



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 10 min 36 sec

Happy Monday, my lovely Bookworm!

When was the last time you checked out your website?

Be honest!

I mean, when did you REALLY look at it?

Let me guess, maybe...

...you launched or relaunched your site last year.

...it's been more than a few years.

...you don't even know how to log in and make edits because someone else did it for you. (argh!)

Over the years, I've come across hundreds of sites of traditional and indie publishers and authors as well as agencies, service providers and other folks in the creative industry.

I've discovered a few common issues that could be costing you

serious ka-ching.

I know, with all the daily trouble it's so easy to forget all the little things you've done to your site – and it's critical to your success that everything appears up-to-date.

My lovely Bookworm, you don't want anything out there that might confuse your prospective clients, readers or customers, do you?

As time flies by, a lot can happen in a year (or a few years...) and you may have forgotten old offers (and prices!) that you no longer support or missed adding your fresh content.

Maybe you've gotten featured in the media – or maybe you've been featured on a blog or podcast – or maybe you've been invited to a TED Talk.

I recommend, that you spend a quiet afternoon to get your site in good and updated shape – that way you aren't rushing to fix things before you launch your next publishing program, your new book series, features new authors or novelties, pr-launch your next book or service offer.

You're exactly where you need to be right now – so make sure to download this *Love Letter To Bookworms* as PDF at the end of this post so you can print it out and check it off with your favourite pen when doing your own site review. (How to do it: Click on the link in the header of this post 'Have you trouble viewing this E-Mail? Click here.' and now you're ready to print it as PDF or on paper.)

Here's what I'll cover:

#1 What to change on your WORK WITH ME or SERVICE page.

#2 What to change on your ABOUT page.

#3 What to change with OLD promotions and offers.

#4 What to update with your E-MAILS

#5 GENERAL site CHECKUPS and updates

#6 What to change OUTSIDE your website

#1 What to change on your WORK WITH ME or SERVICE page

You want people to hire you or buy your stuff, right? Make sure you've updated your offers (and your prices!) to match what you'll be doing right now.

Alternatively, if you DON'T want to be hired for certain things anymore, make

sure you take these offers off of your website! Only show the things you want to get hired to do again!

1a) Have you raised your prices?

1b) Do you need to update your copy, buy-now-buttons and the payment system behind your online cart?

1c) Do you need to remove any old offers or packages, products, catalogues, books, or references?

1d) Do you need to update your terms & conditions, refund and/or privacy policies?

#2 What to change on your ABOUT page

2a) Update your profile photo (website, social media, databases, platforms).

2b) Add professional certifications, credentials and awards.

2c) Update speaking events, courses or book signing gigs.

2d) Check credentials, social proof and recommendations.

2e) Add any new elements of social proof – companies you've worked with, testimonials etc.

2f) Add any new press – podcasts, articles, videos.

#3 What to change with OLD promotions and offers

Maybe you've had a big book series launch, you've run a special promotion or you've promoted something as an affiliate.

But did you clean up what was left behind? This is something I catch ALL the time and must confess, I'm guilty of checking hidden and forgotten gems around the globe out ;)

Ninja Tip: Just because a page isn't shown in your main navigation, doesn't mean it's really hidden. If you've got a WordPress website, check in the Page Summary Side Bar whether your page is 'public/published' or 'private/unpublished'.

Google's pretty smart and can find all sorts of things on your site and share them with the world (unless you specifically tell it not to show the info to outsiders). You don't want outdated info or internal documents out there and you really don't want confused buyers thinking something is one price when it really should be something higher.

Actually, I see in my stats even click on links I created a decade ago. People click on links in E-Mails and social media LONG AFTER a promotion might be

over.

You want to make sure that if the old offer is no longer valid, you're sending visitors to either a waitlist page (if you'll be offering the program again later) or redirecting to a relevant page with new offers.

Are there old landing/opt-in/ pages you need to hide or remove (don't forget things like a webinar or free course landing pages!)

- Do you need to remove old graphics on sidebars or at the end of blog posts?
- Do you need to remove or update any notification bars (usually at the top or bottom of your website)?
- Do you need to remove old sales pages and/or waitlist pages?
- Have you set up redirects for pages that no longer exist?
- Do you need to delete old promo/affiliate codes so they're no longer active?
- Do you need to change the prices of your products in your store or online booking service?
- Do you need to hide or remove products from your store?

As I'm a bit lazy to make a custom 404 page – [so you see the following when clicking an invalid link.](#)

#4 What to update with your E-MAILS

Got a welcome sequence?

WELCOME SEQUENCE is a series of E-Mails that get sent to new subscribers when they first opt into your list.

Now is the perfect time to review and update your sequence with the newest information.

4 a) Update your services and check that your links to products are up-to-date and working.

4 b) Review your newsletter tagging and segments.

4 c) Check your E-Mail signature at the footer of all E-Mails you send out – makes sure all of the links are correct and working.

4 d) Remove old catalogue links and outdated promos.

#5 GENERAL site CHECKUPS and updates

A lot can change in a year. Maybe you've changed your business or social media profile. I can't tell you how many times I've caught simple errors like this – people change their Twitter, Facebook or Instagram handle and then their link in the footer no longer works. Sigh!

5 a) Update any opt-ins/pop-ups with your new offers for the running year.

5 b) Create any wait list for programs or offers you'll be running this year.

5 c) Test your contact form(s).

5 d) Test your newsletter sign-up form(s).

5 e) Test your Facebook / Twitter / Instagram / other social media links.

#6 What to change OUTSIDE your website

6 a) Update your profile photos on ALL your social media networks (LinkedIn, Facebook, Instagram, Twitter, etc.).

Ninja Tip: This is also a great way to remind people that you exist since many platforms highlight the change in the feed. Also, search engines LOVE new content and will come back to visit your site, which is good to improve your overall search engine rankings.

6 b) And don't forget to review your social media header graphic on all your platforms – this is a great space to promote your next offer, invite to subscribe to your list or give a well-laid-out biz overview.

6 c) Update your credentials and recommendations.

6 d) Update any links to new sites, products or offers.

6 e) Delete or redirect any links to old offers, sites or products.

6 f) Update / modify E-Mail signature.

Now go and reinvent yourself!

'Til next week.

Sending you all my love 

xoxo

Claudia — your global book publishing co-pilot

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