



Features of effective author websites

A 'how to' guide for authors

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Why you need a web presence

7 reasons to have a website

1. A website is affordable

An author website is incredibly affordable. All it takes is a domain, some website hosting and the right knowledge to get up and going.

Compare the cost of producing professional quality posters and bookmarks to the cost of maintaining a website. Add in the fact that the reach of the web is essentially limitless...

2. Readers will assume you have one

Most readers assume that you will have a website and will actively seek additional information about you and your work on the internet. Promoting your website is incredibly effective as your publisher will be delighted to include your domain name in the book itself and often will include it on any marketing material for your work.

3. A website is independent of your publisher

Having a presence to promote your work that is independent of your publisher is invaluable as it allows you to switch publishers with every release without losing your existing readers.

4. A website is an international presence

The internet makes market boundaries irrelevant. If your book is on sale online then anyone in the world can purchase it. Having a website allows you to access markets outside of Australia.

5. A website is scalable

The greatest advantage of a well designed website is that it's scalable. Writing a new series in a new world? No problem, add a new link to your navigation and away you go.

6. A website is a living document

Your website should be 100% up to date 100% of the time. Just won an award? Update your website to ensure that your readers are constantly informed. Much simpler than producing a new snail mailout each time something exciting happens in your professional career.

7. **A website is a place where you can control your own message**
Don't like the slant your publishers are giving your new work? Are they calling it romantic fantasy when you consider it epic? Your official author website is the Last Word on your work and you can have complete control over the content and message, independent of your publisher.

CMS vs flat site

What is a CMS and why would I want one?

A content management solution (CMS) is a system that allows you to keep your own website up to date, without the need for special training or software.

An author CMS with the RIGHT features allows you to maximise the return on your investment and minimise your dependence on third party providers.

An author CMS is also very easy to use and means that you won't need to either learn HTML or invest in expensive software like Dreamweaver.

<i>Feature</i>	<i>Flat site</i>	<i>CMS</i>
Needs software and/or HTML knowledge	✓	✗
Needs FTP client	✓	✗
Can be updated by anyone that can use Microsoft Office	✗	✓
Designed specifically with authors in mind	✗	✓
Can be tailored to meet your specific needs	✗	✓
Hosting from...	\$9.95 per month	\$33.00 per month

Don't take our word for how easy and effective our author CMS, is, though. Samples of our author CMS modules are online at www.SpeculateDesign.com – why not give it a try?

Want to see it in action?

Russell Kirkpatrick (www.RussellKirkpatrick.com)

Jennifer Fallon (www.JenniferFallon.com)

Trudi Canavan (www.TrudiCanavan.com - selected modules only)



NOTE

If you have HTML skills or an established relationship with someone that can keep your website up to date for you then an author CMS may not be necessary. Remember - our author CMS is modular so you can pick the elements that suit your needs.

Not sure what you require? Contact us at fiona@speculatedesign.com to discuss whether an Author CMS is appropriate for your website – we'd be delighted to build you a tailored quote and are always happy to offer authors free advice.

Attractive look and feel

Website design, layout and branding

1.1 Author as brand

You hear the term “brand” or “positioning” a lot these days in the corporate world, so what is it? Put simply a brand is the relationship between a consumer and a product. Think of it a brand as the memory of everything you know about the company from interaction with it and its products, everything you’ve ever heard about it and everything you’ve ever thought about it.

As an author each book you release is with a view to building your brand. You are looking to retain the readers you already have and capture new readers with every release.

Your goal should be to ensure that your brand is as clearly defined and as positive as possible. When establishing yourself as a brand a logo, stationery, colour palette and website are a good place to start, but that’s only the beginning.

Publishers and branding

In most cases the look of your products (your books) will be decided by the publisher, often with limited input from you. Your editor and agent can offer you advice on this, but don’t be afraid to ask questions about the long term vision for building a cohesive look for your covers. This is particularly important if you are releasing a series of books. The title font on your books should be the same across the series. Your name should be presented in the same way. The titles and your name should line up perfectly across the series when face-out in a pocket as well as spine out.



