

How To Build An Author Website For A Lot, A Bit, A Little, Or No Money

WordPress.com Edition

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Marina's 3 Rules:

- 1) You need to own your own stuff.
- 2) If it's free, you don't own it (and you are the product).
- 3) Stay in the middle of the pack.

Authors need websites because they are the only thing we own (along with our mailing list).

A basic (or brochure) website should have the following pages: Welcome (Five Second Rule), Books, About, Contact. A blog page is a nice extra.

The goal of an author website is to convert visitors to readers.

From Wikipedia -

WordPress.org: is a free and open-source content management system (CMS) written in PHP and paired with a MySQL or MariaDB database. Features include a plugin architecture and a template system, referred to within WordPress as Themes. WordPress was originally created as a blog-publishing system but has evolved to support other web content types including more traditional mailing lists and forums, media galleries, membership sites, learning management systems (LMS) and online stores. WordPress is used by 41.4% of the top 10 million websites as of May 2021, WordPress is one of the most popular content management system solutions in use. WordPress has also been used for other application domains, such as pervasive display systems (PDS).

WordPress was released on May 27, 2003, by its founders, American developer Matt Mullenweg and English developer Mike Little, as a fork of *b2/cafelog*. The software is released under the GPLv2 (or later) license.

To function, WordPress has to be installed on a web server, either part of an Internet hosting service like WordPress.com or a computer running the software package WordPress.org in order to serve as a network host in its own right. A local computer may be used for single-user testing and learning purposes. The current version is 5.8 'Tatum'.

WordPress.com: is a platform for self-publishing that is popular for blogging and other works. It is owned and operated by Automattic (owned by Matt Mullenweg), Inc. It is run on a modified version of WordPress. This website provides free blog hosting for registered users and is financially supported via paid upgrades, "VIP" services and advertising. However, WordPress.com is a freemium product whereas WordPress.org is completely free.

Some examples of good WordPress.com websites (these are not endorsements, just me liking what I see)

WordPress.com Free:

<https://xandreacastaldicom.wordpress.com/>
<https://oskarleonard.wordpress.com/>
<https://phoenixrainez.wordpress.com/>
<https://rainydaycafeblog.wordpress.com/>
<https://marymarvella.wordpress.com/>

WordPress.com Premium:

<https://nanceecain.com>
<https://hashtagretired.com>
<https://carlaswafford.com>
<https://angelachristinaarcher.com/>
<https://geoffreymalcolmcarter.com/>
<https://jillkemerer.com/>
<https://deborahcooke.com/> (I think this is a Business level plan)
<https://delacroix.net/>
<https://kobowritinglife.com/> (Business plan or above)