

Why Every Author Needs a Website

A Legacy Deserves a Home Beyond the Book

AN ELEGANT GUIDE FOR MEMOIR WRITERS,
FAMILY HISTORIANS, AND AUTHORS

In today's publishing world, an author website is no longer optional.

It is the digital home for your story.

Whether you are publishing a memoir, preserving family history, writing a business book, or sharing a lifetime of experiences, your website becomes the place where readers connect with the heart behind the book.

Social media platforms change constantly. Algorithms shift. Posts disappear.

But your website remains.

A thoughtfully designed author website helps preserve your legacy while creating a professional presence that builds trust, emotional connection, and long-term visibility.

At **Gold Leaf Legacies**, we believe your story deserves to be presented beautifully, intentionally, and with timeless elegance.

A PROFESSIONAL AUTHOR WEBSITE HELPS YOU:

- | | |
|---|--|
|  Build credibility and authority |  Promote speaking engagements and events |
|  Showcase your memoir or book professionally |  Share media appearances and interviews |
|  Share family photographs and personal history |  Create lasting emotional connection with readers |
|  Collect email subscribers and future readers |  Preserve your legacy for future generations |
|  Sell books directly | |

"Every life holds a story worth preserving."



What to Include on Your Author Website

Essential Pages That Tell Your Story Beautifully

A well-designed author website is more than beautiful—it is strategic. Each page serves a purpose and helps readers connect with you, your message, and your book.

THE ESSENTIAL PAGES



HOME PAGE

Introduce who you are, what your book is about, and why it matters. Include your book cover, a clear call to action, and an email signup.



ABOUT THE AUTHOR

Share your story, background, and the heart behind your book. Help readers connect with you on a personal level.



BOOK PAGE

Highlight your book with a compelling description, reviews, excerpts, and purchase links from your preferred retailers.



MEDIA / PRESS KIT

Provide everything journalists, podcast hosts, and event planners need—bios, photos, book covers, topics, and contact information.



BLOG / ARTICLES

Share stories, insights, and behind-the-scenes moments. A blog strengthens your SEO, builds authority, and keeps readers engaged.



EVENTS

Keep readers informed about book signings, speaking engagements, podcasts, and virtual events. Include dates, locations, and registration links.



CONTACT

Make it easy for readers, media, and event coordinators to reach you. Include a contact form, email, and social media links.



EMAIL NEWSLETTER

Your email list is one of your most valuable assets. Offer something meaningful in exchange for joining—like a free chapter or family history guide.

“Your website is not just a place on the internet—it is the digital home for your legacy.”

A thoughtful website invites readers in, builds trust, and allows your story to make a lasting impact.

Don't Forget Your Launch Date

Your book launch date creates anticipation, excitement, and momentum. It gives readers a reason to return, preorder, and share.



Announce your official release date



Offer preorder links and exclusive bonuses



Share launch events and virtual appearances



Add a countdown to build excitement

A strong launch plan can significantly increase visibility, early reviews, and long-term success.



See the full recommended launch timeline on Page 6.



Crafting a Website

That Reflects Your Legacy

Your website should feel like an extension of your story—elegant, authentic, and easy to navigate. Thoughtful design and meaningful content create an experience that connects readers to you and the heart behind your book.



REFLECT YOUR STORY THROUGH YOUR BRAND

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TYPOGRAPHY

Choose fonts that are timeless, readable, and aligned with your story.



COLOR PALETTE

Use a warm, cohesive palette that reflects the tone and emotion of your book.



IMAGERY

Incorporate personal photos, historical images, and visual elements that bring your story to life.



TOPE & VOICE

Let your words reflect who you are—warm, wise, authentic, and inspiring.



LOGO & IDENTITY

A simple, elegant logo helps create a lasting impression and brand recognition.

ADDITIONAL FEATURES THAT MAKE AN IMPACT



EMAIL SIGNUP

Build your community and stay connected with readers for life.



SEARCH ENGINE OPTIMIZATION (SEO)

Helps readers discover you online and brings long-term visibility to your site.



DIRECT BOOK SALES

Sell your book directly, offer signed copies, bundles, and special editions.



MOBILE-FRIENDLY DESIGN

Ensure your website looks beautiful and functions perfectly on all devices.



TESTIMONIALS & REVIEWS

Share kind words from readers, media, and those you've inspired.



SOCIAL MEDIA INTEGRATION

Connect your website with your social platforms to expand your reach.

“A thoughtfully designed website is more than beautiful—it becomes a bridge between your story and the hearts of your readers.”

Your legacy.
Your message.
Your home online.