NOTE

To simplify matters, this document will assume that you are only published by one publisher, in one marketplace and that a consistent look has been applied to your cover art.

If your work has been released by more than one publisher, or with more than one look, please contact us to discuss your options.

Contact us at www.SpeculateDesign.com

Covers as a starting point

Your cover art is the obvious starting point to build your brand – it is usually the first contact your readers have with you and so everything else should fall in line with the look and feel of your book jackets.

Once your cover art is finalised, the art department at your publisher will be invaluable. Ask your editor or marketing representative to find out the following:

1. What font is used for the title
2. What font is used for your author name
3. Has a particular colour palette been set for your work
4. Are any of the images used in the cover or marketing material royalty free

Once you know the colours, fonts and images you have the start for a style guide – this should dictate your visual identity moving forward.

Marketing material

Your publisher will take care of a lot of the sales and marketing for your work, but bear in mind that every piece of information presented about you should build on your brand. The same colours and fonts should be used – work with your marketing representative to ensure this is the case and ask what other activities you should be undertaking.

Always be courteous and professional when dealing with your publisher, but don't be afraid to make suggestions about marketing activities. If an activity you'd like to pursue falls outside the publisher's marketing budget, ask if it is something you can undertake yourself.

Remember - most marketing budgets are limited and provided you work with the marketing team assigned to your book, any marketing efforts you make will be appreciated.

More information about branding

For more information about branding, take a look at www.allaboutbranding.com or Google 'Branding'.

1.2 Designing your website

The design of your website will be dictated by your brand identity, but keep the following in mind:

- It should be attractive to your target demographic
Your cover is unlikely to break this rule, but don't use hot pink for your website if you wrote a gothic horror novel aimed at teenage boys
- It should be clean and easy to read
Ensure that enough "white space" is used on your site design so that it doesn't feel cluttered. Fonts should be clear and easy to read.
- It should be scalable
When designing your website remember that you may want to add new features so allow space in the navigation to add these without needing a full redesign
- Different screen resolutions
Consider how your website design will look on an 800*600 CRT monitor. How will it look on a widescreen LCD?



TIP

If using dynamic website hosting (for example PHP, ASP or ColdFusion); consider using server side includes for your navigation. This will allow you to add a new navigation item on one page and have it automatically reflected across the entire site.

1.3 Building your website

In this day and age it is essential that you have a web presence of some sort and critical that your website adheres to your branding style guide.

That is not to say that you need a \$20,000 cutting edge website with all the bells and whistles, websites don't necessarily need to cost a lot to set up but you will need to consider your website's objectives carefully.

When setting up a website you need to determine what the look of the site will be; how it will be laid out; what content you have and what functionality should be included (both now and in the future).

A questionnaire is provided at the end of this document to help determine your requirements – feel free to use it to build a brief for your website. This is the first step and should be done before contacting a web designer or a web developer to ensure that the important aspects of your site are carefully considered.

DIY or a professional

Whether you choose to build your website yourself will depend on your objectives, your skills, and the amount of time and money you have available.

Your website should present a professional face to your online marketing activities, however if you have the skills (and time) to build a quality website you do not necessarily need to engage a professional.



TIP

The internet is full of tutorials and advice on how to design and build websites.

What you will need if you are building your own website

If you decide to build your own site you will need:

1. A domain name – www.intaserve.com has inexpensive domain names
2. A website hosting account
3. A graphics editor of some description
4. Either HTML knowledge or HTML editor of some description
5. An FTP program to upload your website
6. Time to invest in designing, building and updating your website.



WARNING

Don't underestimate the amount of time required to build and maintain a website. Most professional website designs take at least 10 hours to conceive, layout and then build in HTML, and that's just for your basic template.

A good rule of thumb is to allow 3 hours to purchase your domain name and hosting account and to set everything up and 1 hour per page of website content to build it in HTML and upload.

