

Marina's Author Website List of Needs and Wants - 2021

An author website should be safe, pretty, easy to manage, reliable, discoverable, and encourage visitors to become readers.

READERS WANT	WordPress.com?
To discover you! (Search Engine Optimized)	All plans
Safe to visit (Good backups and security)	All plans
Looks pretty (Theme)	Some good free themes, some great paid themes (included in Premium and up)
Reasonably fresh: Current year in the copyright	*** NO ***
Easy to read (If I must)	Theme dependent but usually good
Newsletter sign up	Free: include link, Paid: Business and up can have MailChimp sign-up pop-ups
Way to get a hold of the author (email)	NO (Use Google Workspace)
A way to see books for sale with links	All plans (make a Book page)
Social Share icons: Spread the word	All plans - can add iconlink to the major social networks
Samples of writing	All plans - use posts but beware the copyright issue
AUTHORS WANT	
Easy to use and update	All, but take the YouTube training videos
Not too expensive	Good price points and value for money
Good support	The WordPress.com Happiness Engineers are reasonably responsive and helpful
Secure (updates done daily)	WordPress.com is very secure
Backups and Restores	Easy within 24 hours, on dashboard
Privacy Policy/GDPR	Baked in on all plans
Responsive (looks good on a mobile phone)	All WordPress. Com themes are responsive
Scaleability	Yes, you can upgrade for higher traffic management
Portability Import/Export	Yes, you can easily export and import from other WordPress sites
GOOGLE WANTS (AND WILL REWARD YOU)	
HTTPS: Your website is a safe place	All WordPress.com hosting is fully SSL
Loads in a reasonable amount of time (< 4 sec)	Depends on the plan and how much you have loaded.
Fresh content every once in a while	That's on you
No Duplicates	That's on you
Search engine optimized	Yes, all plans
Accessible: It's important everyone can access	Yes, all plans
NEED	
Domain name	Can purchase through WordPress.com for the going rate and 1st year free
Software framework	WordPress.org (current version, modified)
Managed Hosting (with an SSL)	Yes, fully managed
Email	No, purchase through Google Workspace
BONUS POINTS	
Favicon	Yes, all plans
Ability to host video	Premium plan and above
Mobile phone app for updating	Yes, all plans (Android and iOS)
Website is voice enabled: The wave of the future	On their radar