Evolve With Your Journey

Your author website will grow with you—from the moment you begin sharing your story to long after your book is published. Update it, expand it, and let it reflect every new chapter of your legacy.



BEFORE YOUR BOOK

Build anticipation, share updates, and grow your audience.



DURING LAUNCH

Create excitement, promote events, and connect with readers.



AFTER PUBLICATION

Continue sharing, inspiring, and building your legacy.



Book Launches

*Create Anticipation. Build Momentum.
Leave a Lasting Impact.*

Your book launch is more than a single day—it's a season of opportunity. A well-planned launch builds excitement, increases visibility, and connects your story with the readers who need it most.

WHY A LAUNCH DATE MATTERS



CREATES EXCITEMENT

A launch date gives readers something to look forward to.



BUILDS MOMENTUM

Consistent promotion leads to stronger visibility and sales.



OPENS DOORS

Media, podcasts, and events are more likely to support a book with a set launch date.



DRIVES PREORDERS

Preorders increase rankings and create early buzz.



DEEPENS CONNECTIONS

Readers feel part of your journey and become lifelong supporters.

WHAT TO FEATURE ON YOUR WEBSITE



LAUNCH COUNTDOWN

Build anticipation with a countdown timer to your official release date.



PREORDER INFORMATION

Share preorder links, bonuses, and details about where your book is available.



LAUNCH EVENTS

Promote book signings, virtual events, live streams, and speaking appearances.



MEDIA & PRESS KIT

Provide your bio, book summary, cover images, and more for easy media sharing.



EMAIL SIGNUP

Grow your community and keep readers updated every step of the way.

A Recommended Launch Timeline



6-12 MONTHS BEFORE LAUNCH

- Build your website
- Start collecting emails
- Share your book vision
- Begin content marketing



3-6 MONTHS BEFORE LAUNCH

- Reveal your cover
- Open preorders
- Book interviews & podcasts
- Announce events



1-2 MONTHS BEFORE LAUNCH

- Increase promotion
- Send newsletter updates
- Run ads (optional)
- Collect early reviews



LAUNCH WEEK

- Host launch event
- Send email campaign
- Share reviews & testimonials
- Encourage Amazon reviews

"A thoughtful launch today becomes a legacy that lasts for generations."

Essential Marketing for Authors

Share Your Story. Reach More Hearts.

Marketing is not about being everywhere—it's about being intentional. Your website is the hub that connects all your outreach and helps your message reach the right people.



MARKETING STRATEGIES THAT MAKE AN IMPACT



KNOW YOUR AUDIENCE

Understand who your readers are and what matters to them. Speak to their hearts.



BUILD AN EMAIL LIST

Your email list is one of your most valuable assets for connecting and sharing updates.



SHARE YOUR STORY

Use your blog, social media, and newsletter to share behind-the-scenes and inspiration.



USE YOUR WEBSITE

Drive traffic to your website where readers can learn more and take action.



BE CONSISTENT

Consistent messaging and presence build trust and long-term loyalty.

PROMOTE ACROSS EVERY CHANNEL



SOCIAL MEDIA

Share updates, quotes, memories, and behind-the-scenes moments.



EMAIL NEWSLETTERS

Keep readers informed and engaged with valuable content.



PODCASTS & INTERVIEWS

Reach new audiences and share your message in conversations.



SPEAKING ENGAGEMENTS

Connect in person and position yourself as a trusted voice.



BLOG CONTENT

Share stories, tips, and insights that attract and inspire.



COMMUNITY

Join groups and communities where your readers gather.

“Marketing is not about selling—it's about sharing the message that only you can share.”

When your story resonates, the right readers will find you.

Content Ideas That Connect

Great content builds connection and keeps readers coming back. Here are ideas to keep your website and marketing meaningful.



PERSONAL STORIES

Share meaningful moments that shaped your life.



FAMILY HISTORY

Highlight your heritage, ancestors, and traditions.



LESSONS LEARNED

Share wisdom, advice, and life lessons.



UPDATES & EVENTS

Share news about your book, events, and appearances.



INSPIRATIONAL QUOTES

Offer encouragement and timeless truths.



BEHIND THE BOOK

Take readers behind the scenes of your writing journey.



Measure Impact. Grow Your Legacy.

*Track Progress. Understand Your Readers.
Keep Evolving.*

A successful author website is never “finished.”
It grows with your story and your audience.
By understanding what works, you can make better
decisions and create deeper connections.

KEY METRICS THAT MATTER



VISITORS

Track website traffic
to see how many
people are discovering
your story.



ENGAGEMENT

See which pages and
content resonate most
with your audience.



SUBSCRIBERS

Grow your email list
and build a community
of loyal readers.