So, a 5 page website will take approximately 17 hours, assuming that you have already written your content!

How much does DIY cost?

Assuming that you want the cheapest flat website possible that you build yourself? It could be as little as \$500 for two years:

Domain - \$27.95 (.com.au from Intaserve.com)

Hosting - \$238.80 (Budget hosting plan from eWebCircle.com, \$9.95 per month)

HTML Software – \$0.00 (Nvu – a free open-source editor)

Graphics Software - \$250.00 (PaintShopPro from eStore.com.au)

FTP Software - \$0.00 (there are a lot of freeware FTP clients available)

This assumes that you have the time, knowledge and inclination to build your own website.

What you will need if you engage a professional

If you decide to engage a professional to build your site you will need:

1. A domain name
2. A website hosting account
3. A clearly defined brief
4. Website content
5. A plan to keep your website up to date

When shopping around for a web designer or developer, ask to see their portfolio of work to ensure that you like the look and quality of the websites they have built in the past. Once you have found someone you think you can work with, provide them with a copy of your brief (this may simply be the completed questionnaire provided) to quote on.

Questions to ask:

1. Is the quote flat rate or per hour?
2. If flat rate, are any rounds of changes included?
3. At what point is a change considered to be a variation?
4. Is a development guarantee included?
5. Are any maintenance plans available?
6. What hosting will be required for the quoted on solution?



WARNING

Be very aware of variations when building websites. What you may consider to be a minor change – for example adding an extra navigation item – may actually constitute hours and hours of work for your website team. If variations are clearly defined – and quoted on – as you progress then you are unlikely to be surprised by the invoice.

Be sure to ask for a development guarantee. No reputable web professional will balk at this as it can take time for bugs to become apparent. Also ask about maintenance options and what you will need to maintain your own website – remember that your site will need to be kept up to date so you should budget for any software or retainers when considering whether to accept the quote.

How much does a professional cost?

A website is an investment and engaging a professional to design and build your site will ensure that your site is scalable, professional and easy to manage moving forward.

Speculate's packages start from \$1100 AUD for a professional design and basic content management system.

A content management system (CMS) allows you to update your own website content via a web-interface that looks a lot like word.

A price list of author modules is enclosed. Contact us to discuss your options or take a look at www.SpeculateDesign.com to view working samples of the modules available.

1.4 Layout

There are two basic website layouts – horizontal navigation and vertical navigation. Each have advantages and disadvantages that should be considered.

Horizontal navigation

www.RussellKirkpatrick.com is an example of horizontal navigation:



Horizontal navigation runs across the screen and therefore is dependent on the amount of horizontal screen real estate available. As of June 2006, approximately 75% of website users are running a horizontal screen resolution of 1024 pixels or higher.

To design a site that is 1024 pixels wide, 25% of the internet population would be forced to scroll horizontally to view all of the options.

Horizontal websites make good use of the screen real estate available and are generally considered to be sleeker and more modern in feel; however ensure you allow enough space to add additional navigation items if the need arises.

Vertical navigation

www.TrudiCanavan.com is an example of a vertical navigation.



Navigation items simply run down the page. This is a less efficient use of space, however is more flexible as more can be added as required.

Fixed width versus expandable template

Another key decision is whether to make your website design expandable (or fluid) that is to say it expands to fill the screen – or fixed width.

www.JenniferFallon.com is an example of a fixed width template.



The layout demands that this site is clearly defined to look the same on all browsers, regardless of the screen resolution. The disadvantage is that on high resolution or widescreen monitors there is a lot of empty black screen around the website itself.

www.Amedee.ws is an example of an expandable template.



It expands to fill the available screen size, however text isn't always easy to read as wide columns are difficult to scan.

Content

Interesting website content

2.1 Content is king

“Content is king” is a phrase you’ll hear from GOOD web developers. A good looking website is important, a website that *works* is even more important. Content is the most important thing about getting your website to work.

Websites that work

Websites need more than just to have no broken links to be a business success – a websites that works will have clearly defined objectives and everything on it– every word, every image – bears those objectives in mind.

