



# STARTING A WEBSITE

Kansas Writers Association

October 15 , 2022

Janelle Mercer, Wichita Public Library

[jmercerc@wichita.gov](mailto:jmercerc@wichita.gov)

# Sound Check

- If you can't hear me, please raise your hand or get my attention.

# What we'll cover today:

- Getting Started
  - Look at other author websites
    - What do you love?
    - What do you dislike?
  - Identify type of website you want
  - Budget
    - What can you afford?
    - Can you afford a designer?
- Compare and contrast platforms
- Tips

# Getting Started

- What is the purpose of your website?
- What content do you want on your site?
- Choose a platform
- Decide on a website name and domain name
- Decide on branding
- Draw out a website map or plan of your site
- Decide on budget

# Getting Started

- Identify the type of website you want
  - Blog?
    - <https://kwawriters.org/>
    - <https://www.johngreenbooks.com/blog>
    - <http://www.dianagabaldon.com/>
  - Standard Website
  - E-Commerce Site
    - <https://asharmy.com/>

# Getting Started

- Look at other Author Websites
  - Janet Evanovich: <https://evanovich.com/>
  - James Patterson: <https://www.jamespatterson.com/>
  - Kate Quinn: <https://www.katequinnauthor.com/>
  - Kristan Higgins: <https://www.kristanhiggins.com/>
  - Sarah Dessen: <https://sarahdessen.com/>
  - Jordan Michelle: <https://www.jrdnmichelle.com>
- What do you like?
- What do you dislike?

# Blog

- Post regularly
- Moderate comments
- Make it fun
- Social media presence a bonus (Facebook)
  - <https://www.facebook.com/KristanHigginsBooks/>
  - <https://www.facebook.com/groups/2079379615628229/>
- Digital Newsletters are also an option

# Platforms

- Google Sites
  - <https://sites.google.com>
- Wix
  - <https://www.wix.com/>
  - E-commerce option
- WordPress (blog-based)
  - <https://wordpress.com/>
  - [www.wordpress.org](http://www.wordpress.org) (self-hosted)



# Blog Platforms

Blogger (can embed into Google Sites)

Wix

WordPress (self-hosted)

Wordpress.com

<https://www.wix.com/blog/2021/02/how-to-start-a-blog/>

# Hosted vs Self-Hosted

- Hosted – use a Software as a Service (SAAS) to store or host the site for YOU
  - WordPress.com, Wix, Weebly, Google Sites
  - Service provides server space and software to build your site
  - Easier
  - Less control.
  - Everything in one place – software, domain name, etc.
- Self-hosted – you host
  - Wordpress.org
  - Download the software yourself and can host it on your own server or buy hosting space from a provider (HostGator, Bluehost, etc).
  - You're responsible for updates and security
  - <https://www.pcmag.com/picks/the-best-web-hosting-services>

# Budget

- How much money can you spend on your website?
  - Can you afford a web designer?
  - Hosting package?
  - Domain Name

# Budget

- Web Designer

- Hire freelancers from sites like fiverr. or Upwork
  - <https://www.fiverr.com/categories/graphics-design/website-design>
  - <https://www.upwork.com/hire/web-designers/>
  - Prices can vary.
  - Expect to pay around \$200 (may be more or less)
- There are also local web designers

## Compare Packages

Package	\$30 <b>Basic</b>  ONE BASIC EDIT  Includes *1* basic edit on one page or post. Such as a text, link OR image modification.	\$395 <b>Standard</b>  SMALL BUSINESS WEBSITE PACKAGE  Includes up to 10 pages plus contact or quote request form.	\$595 <b>Premium</b>  E-COMMERCE WEBSITE PACKAGE  E-commerce site with up to 25 products.
Number of pages or screens	1	10	20
Delivery Time	7 days	30 days	30 days
Total	\$30	\$395	\$595
	<a href="#">Select</a>	<a href="#">Select</a>	<a href="#">Select</a>