SALES & CONVERSIONS

Monitor book sales,
event signups, and other
important actions.

CONTINUOUS IMPROVEMENT



REVIEW REGULARLY

Check your analytics
monthly to identify
trends and
opportunities.



UPDATE CONTENT

Keep your website
fresh with new stories,
photos, and
announcements.



LISTEN TO READERS

Pay attention to
feedback, messages,
and what your readers
are asking for.



REFINE & OPTIMIZE

Improve your site
based on data and
what works best for
your audience.



STAY TRUE TO YOU

Your authentic voice
is your greatest
strength. Let it
always shine.

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*A website gives your
story wings—your legacy
gives it meaning.*

”

When you measure impact,
you ensure your story
continues to inspire
for years to come.

Your Legacy, Amplified

Your author website is more than a collection of pages—
it's a living, breathing part of your legacy.
It connects, inspires, and creates ripples that extend far beyond your book.



Share your story
with the world.



Build relationships
that last.



Inspire others
through your journey.



Leave a legacy
that endures.



Keep growing.
Keep sharing.
Keep inspiring.
Your legacy
matters.

Design That Reflects the Heart of Your Story.

Beauty. Clarity. Connection.

Design is more than how your website looks—it's how it makes people feel.

A thoughtfully designed website invites readers in, helps them connect, and encourages them to stay, explore, and engage.

DESIGN PRINCIPLES THAT BUILD TRUST

				
AUTHENTIC	CLEAR	ELEGANT	RESPONSIVE	EMOTIONAL
Let your story and personality shine through every page.	Simple navigation helps readers find what they need easily.	Timeless design builds credibility and leaves a lasting impression.	A beautiful experience on every device—desktop, tablet, and mobile.	Use imagery and words that create connection and evoke feeling.

ELEMENTS EVERY AUTHOR WEBSITE SHOULD INCLUDE

					
HOME	ABOUT	BOOK PAGE	GALLERY	MEDIA	CONTACT
A warm welcome that captures who you are and what you write.	Share your story, your background, and what inspires your writing.	Highlight your book with details, praise, buy links, and sample chapters.	Share meaningful photos, archives, and moments from your journey.	Showcase interviews, features, podcasts, and press appearances.	Make it easy for readers, media, and event planners to reach you.

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When design meets purpose, your website becomes more than a page—it becomes a place of connection.

Design your website to welcome, inspire, and make an impact.

Inspiration for Your Website

Your website should feel like an extension of your book—warm, personal, and true to you. Draw inspiration from your story, your audience, and the legacy you want to leave behind.

			
NATURAL & WARM	PERSONAL TOUCHES	CONSISTENT STYLE	TIMELESS APPEAL
Earthy tones, soft textures, and natural imagery create a welcoming feel.	Handwritten notes, heirlooms, and family photos bring your story to life.	Use colors, fonts, and imagery that reflect your voice and your message.	Classic design never goes out of style—your legacy is worth timeless beauty.



Content That Honors. Stories That Last.

What to Include in Your Author Website.

Your website is your digital legacy home. The right content helps readers connect, builds trust, and makes your story unforgettable. Here are the must-have elements to include.

ESSENTIAL CONTENT TO INCLUDE



ABOUT THE AUTHOR

Share your story, background, and what inspires you.



YOUR BOOK

Highlight your book with descriptions, buy links, and reader benefits.



SAMPLE CONTENT

Offer a preview—a chapter, an excerpt, or a letter from your book.



PHOTOS & GALLERY

Use meaningful images that bring your story and journey to life.



BLOG & ARTICLES

Share insights, life lessons, and behind-the-scenes reflections.



PRESS & MEDIA

Feature interviews, articles, podcasts, and media appearances.



TESTIMONIALS

Let readers and peers share how your book has impacted them.



CONTACT & SIGNUP

Make it easy for readers to reach you and join your email list.



The right content doesn't just inform—it connects, it inspires, and it leaves a legacy.

Your story deserves to be seen, felt, and remembered.

Best Practices for Meaningful Content

Your words have power. When shared with intention, they create resonance and remembrance.



KNOW YOUR AUDIENCE

Speak to the people who need your story the most.



BE AUTHENTIC

Write from the heart. Honesty builds unshakable trust.



BE CONSISTENT

Update your content regularly to stay relevant and visible.



FOCUS ON VALUE

Offer inspiration, wisdom, and takeaways in every post.



MEASURE & IMPROVE

Use data and feedback to refine and grow your impact.

Every piece of content is a thread in the tapestry of your legacy.

Choose words that honor your past and inspire your future.

Recommended Website Platforms & Tools

Build a Beautiful Foundation for Your Legacy.