As an author, your website’s key objectives will probably run something like this:

- Provide potential readers with the incentive to buy your book
- Maintain a relationship with existing readers

That’s it. Get more readers; keep the ones you’ve got. You should be drafting your content with these goals in mind.

Potential readers will need a blurb, a cover image, maybe an extract, some review quotes and information on how to buy the book. It also helps if the site has a bit of personality to it and information that indicates the flavour of your work. For example, landscape is incredibly important in Russell Kirkpatrick’s work and is epic in scope so the copy emphasises how long it took to write *Fire of Heaven* and his cartography and geography background.

Maintaining a relationship with an existing reader is a bit harder. They need *more* information, exclusive information. They need a reason to keep coming back so that you can tell them when the next book is coming out. They need a reason to tell their friends not only ‘hey, you should read this book’ but ‘hey, you should read this book and check out the author’s great website’. As a starting point this might be a glossary, character sketches, maps and author notes. You might go so far as to include games, quizzes and puzzles.

All of this is content and your content needs to be well structured and updated regularly. A basic content checklist is included, feel free to use this as a starting point when writing and compiling information for your website.

2.2 Information architecture

Once you have determined what content you want to include on your website, you need to structure it. Your information architecture (IA) is a definition of where content will be placed on your website and how users will access that information. At its most basic level, your IA will define your navigation items and structure.

A good way of developing an IA is to complete a card sorting exercise. To do this you create an index card (or post-it note) for each content element you want to place on your website. Then group your cards in to piles of similar content. Once you have a pile of content, give that pile a name.

Once all of your content is grouped with a name consider if there are any of THOSE piles that contain similar content that should be grouped together?

For example, Author A is planning a simple website with information about his two books, plus information about himself. He has the following pieces of content:

- blurb about book 1
- extract from book 1
- a map of the world
- blurb about book 2
- a bio
- a contact form
- some news

These might be grouped as follows:

- Bio
- Contact us
- News
- Books
 - o Book 1
 - Blurb
 - Extract
 - o Book 2
 - Blurb
 - o Map

**TIP**

If possible, get others to also conduct a card sorting exercise based on your content to ensure that your IA is as efficient as possible.

2.3 Sticky websites

Your content should be interesting enough that users want to stay and read it, and change often enough that they keep coming back in case there is something new to find out. This is considered a “sticky” website.

**TIP**

If you have access to your website statistics regularly look at your page view to unique user ratio. Divide the number of page views (or page impressions) by the number of unique users (or visitors).

If your ratio is less than 1.5 it might indicate that you either don't have enough content, aren't adding to it regularly enough or you don't have a clear IA or call to action from your homepage.

If your ratio is higher than 6 it might indicate that your IA isn't clear and that users are clicking around unable to find the content they are looking for.

Aim to review your website at least once a month to ensure it is still accurate and current and to add new content at least once per quarter. An update schedule is a good idea as it allows you to write new content when you have time and to create an expectation from your readers that new things happen on the site regularly.

**TIP**

Keep an exercise book handy that only has website content contained in it. Make notes about characters, quiz questions and ideas for polls as they occur to you and then use that as the basis for updating your website regularly.

Keep a checklist of the content you want to add eventually and chip away at it regularly.

The exception to this is news – if you have a news feature on your site update it frequently as possible. This will ensure that your website always looks fresh and it will also keep your readers up to date with the happenings on your work. Reprints, blurbs or covers being finalised and new releases are good opportunities for a news item; as are con reports and photos of you at events. When you're writing a simple “word count” update is a good way to reassure readers that things are still ticking along and that you are still there and still writing.

Interactivity

Dynamic websites

3.1 Interacting with your readers

Effective, sticky websites often have interactive elements. An interactive or dynamic feature is simply a feature that allows your reader to influence the website's content.

Interactive elements range from a simple crossword puzzle or poll to a message board. The key benefit of an interactive feature is that it is engaging – they are an effective way to keep your readers entertained and coming back with limited input required from you.