**Message Ivtrees**

Away • Avg. response time: 4 Hrs

Example of price from fiverr

## Compare Packages









Package	\$20 Basic	\$100 Standard	\$150 Premium
	<b>BASIC</b> I will design (or redesign) a one-page website for you with unlimited revisions.	<b>STANDARD</b> I will design (or redesign) a five-page website for you with unlimited revisions.	<b>PREMIUM</b> I will design (or redesign) a ten-page website for you with unlimited revisions.
Responsive design	✓	✓	✓
Prototype	✓	✓	✓
Source file	✓	✓	✓
Content upload	✗	✓	✓
Number of pages or screens	1	5	10
Revisions	Unlimited	Unlimited	Unlimited
Delivery Time	3 days	14 days	21 days
Total	\$20	\$100	\$150
	<a href="#">Select</a>	<a href="#">Select</a>	<a href="#">Select</a>



Message michael\_s92


Away • Avg. response time: 1 Hour

Example of price from fiverr


 <p><b>\$25/hr</b></p> <p><b>Srdjan D.</b> Web Designer</p> <p>4.8/5 (37 jobs)</p> <p>Web Design, WordPress, HTML, CSS, Adobe Illustrator, Adobe Photoshop, Graphic Design</p> <p><a href="#">See More</a></p>	 <p><b>\$120/hr</b></p> <p><b>Patrick J.</b> Web Designer</p> <p>5.0/5 (93 jobs)</p> <p>Web Design, Squarespace, Website, Landing Page, JavaScript, CSS</p> <p><a href="#">See More</a></p>	 <p><b>\$12/hr</b></p> <p><b>Angela May A.</b> Web Designer</p> <p>5.0/5 (6 jobs)</p> <p>Web Design, Adobe Photoshop, Adobe Illustrator, UX &amp; UI, Graphic Design, Logo</p> <p><a href="#">See More</a></p>	 <p><b>\$48/hr</b></p> <p><b>Arthur L.</b> Web Designer</p> <p>4.9/5 (33 jobs)</p> <p>Web Design, Responsive Web Design, Webflow, Adobe Photoshop, Graphic Design</p> <p><a href="#">See More</a></p>
 <p><b>\$60/hr</b></p> <p><b>Anton B.</b> Web Designer</p> <p>5.0/5 (51 jobs)</p> <p>Web Design, User Experience Design</p>	 <p><b>\$25/hr</b></p> <p><b>Oleh H.</b> Web Designer</p> <p>4.9/5 (243 jobs)</p> <p>Web Design, User Interface Design</p>	 <p><b>\$50/hr</b></p> <p><b>Vladyslav P.</b> Web Designer</p> <p>4.9/5 (8 jobs)</p> <p>Web Design, Product Design, iPhone UI Design, UX Design</p>	 <p><b>\$90/hr</b></p> <p><b>Andrew L.</b> Web Designer</p> <p>5.0/5 (44 jobs)</p> <p>Web Design, Squarespace, CSS, Adobe Photoshop</p>

Example of prices from Upwork

# Upwork Example

 **Jordan Michelle**  
Paranormal Suspense Romance Author

HOME BOOKS READER REVIEWS ABOUT JORDAN BOOK ME **OUT NOW!**

 **Jordan Michelle**  
Paranormal Suspense Romance Author

Love romance? Wishing a deeply sexy, dominant man would sweep you off your feet?

I write passionate, sexy paranormal suspense romance that will have you flying through the pages! My world is one of unique paranormal beings, sizzling chemistry, extra steamy love scenes, charming side characters and heart-pounding suspense that keeps readers hanging on every word.

[Read More](#)

<https://www.jrdnmichelle.com/>



# Budget

- Custom domain name?
  - Usually around \$7 - \$20 a year (usually included with first year cost of hosted site)
  - Suggest getting a .com
    - Keep it short and simple
    - Example: [www.janellemercercer.com](http://www.janellemercercer.com)

# Budget Total Estimate (Google Sites)

Google Sites	Cost	Comments
Custom Domain	\$10/year	
Design Fee	\$0	Can hire a designer
Platform Fee	\$0	
Total:	\$10	

