

21 SEO MUSTS FOR AUTHOR WEBSITES

Do these things in *your* website,
and Google will LOVE you!



Welcome!

At Jones House Creative, we have been helping businesses, coaches, authors, non-profits, and more build and grow their online presence through websites and social media since 2010. Our passion is to see our clients' visions come to life, and we do it by *listening* to our clients, *learning* what their goals are, and then *sharing* our expertise to help guide them to their goals. Getting your website noticed and attracting visitors and (let's be honest!) *buyers of books* to your website can be a challenge. So here are

some great tips for using SEO (Search Engine Optimization) to get your website noticed by the people *you* want to come to your website. These tips are not a comprehensive list, but implementing only a few of these will improve your search rankings tremendously! And, as always, if you'd like any help, we're here for you.



M. Jones
MATT JONES
PRESIDENT | JONES HOUSE CREATIVE

21 SEO MUSTS

FOR AUTHOR WEBSITES

MAKE SEARCH ENGINES LOVE YOU!

1

Keywords: Get Inside Your Audience's Head

Start by figuring out what your potential readers might be searching for. Think about the words and phrases they might type into Google when looking for a book like yours.

2

Embrace the Long-Tail Keyword

Don't just go for the obvious keywords. Sometimes longer, more specific phrases—known as long-tail keywords—can be real gems, especially if they're less competitive.

3

Make Your Book Title Work For You

Your book title isn't just there to sound catchy; it's prime real estate for keywords, too. Make sure it accurately reflects your book's content and includes some of those crucial search terms.

4

Craft Killer Book Descriptions

When writing your *book descriptions*, don't forget about SEO. Use relevant keywords in the blurb (but...naturally, not forced) so that even your book's description will attract your readers through search engines.

5

Meta Descriptions MATTER

Those little snippets of text you see in search results? They're called META DESCRIPTIONS, and they are your first chance to grab readers' attention. So, sprinkle in some keywords and make them irresistible.

6

Keep URLs Simple and Sweet

Nobody likes a messy, long, hard-to-remember-or-type URL. Keep yours clean, clear, and keyword-rich for an extra SEO boost.

7

Content is STILL King

Good content is the backbone of SEO. Write engaging, informative content that keeps readers coming back for more—and don't forget to weave those keywords in.

8

Blogging Brings Benefits (and alliteration always adds awesomeness)

A blog is like a magnet for search engines. Regularly posting quality, relevant, keyword-rich content can give your SEO efforts a serious boost.

9

Link It Up

Internal links—those handy little connections between pages on your site—help search engines crawl your site more effectively. Plus, they keep readers clicking and exploring.

10

Think Mobile First

With more people browsing on their phones than ever before, a mobile-friendly website isn't just nice to have; it's essential for SEO success.

11

Picture Perfect

Images can be a secret SEO weapon. Give yours descriptive filenames and alt text to help search engines understand what they're all about. Plus, it helps with accessibility, another big ❤️ from search engines.

12

Spread the Word on Social

Social media might not directly impact your site's ranking, but it can drive traffic and increase visibility—both of which are good for SEO.

13

Bio Boost

Your author bio is another chance to sneak in some keywords. Plus, it's a great way to show off your expertise and connect with readers.

14

Structured Data is Your Friend

Adding structured data to your site can help search engines understand it better, potentially leading to those coveted rich snippets in search results.

15

Landing Page Love

Each of your books deserves its own dedicated landing page. Fill it with juicy details and sprinkle in those keywords to entice readers and search engines alike.

16

Keep an Eye on Analytics

Regularly check your website stats to see what's working and what's not. It's the best way to fine-tune your SEO strategy over time.

17

User Experience is Key

Search engines love websites that are easy to use and navigate. So, make sure yours is a pleasure to visit, with fast load times and clear calls-to-action.

18

Think Local

If your book has a local angle, don't forget about local SEO. That means including location-specific keywords and getting yourself listed on Google My Business.

19

Stay Fresh

Keep your website updated with new content and make sure everything's running smoothly. Regular maintenance is the secret to long-term SEO success.

20

Stay in the Loop

SEO is always evolving, so make sure you're up to date with the latest trends and techniques. Join forums, read blogs, and never stop learning.

21

Get Featured

Interviews and features on other websites can introduce you to new audiences and give your SEO a nice little bump.



WORK WITH THE PROS

Interested in working with us?

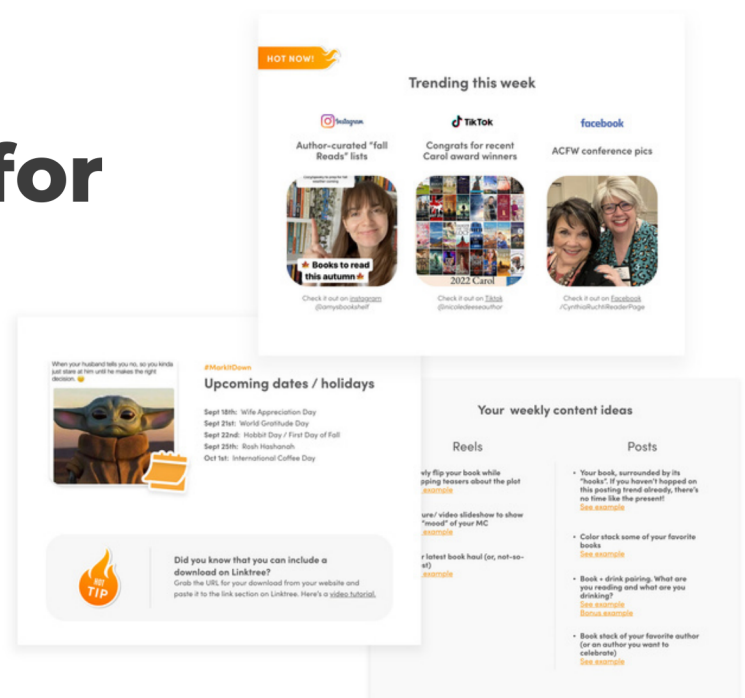
We've been helping authors since 2010 to grow their online presence and market their novels. We offer a variety of services from website and cover design to ongoing social media and newsletter management.

We would *love* to work with you! DM or email us for information on our services. OR, [click here](#) to choose a day and time for a FREE consultation with a Jones House Creative team member.

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About Jones House Creative...

We love breathing life into people's visions. We take the time to get to know our clients, listening to them and understanding their vision before bringing it to life through well-crafted design.

Our long-term goal is to work with our clients...for the long-term. We aim for excellence in customer service in order to build working relationships that last. That way, our customers trust us to meet their needs best because they know we know them best.

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