NOTE

Speculate has a number of interactive modules available for authors from polls to games and quizzes.

Contact us at www.SpeculateDesign.com

3.2 Guestbook

A common problem for authors is managing fanmail. In the case of those authors that endeavour to respond to every email received, this can prove a massive and time consuming challenge.

One way to encourage readers to leave you feedback without the need for a personal response is to provide them with a guestbook.

3.3 Blog

A blog can be an effective marketing tool, that also lends itself to engaging in dialogue with your readers. Consider the popularity of Neil Gaiman's blog to see how effective blogging can be.

A blog has three key benefits:

- It's an easy way to keep users up to date on your life
- It raises your online profile and, with the help of search engines, can introduce you to new potential readers
- It can inject some personality in to your website



WARNING

A blog that isn't updated regularly can make your entire website look out of date. If you engage in a blog, aim to update at least monthly.

3.4 Podcasting

A podcast – which in its simplest form is an mp3 file of you discussing your work - is a great idea for something a little bit different and interesting, particularly when you consider the popularity of personal digital media players such as iPods.

They don't need to be sophisticated or expensive to produce, all you need is something interesting to say, the means to record your voice digitally and a quiet room and away you go.

Own your readers

Email marketing

4.1 Newsletter

If you do nothing else on your website, set up an email newsletter. An email newsletter is the most efficient means of retaining your existing readers so that a new book is released you can contact your readers to let them know.

Email newsletters can range from a very simple manual email list in Outlook to a self-service fully interactive option that allows users to filter content according to their specific requirements.



WARNING

Be aware of privacy laws not only in Australia but overseas – if you collect email addresses you will need a clearly defined privacy policy on your website and to adhere to strict anti-spam measures.

We recommend that you use an opt-in method – that is to say that you only collect the email addresses of those users that have specifically given you permission – and that you always offer users the opportunity to leave your mailing list by offering clear instructions on how to do so.

How sophisticated your newsletter is depends on the funds you have available to throw at it. Speculate offers a self-sufficient newsletter module – including the ability to opt-out at any time - that allows users to filter the content they wish to receive as well as a choice of HTML or plain text.

If you don't want to manage your own mailing list, there are a large range of affordable email newsletter tools available such as ConstantContact.com.

We recommend that a newsletter forms part of your marketing plan and that you touch base with your readers on a regular basis – for example twice a year plus on the release of any new books.

Content for your newsletter could be as simple as a personal letter about what is happening in your professional life followed by a list of new features on the website.

The key advantage of owning your own readers is that you are less dependent on your publisher to get the word out about your new book.



TIP
AuthorTracker.com is HarperCollins Publishers' email newsletter initiative. Consider how effective this will be as a marketing tool as they build lists of email addresses for each author on their books. Consider the lost potential for a HarperCollins author if they choose to switch publishers and therefore no longer have access to that list of readers.

4.2 Tell a friend

Consider including a "Tell a friend" feature on your website to make it really easy for users to spread the word about your work and your website.

"Tell a friend" is a simple script that sends an automatic email with a link back to your website.



WARNING
To adhere to privacy legislation we recommend you DON'T capture these email addresses unless you clearly state what you intend to do with them and give your users the opportunity to opt-out.

The Speculate team

About Speculate

Speculate is owned and operated by Fiona McLennan. Fiona got her start in web marketing as eCommerce Sales for Collins Booksellers. She spent 5 years as a member of the HarperCollins Publishers Australia marketing department, including running VoyagerOnline.com.au from 2001.

Speculate's clients range from a flying school to a physiotherapy business. The team specialises in creating tailored web solutions for the book industry. Our industry clients include Trudi Canavan, Jennifer Fallon, Russell Kirkpatrick, Good Reading Magazine and Arts NSW.

