

Free Roadmap



HOW TO LAUNCH YOUR

AUTHOR'S WEBSITE WITH WIX!



[BRANDIFYHQ.COM](https://brandifyhq.com)



Hello!
I'm Sandy Shaw.

Welcome! I'm Sandy Shaw, the founder of BrandifyHQ.com, and I'm thrilled to guide you through launching your author's website on Wix.

At BrandifyHQ, our mission is to empower authors like you to share your stories with the world in a big way, ensuring more people read and fall in love with your books.

As an authorpreneur, having a professional brand and a strategic website is crucial for success, and this roadmap is your friendly guide to help you launch your website on Wix so you can thrive as a published author!

Let's do this!

Sandy



LAUNCH YOUR AUTHOR'S WEBSITE WITH WIX

Step
1

CREATE A BRAND IDENTITY

Develop and Design an “Author Brand” that compliments your book’s theme and illustrations.

- Choose a Logo, Font Pairings and a Brand Color Palette that conveys the essence of your author’s brand, and harmonizes beautifully with the theme of your book and the cover artwork and illustrations.
- Implement your Visual Brand Identity consistently across ALL platforms and marketing materials.

Good News! If you use a **Brandify Template**, it comes with a **built-in Brand Kit** with Logo templates, done-for-you font pairings, and a bonus section on how to create a custom brand color palette!

Step
2

CREATE YOUR ACCOUNT WITH WIX & SECURE YOUR DOMAIN NAME (URL)

You’ll start with a FREE Plan.

- Wix runs frequent 50% Off Sales.
 - When it’s on sale, UPGRADE to a Premium Plan.

When you do, you’ll get:

- 1 FREE custom domain (yourbusiness.com)
- Removes ALL Wix branding

SIGN UP FOR WIX

*[*Thank you for using my affiliate link!](#)*



LAUNCH YOUR AUTHOR'S WEBSITE WITH WIX

Step
3

SELECT A STARTER WIX TEMPLATE

.... OR BETTER YET...
Save time, money and headaches!

Use a strategically designed, **JUST FOR AUTHORS**,
template by Brandify!

[SHOP BRANDIFY](#)

Step
4

DETERMINE YOUR SITE'S LAYOUT

DECIDE ON WHICH PAGES AND SECTIONS YOU NEED ON
YOUR WEBSITE V. 1.0.

The GOAL is to launch your site as quickly as possible.

I recommend starting with a Brandify "ONE PAGE"
Website designed specifically for authors!

Remember, you can always add more sections and pages
later.



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Step
5

ADD YOUR CONTENT (Copy, Images, etc)

The Wix is drag-n-drop editor is the easiest one to learn how to use!

Just click on the text box, and replace it with your own copy!

The same goes for images, colors, etc...

Click on the image -> change image -> select the image you want to use... and Done!

If you use a Brandify template, it comes with short "how-to" video tutorials that walk you through step-by-step!

Step
6

CUSTOMIZE THE FOOTER

The "Footer" is the section at the bottom of each page. It typically includes:

- Logo & Business Name
- Contact Info
- Contact Form (Optional)
- Subscribe Form (Optional)
- Copyright Info



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Step
7

ADD A NAVIGATION MENU

The navigation menu helps your site visitors easily find content on your website.

The navigation menu includes links to your various website pages, such as an About page, Blog, Contact. etc.

With a One-Page website, the navigation buttons link to the corresponding sections on your homepage.

Step
8

LINK BUTTONS

Having clear CTA Buttons is essential to guide your site visitors to take action! For example, CTA's include:

- **Buy Now** (Links to your Amazon page)
- **Download Now** (Opens your Author's Press Kit Pdf)
- **Learn More** (Takes them to a section/page where they can read more about the topic.)
- **Social Media Button Links** (Takes them to your social media profile pages.)
- **Subscribe Now!** (They are added to your email list)



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Step
9

EMAIL MARKETING: ADD & SET UP A SUBSCRIBE FORM TO COLLECT EMAIL ADDRESSES

Use an email marketing platform like Wix Email Marketing (also known as Wix Ascend)

- Add subscription forms to your website for readers to join your mailing list.
- BONUS points! Add a "Freebie" lead magnet & Opt-In Funnel!

Step
10

EDIT THE MOBILE VERSION

Wix is great because they give you the ability to edit the desktop and mobile versions separately.

PRO TIP:

Always, always, always...

- First - customize the desktop
- Second - edit the mobile version



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Step 11

SEO

S.E.O. stands for Search Engine Optimization. This is the process to make sure your website shows up in Google Search results.

- Run the "SEO Wizard." It will guide you step-by-step to SEO your website.
- Edit URL Slugs
- Index your site on Google
- Set up Google Analytics

Step 12

EDIT YOUR BUSINESS SETTINGS

In the Wix Dashboard, go to Settings.

Here you will:

- Add your business information
- Upload your logo
- Upload a favicon



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Step
13

TEST EVERYTHING

You will want to double check that everything is working properly, including:

- All Buttons and Links
- Navigation menu on Desktop
- Navigation menu on Mobile
- Subscribe forms
- Opt-in Funnels

Step
14

PUBLISH & LAUNCH YOUR WEBSITE

You did it!

You are ready to hit the PUBLISH button and go LIVE!
CONGRATULATIONS!

- Announce the launch on social media, your email list, and any other relevant platforms.
- Monitor the website's performance and address any issues promptly.



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Step
15

PROMOTE YOUR WEBSITE!

Continue promoting your website through social media, newsletters, and other marketing channels.

- Consider running promotions or giveaways to attract visitors.
- Host author events to meet, connect and engage with your ideal reader audience!

Step
16

UPLEVEL & AMPLIFY WHAT YOUR WEBSITE CAN DO FOR YOU! *(Optional)*

Once you have launched Website 1.0 (The minimum sections and pages you need to launch your site ASAP)

Then you can take your time and uplevel your website to make it more robust.

This will turn your website into a powerhouse and amplify what your website can do for you by synergizing all of your marketing efforts so they make a bigger impact!

WAYS TO UPLEVEL your website:

1. Add a Freebie Opt-in Funnel
2. Add a Blog
3. Add Essential Site Pages (About, Contact, etc.)



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NEXT STEP

Brandify
for Authors

Do you want an **FASTER** and **EASIER** way to launch your author's website?

Do you want **SUPPORT** along the way so that you can save time and end the struggle? If your answer is a big **YES!** Then I have a solution for you!

the Ultimate Brand & Website Solution for Authors!

It includes...

BUY NOW!
\$397

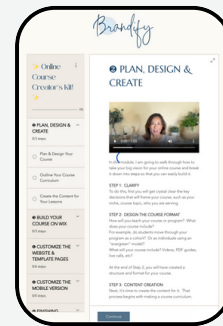
Designer

Comprehensive **ONE-PAGE** Website
Template designed specifically for authors!



Members Only

"How-To" Course and
Video Tutorial Library



Plus...

- Copywriting prompts and worksheets
- Live Q&A Brand & Website Clinics
- 3 Months complimentary access pass to **AMPLIFY** with **BRANDIFY!**

CHECK IT OUT HERE!