

Book Landing Pages

Why have a web presence?

- Publishers, agents, and other potential collaborators are looking at how visible you are.
- Every interaction is a point of discoverability.
- Acquire domain name for your pen name(s)!
- Build a community around your niche(s) and improve your knowledge of those communities.

Why have your own website?

- Every platform seeks to monetize you and your fans. What's acceptable?
- Have a 'home base' into which you funnel your fragmented social network system (SNS) communities.
- Page Metadata & hosted images for easy SNS sharing.
- Custom tabs for Facebook pages (requires HTTPS and POST access)
- Point of contact if you lose access to (or leave) other SNS.

What is Page Metadata?

```
<meta property="og:description" content="Nine Lives on the Seven Seas" />
```

```
<meta property="og:title" content="Swashbuckling Cats" />
```

```
<meta property="og:image" content="http://www.braevitae.com/image3/covers/swashbuckling-cats_feature.jpg" />
```

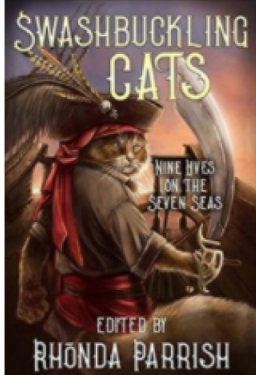
```
<meta property="og:image:secure_url" content="https://www.braevitae.com/image3/covers/swashbuckling-cats_feature.jpg" />
```

```
<meta property="og:url" content="/azn/e/swashbuckli
```

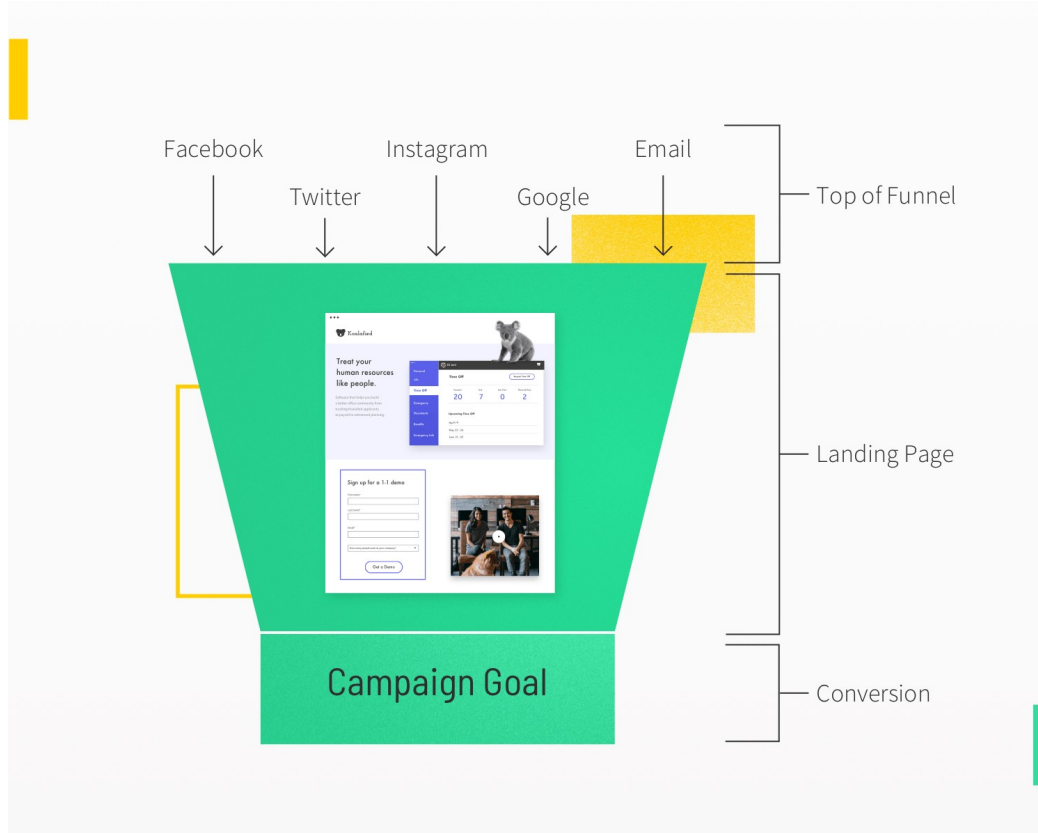
```
<meta property="og:image:width" content="450" />
```

```
<meta property="og:image:height" content="810" />
```

```
<meta property="og:type" content="books.book" />
```

Time Scraped	2 seconds ago Scrape Again
Response Code	206
Fetches URL	https://www.braevitae.com/w/swashbucklingcats
Canonical URL	https://www.braevitae.com/w/swashbucklingcats 0 likes, shares and comments (More Info)
Link Preview	 <p>BRAEVITAE.COM Swashbuckling Cats Nine Lives on the Seven Seas</p>

What are Landing Pages?



A campaign-specific page with just one single call to action and no website navigation.

For book pages, the call to action is usually “Buy the book.”

For author pages, the call is usually “Follow me on SNS,” or “Subscribe to my mailing list.”

What should a book landing page do?

- Sell the book! (Cover, blurb, quotes, reviews, etc.)
- ‘Buy now’ links.
- Newsletter signup. (I go for unobtrusive, opinions vary)
- Links to other books. (Others in series, or other books in the same genre)
- Link to your author page.

Website Hosting Criteria

- Custom domain
(Pen name branding)
- No ads
(Hurts branding)
- Generous bandwidth
(Ready to handle sudden popularity)

How much does a website cost?

- WIX
 - \$10 USD/mo for no ads
 - Limited Bandwidth and storage
- Wordpress.com
 - \$5 CAD/mo
- Dreamhost
 - \$2.59 USD/mo, Free domain (3yr contract)
- Etc. Etc. (Too many examples to list. See: <https://www.top10bestwebsitehosting.com/>)

Static Website!

- Cheap: ~0.55 USD/Mo (For avg. usage)
- Fast! All around the world. (Cached)
- Stable! (No one server to go down)
- You can still do all the dynamic stuff!
- Downside: Need to write (or generate) HTML.

What is AWS anyway?

- Amazon Web Services
- The platform that Amazon stores are built on.
- Used by many, many companies for their cloud infrastructure.
- Provides pay-per-use hosting ideal for low volume sites.

Support for server-side code:

- CloudFront + Lambda@Edge.
- Wildcard redirects. (i.e. Add '.html' to paths)
- HTTPS POST access. (For Facebook integration)
- Mobile-specific pages optimized for small screen.
- Geo-aware redirects. (i.e. to the right Amazon store)

Setting up your own Site

- Create an AWS Account.
- Create an S3 bucket and upload your website files.
- Add a CloudFront Distribution in front of the S3 Bucket.
- Sprinkle ‘magic fairy dust’ on CF Distribution. (I can provide scripts to support operations mentioned in previous slide.)
- Add your domain and link it to the CF Distribution.