To view our portfolio visit www.SpeculateDesign.com

How to contact the team

For quotes, advice or an assessment of your website please contact Fiona:

Fiona McLennan

E: Fiona@SpeculateDesign.com

T: 02 9460 0651

M: 0405 139 475

Speculate's programmers include:

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E: Arthur@SpeculateDesign.com

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Content checklist

Author information

- | | |
|--|--------------------------|
| Biography | <input type="checkbox"/> |
| Author photo | <input type="checkbox"/> |
| Media kit
(high resolution author photo for download, biography for journalists, publicity information) | <input type="checkbox"/> |
| Means of contacting the author | <input type="checkbox"/> |

News and general information

- | | |
|--|--------------------------|
| FAQ | <input type="checkbox"/> |
| Information about your next book | <input type="checkbox"/> |
| Upcoming appearances | <input type="checkbox"/> |
| Photos (and reports) from previous appearances | <input type="checkbox"/> |
| FAQ | <input type="checkbox"/> |
| Advice on how to get published | <input type="checkbox"/> |

Books

Does each book have:

- | | |
|---------------------------|--------------------------|
| Blurb | <input type="checkbox"/> |
| Cover (thumbnail) | <input type="checkbox"/> |
| Cover (full size) | <input type="checkbox"/> |
| Bibliographic information | <input type="checkbox"/> |
| Extract | <input type="checkbox"/> |
| Reading notes | <input type="checkbox"/> |

Review quotes

Information about how to buy

Does each series have:

Map

Glossary

Character sketches

Author notes

(anecdotes or information to support the plot)

Genealogical charts

A complete list of titles in the series

(and reading order)

Games and "fun" dynamic content

Does each book/series have:

Poll questions

A true/false quiz

A multiple choice quiz

A "personality" quiz

A crossword puzzle

A jigsaw puzzle

A podcast

Livejournal icons/avatars

Wallpaper for download

Mobile phone/PDA wallpaper for download



Website development questionnaire

General

Name:

Email address:

Telephone:

Do you have a domain name?

Do you have website hosting? Who is it with? What is the plan called?

What type of website do you require?

Small static site (5 pages)

Informational static (5+ pages)

Flash animation

A mix of flat and dynamic

Full author CMS

Not sure

What services do you want Speculate to quote on?

Domain name

Hosting

Logo design

Website design

Website maintenance

Website construction

eMarketing plan

Copy writing

Author CMS

Design and layout

Are there any websites that you think look particularly good? What are they?

Do you have a colour palette established?

What font(s) are used on your jackets?

Are any of your cover art images royalty free?

What feel should your website have?

Corporate

Fun

Modern

Olde world

High tech

Traditional fantasy

Other, please specify

Can you supply hi-resolution copies (500px wide or higher) of your covers on disc?

Do you have a logo? Can you supply it on disc?

Can you supply a royalty free photo of yourself on disc?

Who is your target market?

Do you prefer a fixed width or fluid template?

Do you prefer horizontal or vertical navigation?

Please attach a brief description of each of your books

Functionality

How many books do you have at the moment?

How many series do you have at the moment?

Are all of your books in the same genre?

What genre(s) do you write in?

How frequently do you expect to release a new book?

Do you anticipate that new books will be in different genres and/or series?

What content do you expect to update regularly?

News

Book information

Author bio

Blog

Images

Other, please specify

Do you require anything that isn't covered in our author CMS? Please specify.

Author CMS

Which modules would you like to purchase?

	Purchase	Needs modification <small>(please specify)</small>
Books	<input type="checkbox"/>	<input type="checkbox"/>
News	<input type="checkbox"/>	<input type="checkbox"/>
Newsletter	<input type="checkbox"/>	<input type="checkbox"/>
Region control	<input type="checkbox"/>	<input type="checkbox"/>
Reviews of my books	<input type="checkbox"/>	<input type="checkbox"/>
Author reviews	<input type="checkbox"/>	<input type="checkbox"/>
Poll	<input type="checkbox"/>	<input type="checkbox"/>
Quiz	<input type="checkbox"/>	<input type="checkbox"/>
Podcast	<input type="checkbox"/>	<input type="checkbox"/>
Games	<input type="checkbox"/>	<input type="checkbox"/>
Information pages	<input type="checkbox"/>	<input type="checkbox"/>
Author notes	<input type="checkbox"/>	<input type="checkbox"/>
Tell a friend	<input type="checkbox"/>	<input type="checkbox"/>
Contact form	<input type="checkbox"/>	<input type="checkbox"/>



Author CMS price list

Prices are accurate as of 1st June, 2006 and are valid for 30 days. Prices assume that modules will be provided "as is" without modification. Please contact us for a tailored quote.