# Budget Total Estimate (Wix)

Wix	Cost	Comments
Custom Domain	\$10/year	First year might be free depending on service
Design Fee	\$200	Should only have to pay once. Unless you pay for updating.
Platform Fee	\$192	Wix (\$16/month 12 * \$16)
Total:	\$402	

<https://www.wix.com/upgrade/website>

# Budget Total Estimate (Wordpress.com)

Wix	Cost	Comments
Custom Domain	\$10/year	Free domain first year
Design Fee	\$200	Should only have to pay once. Unless you pay for updating.
Platform Fee	\$96	WordPress (\$8/month 12 * \$25)
Total:	\$306	

<https://wordpress.com/pricing/>

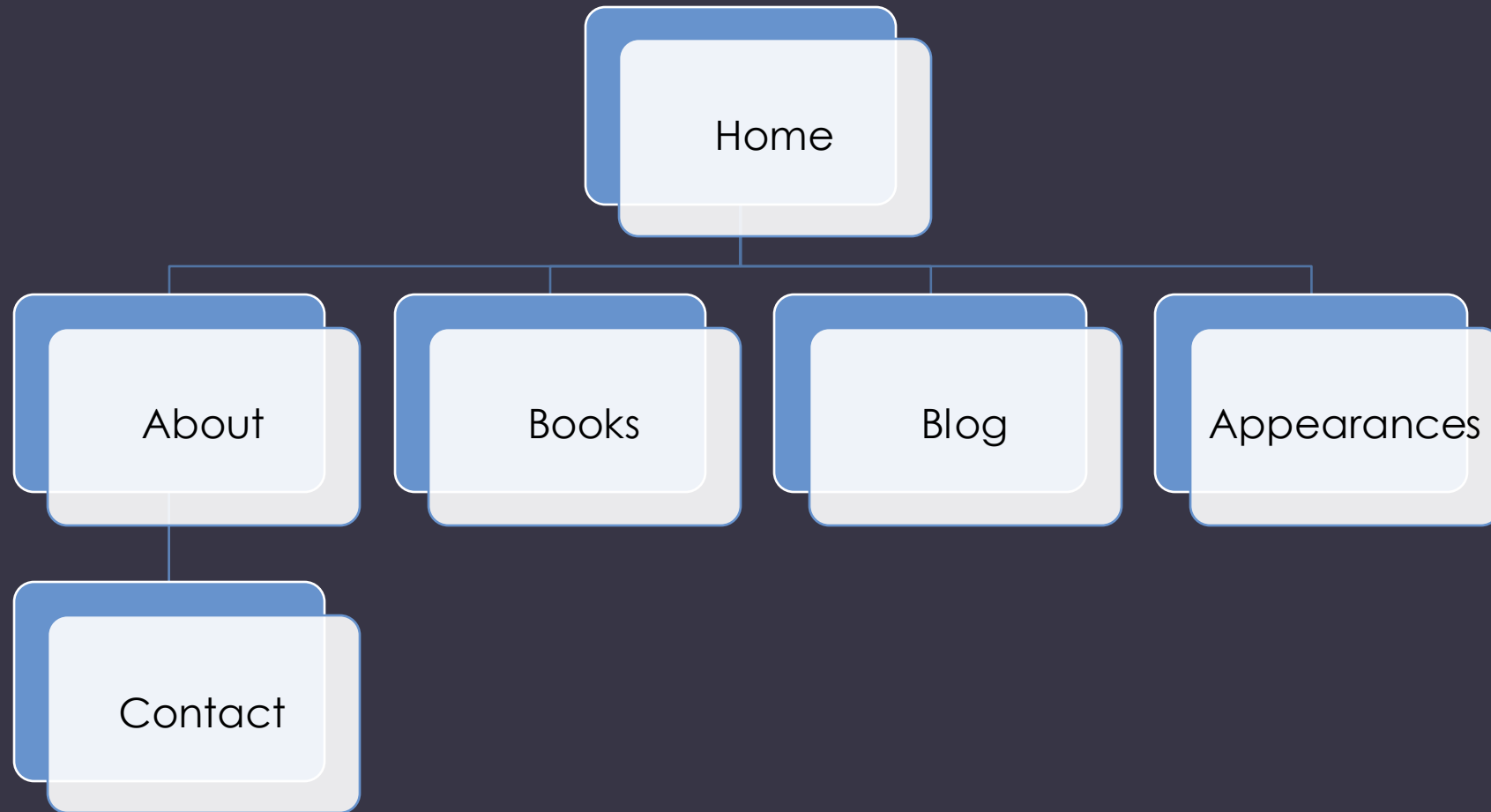
# Website Platforms

	Google Sites	Wix	WordPress.com
Address	sites.google.com	wix.com	wordpress.com
Cost	Free Pay for Domain Name	Free with ads Starts at \$16/month <a href="https://www.wix.com/upgrade/website">https://www.wix.com/upgrade/website</a>	Free with ads Paid starts at \$4/month <a href="https://wordpress.com/pricing/">https://wordpress.com/pricing/</a>
Pros	Easy to use	Easy to use Lots of options Lots of templates Been around a long time	Very customizable and powerful
Cons	Not a lot of options	Can't change template without having to revamp website Can't export site or access code	Learning Curve

