or we can transfer control of your website over to you at no cost, so you can manage it yourself. If you choose that option, you will be responsible for the hosting fees of approx £26.00 per year, or you will need to arrange hosting elsewhere. If neither of these options are chosen, your website can be closed.

If at any time during the initial two years you want us to transfer your website to you for hosting or updating elsewhere, we are happy to do this free of charge. The website we have created for you and the unique web address will both belong to you.

An example Matador author website can be seen at www.rapduval.co.uk

EXPLANATORY NOTES

1. Your author website address will depend on the availability of addresses and their cost. Some web addresses are no longer available, and some cost far more than others. We will consult with you on what addresses are available so that you can agree on one before we acquire it.
2. The content of an author website is your decision, but we will liaise closely with you to advise on what is technically possible within the standard fee that will present you and your writing in the best light.
3. Submission to search engines will be renewed from time to time during the two-year hosting period, especially if your site is regularly updated, but we are unable to guarantee any ranking positions on search engine results returned.

If you would like more information please contact Aimee Fry by email at aimee@troubador.co.uk