All prices include GST unless specified otherwise.

Packages

CONFLUX 3 SPECIAL – Authors attending Conflux 3 are eligible for a 10% discount on website packages commissioned prior to 1st September, 2006

Basic package	\$1100	\$ 990
Includes website design, books, news and 3 static pages. Additional static pages \$88 each.		
Information package	\$1800	\$1620
Includes website design, books, news, newsletter, CMS information pages, contact form Additional modules available as per prices specified below.		
Complete package	\$2200	\$1980
Includes website design, books, news, newsletter, CMS information pages, blog, guestbook, contact form Additional modules available as per prices specified below.		

Modules

Website design	\$550
Website design according to a design brief, including 2 rounds of changes/modifications	
Books	\$330
CMS solution for books. Includes "Word like" interface (WYSIWYG – what you see is what you get) for your choice of the following fields: Title, ISBN, Series, Volume in series, Price, Imprint, Binding, Publication date, Cover image (thumbnail), Cover image (high resolution), Blurb, Extract, Reading notes, Review quotes, Author notes, Link to buy. Can be integrated with region control if the author has sold in to multiple markets.	
News	\$198
CMS solution for news. Includes WYSIWYG interface with your choice of the following fields: News title, news item text, posted by, posted on. Includes dynamic population – for example automatic archiving. Can be integrated with region control if the author has sold in to multiple markets.	



Newsletter	\$264
<p>CMS solution for newsletters. Includes WYSIWYG interface, HTML or Plain text, articles and automatic archiving. Completely self-service (users can subscribe and unsubscribe), includes reporting for the administrator to review who is subscribed and manually manage subscriptions if required. Includes your choice of basic demographic information on sign-up such as age and gender.</p> <p>Can be integrated with region control if the author has sold in to multiple markets.</p>	
Region control	\$198
<p>To allow users to filter news items or the books displayed according to their location (Price assumes commissioned at the same time as News, Newsletter and Books)</p>	
Blog	\$264
<p>Allows authors to create blog entries via a CMS WYSIWYG interface (including image upload)</p>	
Guestbook	\$264
<p>Allows users to leave messages for the author to reduce the amount of fanmail received.</p>	
Reviews of my books	\$198
<p>Allows users to review the author's book listed on the website</p>	
Author reviews	\$264
<p>Allows authors to create content by reviewing books, movies, music etc via a WYSIWYG interface</p>	
Poll	\$176
<p>Allows users to vote in a poll (one instance of the poll at any one time; auto-archive results). CMS interface to add a new poll topic and review results of previous polls.</p>	
Quiz	\$352
<p>Allows users to test their knowledge in a choice of True/False or multiple choice format. Administration is via a CMS interface.</p>	
Podcast	\$352
<p>Allows administrators to upload MP3 files via a web interface, includes dynamic display.</p>	
Games	\$176
<p>Includes crossword and jigsaw puzzle software with instruction manual</p>	
CMS information pages	\$440
<p>A CMS to add, delete or edit pages (including representing pages in the navigation). Includes a WYSIWYG interface.</p>	
Author notes	\$264
<p>A CMS interface to add, delete and edit notes assigned to a particular book (or series). Includes a WYSIWYG interface.</p>	
Tell a friend	\$132
<p>Allows users to generate an automatic email to invite others to visit the website, includes a personalised message.</p>	
Contact form	\$264
<p>Includes the following fields: name, email, subject, message.</p>	