

THE AUTHOR'S WEBSITE



Transformation Workbook

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Website Design for Authors



Your Guide to Creating a Swoonworthy Author Website in 2025

Welcome, dear author! You're about to embark on a magnificent journey to transform your author website from a humble pumpkin into a grand digital ballroom. This workbook will be your fairy godmother's guide to creating a website that works its magic 24/7.

How to Use This Workbook

- ♥ Set aside dedicated time for each section
- ♥ Be honest in your assessments
- ♥ Keep your readers in mind throughout the process
- ♥ Document everything, even the small details
- ♥ Return to sections as needed during your transformation journey



Part 1: Your Website's Current Story

Website Self-Assessment

Current Website Status

1. My current website URL: _____

2. Last major update (month/year): _____

3. What three words describe your current website?

♥ _____

♥ _____

♥ _____

First Impressions Matter

Take a fresh look at your homepage. Set a timer for 30 seconds and write down your gut reactions:

♥ What catches your eye first? _____

♥ What feels outdated? _____

♥ What makes you proud? _____

♥ What makes you cringe? _____

Website Self-Assessment Cont'd

The Technical Review

Rate each aspect from 1-5

(1 = Needs immediate attention, 5 = Working perfectly):

1. Load Speed: _____

2. Mobile Responsiveness: _____

3. Navigation Ease: _____

4. Link Functionality: _____

5. Contact Form Working: _____

6. Newsletter Integration: _____

7. What's your lowest score? This is your priority area:

Part 2: Dreaming Your Website's Happily Ever After

Vision Boarding

List 3-5 author websites that make your heart flutter::

1. Website _____

a. What you love about it: _____

2. Website _____

a. What you love about it: _____

3. Website _____

a. What you love about it: _____



Your Brand's Love Language

Complete these prompts to define your ideal website personality:

• My books make readers feel: _____

• My author brand colors are: _____

• My brand voice is (circle all that apply):

Mysterious

Playful

Sophisticated

Romantic

Adventurous

Other: _____



Part 3: The Transformation Blueprint

Essential Elements Checklist

March each item as:

♥ H (Have it)

♥ N (Need it)

♥ W (Working on it)

Must-Have Elements:

_____ Professional Author Photo

_____ Updated Author Bio

_____ Book cover images (high resolution)

_____ Book purchase links

_____ Newsletter signup

_____ Contact information

_____ Social Media links

_____ Media kit

_____ Blog/News section

_____ Privacy Policy



Content Inventory

List all the content you need to gather or create:

1. Written Content:

a. Author Bio: _____

b. Book Descriptions: _____

c. Welcome Message: _____

d. Other: _____

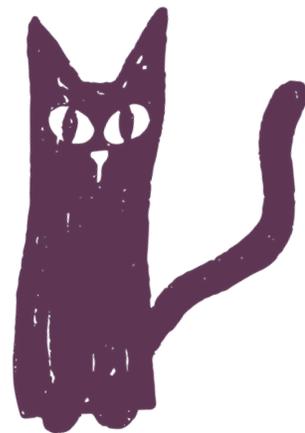
2. Visual Content:

a. Author Photos: _____

b. Book Covers: _____

c. Brand Elements: _____

d. Other: _____



Part 4: Your Transformation Timeline

24-Hour Quick Wins

List three things you can fix today:

1. _____

2. _____

3. _____

30-Day Action Plan

Week 1: _____

Week 2: _____

Week 3: _____

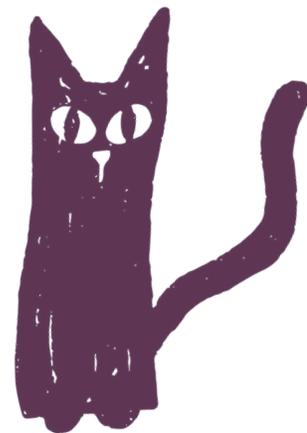
Week 4: _____

Q1 2025 Milestones

January: _____

February: _____

March: _____



Part 5: Investment Planning

Budget Considerations

Estimated Budget Allocation:

♥ Design: \$_____

♥ Development: \$_____

♥ Photography: \$_____

♥ Content Creation: \$_____

♥ Other: \$_____

ROI Goals

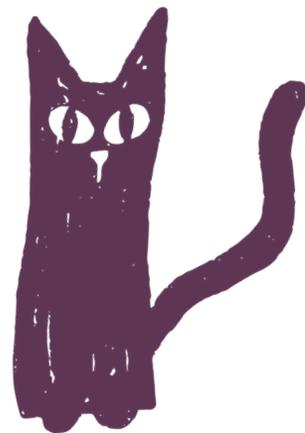
Set specific, measurable goals for your website:

♥ Monthly book sales increase: _____

♥ Newsletter signup goal: _____

♥ Website traffic goal: _____

♥ Other metrics: _____



Part 6: Launch Preparation

Pre-Launch Checklist

- All content updated
- Images optimized
- Links tested
- Forms working
- Mobile testing complete
- Analytics installed
- Backup system in place
- Launch announcement prepared

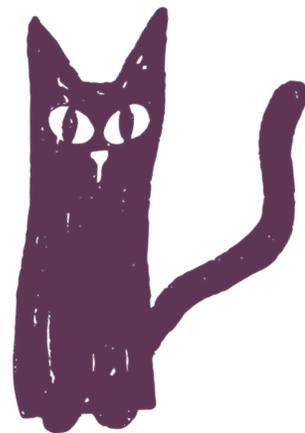
Launch Announcement Plan

♥ Launch Date: _____

♥ Announcement Channels: _____

♥ Special Launch Content: _____

♥ Reader Incentives: _____



Quick Start Checklist



Audit your current website



Identify missing essential elements



Plan your website structure



Gather your brand assets



Set up your mailing list



Prepare your book sales system



Create your content calendar



Plan your launch strategy



Final Thoughts

Remember, dear author, your website transformation is a journey, not a destination. Use this workbook as your guide, but don't be afraid to add your own magical touches along the way.

Ready to begin your website's transformation?
Contact Swoonworthy Designs for your free
30-minute consultation!

FOR ROMANCE
AUTHORS

About Swoonworthy Designs

Transform your author website into a powerful sales tool with our professional design services. We specialize in creating beautiful, functional websites for romance authors that connect with readers and sell more books.

Book your free consultation to discuss how we can help you create your dream author website.



Do You Need More Help?

[Schedule a Call](#)