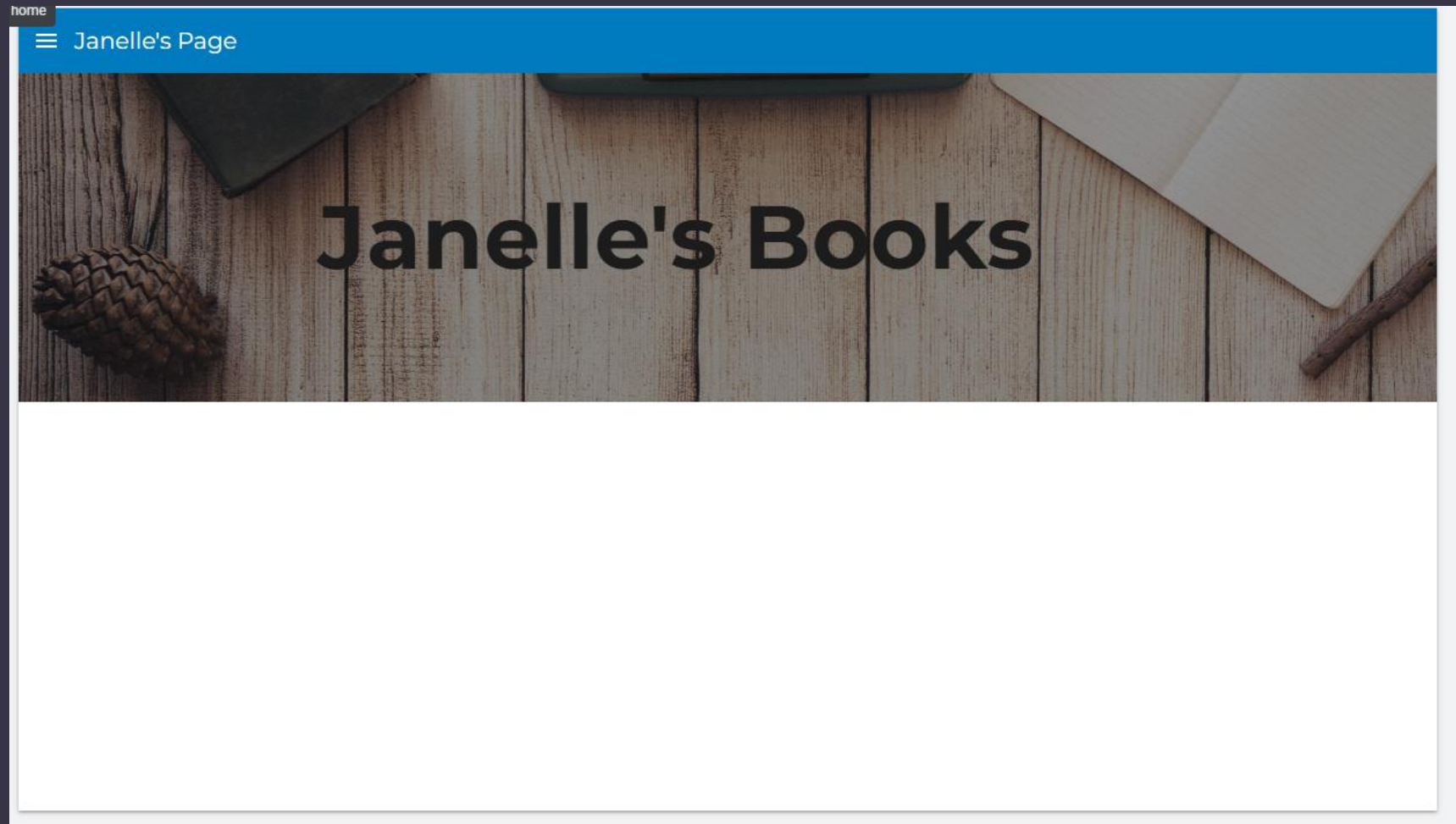
# Website Platforms

Feature	Google Sites	Wix	WordPress.com
Blogging	No. Can import Blogger site	Yes	Yes
eCommerce option	Sort of	Yes	Yes
Custom domain	Yes	Yes, with paid versions Free domain for year	Yes, with paid versions Free domain for year
Analytics	No	Free for year starting with \$27/month plan	Depends on version
SEO (Search Engine Optimization) Tools	No	Yes	Yes with \$25/month plan

