



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 5 min 58 sec

Happy May, my lovely Bookworm!

One of my most read [LOVE LETTERS TO BOOKWORMS](#) is surprisingly a techy one for creatives, who are mostly non-techies.

[Digital bullsh*it pause – How to grow your book publishing business internationally and digitally with your website](#) was the result of several circumstances that have led me to set up a new website for my business.

This was a few years ago. And as time flies, you and I are regularly looking to refresh, update and *pimp* our websites or rebrand our products and services to adapt to changing trends, and emerging markets, or to niche down to attract a brand new customer base.

And as the digital space in global book publishing has become increasingly competitive, you catch yourself thinking about finding ways to ethically spy on your competitors and steal their traffic.

There are countless benefits to becoming better at tuning your own website even if you're a non-techy.

To name a few, you can...

- Attract thousands of adoring fans, readers, and buyers who shower you with sales and compliments.
- Help people legitimately change their lives for the better.
- Connect with A-players and industry leaders who are happy to collab with you!

That's what we're here to talk about today, my lovely Bookworm.

There are just a few smart and effective things to boost your website:

Initially, I only had measly 100 visitors per month, and after my website renovation, I went on to generate thousands of organic visitors every month.

Now wait — before you say, "Honestly, Claudia? I can *steal*..." Ok, want to see it more as an inspiration? Let's keep going!

#1 Give yourself plenty of time to plan and execute a website renovation

A website overhaul, update or refresh can take months, especially if there's a lot to consider and tons of existing content.

Give yourself PLENTY of time – and focus first on the site structure and user experience, not on the design, look and feel.

As a creative myself, I know it's tempting to get to the pretty shiny stuff first, but the more you focus on what your site needs to do for you, your biz and your clients rather than what it looks like, the easier it will be to design an effective and profitable website.

Q's to ask when planning an update:

What must your site have and do for you to consider it a success?

What are your goals with the new site?

Are you trying to attract a new audience?

What new services and products will you be offering?

What's working well on the current site – and what's not?

What is your audience asking (and looking for) that they're not currently finding?

What is the current user flow? Can this be improved?

What current tech support issues can be fixed with the update?

What content needs to be updated or removed?

As an example, here's how to answer those Q's:

Set SMART (an acronym) goals, because it's far easier to drive through uncharted territory when you know your destination.

S: Specific

M: Measurable

A: Attainable

R: Relevant

T: Time-bound

Example of doing it wrong: I want to re-launch my website successfully.

Example of doing it right: For the next 3 months, I'm going to invest at least 2 non-negotiable hours per week to write compelling blog posts for my website, streamline my SEO, find high-ranking keywords for my biz to drive at least 2,000 organic visitors (= non-paid website traffic of potential customers) to my website.

#2 Plan for some downtime to implement changes, fix mistakes and have enough time for testing

If you're going to update your site or move an existing webpage make sure to plan for the website to be inaccessible for a given time frame.

You'll also need to notify any current clients, customers and partners (an 'Under Construction' site might be helpful) that the webpage will be unavailable during the upgrades.

Plan more time rather than less and give anyone who needs access (employees and clients logins etc.) loads of time to plan their schedule around the changes or a foreseeable downtime.

You also need to schedule a big chunk of time for testing. Moving or updating sites and re-launching complex digital architectures can bring tech issues to light that you just won't know about until you get dozens of unique devices testing them.

#3 What to do if you're changing from an established domain name to a new URL

You might need to move your site from one URL to another due to a branding and/or name change.

If the old domain was well-established you want to make sure you don't lose any SEO traffic nor make all of the inbound links (= referral links within your website to your products, more info or your offers) no longer work.

#4 Use pro tools to do a website audit

Now we're coming to the **"Have competitors? Steal their traffic!"** part. Again, nothing unethical here.

When revamping your site, it's super smart to perform a technical and SEO site audit to check your website's health. It'll find out what's wrong and get you suggestions on how to fix it.

I was recommended a pro tool years ago and now I'm a huge fan of using SEMRUSH (no affiliate) to review and analyze the back end of a website.

Get how-to-fix suggestions for over 130+ different checkpoints including site loading speed, easy-to-crawl for search engines, backlinks, content and meta tag issues and internal linking. Discover and sort through all the technical issues that could be limiting your site's effectiveness and search engine optimization.

I also love SEMRUSH for competitor analysis and keyword research – their search tools are incredible and inspire a wide variety of content ideas to make your site more searchable.

#5 Plan ahead for the future

You and I know, websites are never really done. So, make sure to plan regular check-ins for your site maintenance and updates. Also, make a note of any features you want to include or modify for future upgrades.

Looking for a complete checklist of what to review on your site? Check out [The Wittmann Agency's Website Tune-Up Checklist To Super Charge Your Business. 30+ Must-Dos To Fast-Track Your Growth.](#)

In one of my next [LOVE LETTERS TO BOOKWORMS](#), I'll be talking about Artificial Intelligence (AI) and how it can provide game-changing support to your small book publishing business. And, of course, I'll be sharing the Pros and Cons and some super fun prompts to get you started!

I'll talk to you again soon.

Sending you all my love 

xoxo

Claudia — your global book publishing co-pilot

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The Wittmann Agency
c/o Claudia Wittmann
Lutherstrasse 23
06886 Lutherstadt Wittenberg
Deutschland | Germany
contact@the-wittmann-agency.com
[the-wittmann-agency](#)
USt.-IdNr. / VAT-Nr. DE279052110