The right platform makes it easy to create a website that looks professional, functions seamlessly, and grows with your career. Here are trusted options authors love.

TOP WEBSITE PLATFORMS FOR AUTHORS



SQUARESPACE

Beautiful templates. All-in-one.

A user-friendly platform with stunning designs and everything you need built in.



BEST FOR:

- authors who want elegance and simplicity
- beautiful portfolios and book showcases
- all-in-one hosting, domains, and support



WORDPRESS.ORG

Powerful. Flexible. Limitless.

The most customizable platform with thousands of themes and plugins.



BEST FOR:

- authors who want full control
- advanced functionality and growth
- blogs, memberships, and online stores



WIX

Easy to use. Quick to launch.

Drag-and-drop simplicity with beautiful designs and built-in tools.



BEST FOR:

- authors who want ease and speed
- customizable templates
- built-in marketing features



TERTULIA FOR AUTHORS

Built for authors. Made for readers.

www.authors.tertulia.com

An all-in-one platform created specifically for authors to share their books, stories, and ideas with the world.



BEST FOR:

- authors who want a professional site fast
- showcasing books, blog, events, and media
- built-in reader discovery and community
- beautiful, modern templates designed for authors

ESSENTIAL TOOLS THAT SUPPORT YOUR WEBSITE



MAILCHIMP

Email marketing made easy. Build relationships and grow your audience.



GOOGLE ANALYTICS

Understand your visitors, track performance, and make smart decisions.



YOAST SEO (WORDPRESS)

Improve your visibility and help readers find you through search engine optimization.



CANVA

Design graphics, book covers, and social media content with ease and beauty.



UPDRAFTPLUS

Back up your website regularly and protect your hard work with peace of mind.



REALLY SIMPLE SSL

Secure your website and build trust with an SSL certificate.

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The right platform gives you the freedom to focus on your writing—while your website works for you, 24/7.

Choose what supports you today and empowers your legacy tomorrow.

Author Website Planning Checklist

Everything You Need Before You Launch

A successful author website begins with thoughtful planning and attention to the details that matter. Use this checklist to ensure your website is complete, professional, and ready to make an impact.



WEBSITE ESSENTIALS

- ☐ Domain name secured
- ☐ Hosting and platform chosen
- ☐ Professional author photo
- ☐ Logo or name treatment created
- ☐ Brand colors and fonts selected
- ☐ Author bio written
- ☐ Book cover image(s) ready
- ☐ Purchase links prepared
- ☐ Contact form created
- ☐ Email signup form connected
- ☐ Social media links added
- ☐ Mobile responsiveness checked
- ☐ Basic SEO settings completed
- ☐ Favicon and site title set



CONTENT CHECKLIST

- ☐ Homepage with clear introduction
- ☐ About page (your story)
- ☐ Books page with details
- ☐ Sample chapter or preview
- ☐ Media/Press page
- ☐ Testimonials or reader reviews
- ☐ Blog or articles section
- ☐ Events or appearances page
- ☐ Resources or bonus content
- ☐ Frequently Asked Questions
- ☐ Privacy Policy page
- ☐ Terms of Service page



BRANDING CHECKLIST

- ☐ Brand mission or message defined
- ☐ Consistent fonts across the site
- ☐ Color palette reflects your brand
- ☐ Logo and imagery are consistent
- ☐ Professional photography used
- ☐ Tone and voice are aligned
- ☐ Brand story is reflected throughout
- ☐ Design feels cohesive and elevated
- ☐ Typography is easy to read
- ☐ Whitespace and layout are balanced
- ☐ Visuals support your message



LAUNCH PREPARATION

- ☐ Website tested on all devices
- ☐ All links and buttons are working
- ☐ Newsletter and email sequences ready
- ☐ Preorder or purchase links active
- ☐ Google Analytics connected
- ☐ Google Search Console connected
- ☐ Social sharing images created
- ☐ Launch announcement plan ready
- ☐ Backup and security plugin installed
- ☐ Final proofread of all content
- ☐ Website speed optimized
- ☐ Share your website with your list!



GROWTH FOUNDATION

- ☐ Lead magnet or freebie created
- ☐ Email welcome sequence written
- ☐ Blog strategy planned
- ☐ SEO keywords identified
- ☐ Social media strategy aligned
- ☐ Cross-linking between pages set
- ☐ Calls-to-action added
- ☐ Analytics goals established
- ☐ Ongoing content plan created
- ☐ Community or reader group considered
- ☐ Track and measure your progress



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*Your website is where
your story continues
long after the final
page is turned.*



Plan well. Launch with confidence.
Inspire for generations.