# Getting Started: Draw it out

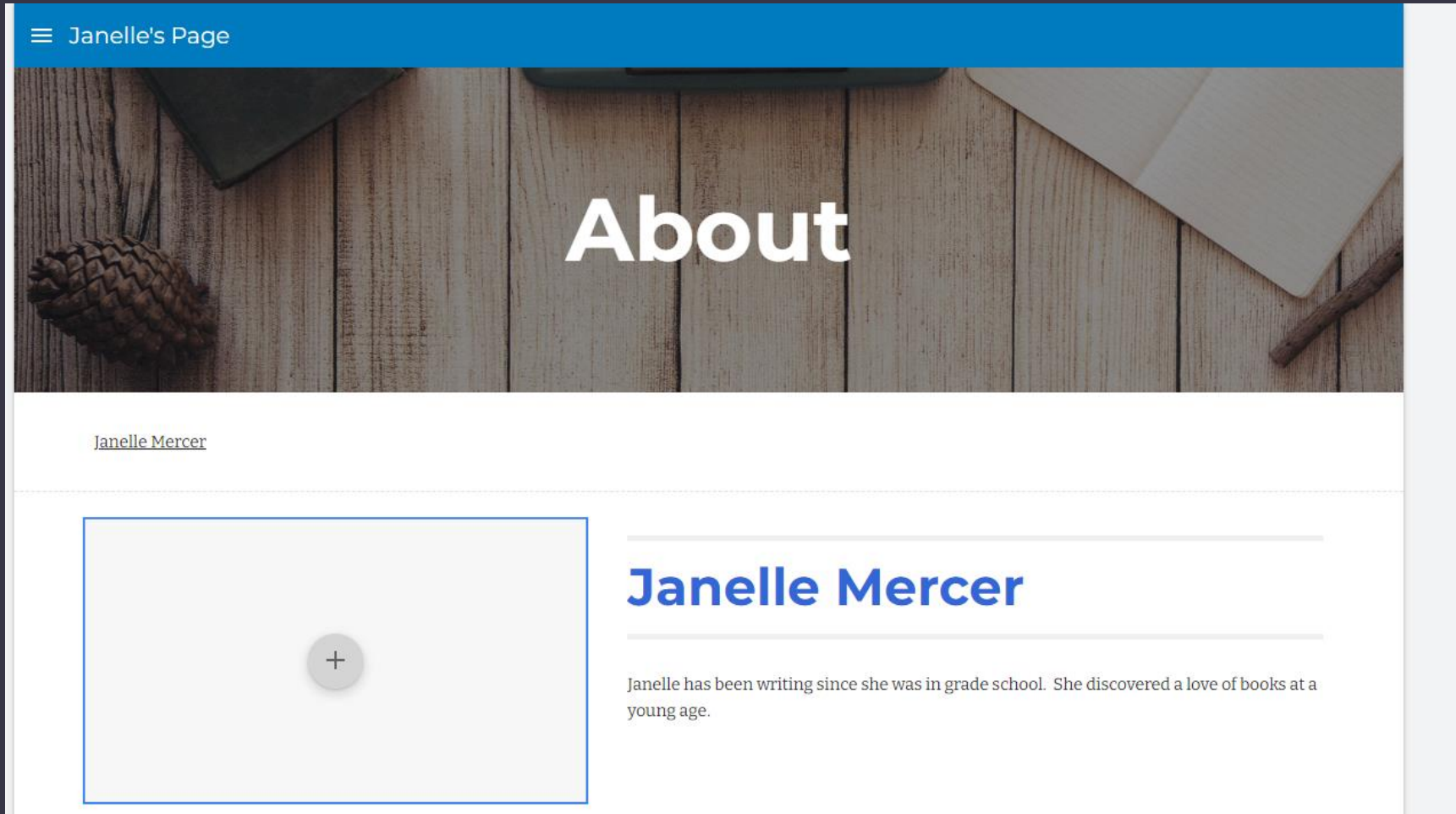


# Getting Started: Draw it out





# Getting Started: Draw it out




The image shows a screenshot of a web page. At the top, there is a blue navigation bar with a hamburger menu icon and the text "Janelle's Page". Below this is a large header image with a wooden background, a pinecone, and a notebook, with the word "About" written in large white letters. Underneath the header is a white section with the name "Janelle Mercer" in a small, underlined font. Below that is a large, empty rectangular box with a blue border and a small grey circle containing a plus sign in the center, indicating a missing profile picture. To the right of this box, the name "Janelle Mercer" is displayed in a large, bold blue font, flanked by two horizontal lines. Below the name is a short paragraph of text: "Janelle has been writing since she was in grade school. She discovered a love of books at a young age."

☰ Janelle's Page

# About

Janelle Mercer



---

## Janelle Mercer

---

Janelle has been writing since she was in grade school. She discovered a love of books at a young age.

# Photo Tips

- High quality photos
- Use your own photos if possible
- Clear book cover images
- Relevant to you and your site
- Headshot
  - No selfies if possible
  - Ask friend to take picture
  - Schedule headshot with professional photographer if possible (budget?)
- Royalty Free Images
  - <https://unsplash.com/>
  - <https://www.pexels.com/royalty-free-images/>

