

## Author Landing Page: a single page website

*Cost effective and everything you need to get started....*

**Estimated Cost: \$550**

### **Includes:**

- 45 minute initial meeting
- Landing page – one page site featuring:
  - your book cover
  - your artist photo
  - a short (2 or 3 sentence) bio
  - an excerpt from your book
  - an optional countdown timer to your book's release date
  - links to your social media pages
  - email call to action (collect emails to announce release dates, readings or other events)
- desktop, tablet and phone friendly
  - NOTE: 60% of current web users will view your website on their phone
- No menu or secondary pages
- Security and backup plugins to protect your website
- 45 minutes training session on how to update your own site
- Ownership and registration of a professional theme capable of expanding your one page landing page to a third tier, highly complex website down the line once your book has taken off.

### **You supply:**

- a domain name you've secured and purchased
- theme purchase (\$61.00)
- website hosting (Feel free to ask for suggested host and plan)
- your bio statement and photo
- one or two book excerpts
- release date for your book
- access to your MailChimp or Constant Contact account for email integration. (We can provide information for how to set up these services if you don't have an existing account.)

### **Contact Information:**

**Kimm Wiens**

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