# Photo Tips

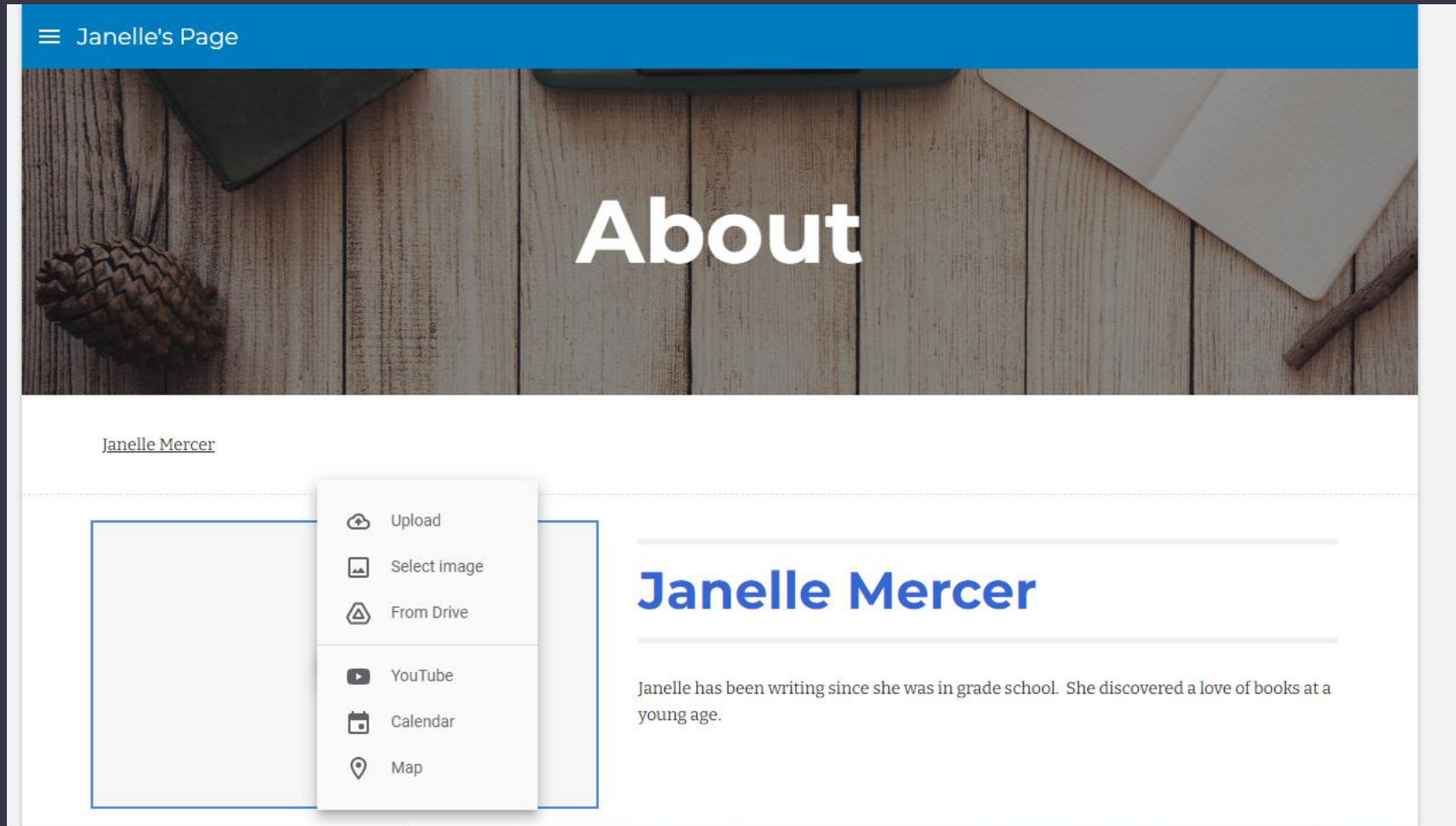
- File naming
  - Don't use file convention directly from phone, camera, or downloads
  - Instead use descriptive file name



FB-IMG-1665706938460.jpg NO!

Fall-into-reading-libby.jpg YES!

# Adding Pictures Google Sites



The screenshot shows a Google Site interface. At the top, a blue navigation bar contains a hamburger menu icon and the text "Janelle's Page". Below this is a large header image of a wooden surface with a pinecone, a notebook, and a pen. The word "About" is centered in large white text. Underneath the header, the name "Janelle Mercer" is displayed. A large empty rectangular box is intended for a profile picture. A context menu is open over this box, listing options: "Upload", "Select image", "From Drive", "YouTube", "Calendar", and "Map". To the right of the picture box, the name "Janelle Mercer" is written in blue, followed by a short paragraph of text.

Janelle's Page

## About

Janelle Mercer

- Upload
- Select image
- From Drive
- YouTube
- Calendar
- Map

### Janelle Mercer

Janelle has been writing since she was in grade school. She discovered a love of books at a young age.

# Tips

- Keep site up to date
- Renew domain every year
  - Set reminder
- Setup website account with email you will always have access to
  - Use extremely strong passwords on email account and web hosting site

# Resources

- <https://support.wix.com/en/article/building-a-website-for-free>
- <https://www.wix.com/blog/2021/02/how-to-make-a-website>
- <https://www.stylefactoryproductions.com/blog/wix-review>
- <https://www.writersdigest.com/getting-published/step-step-guide-build-author-website>

# Need Help?

Book a Librarian Service

Free one-on-one

1 hour Technology Help

Janelle Mercer, Technology Trainer

Wichita Public Library

[jmercerc@wichita.gov](mailto:jmercerc@wichita.gov)

316-261-8500

