



WHAT MAKES BOOK SHOPPERS RETURN TO AN AUTHOR WEBSITE?

BY ROB EAGAR

***Bonus article based on Rob Eagar's [Sell Your Book Like Wildfire](http://bookwildfire.com) (bookwildfire.com)*

NONFICTION BOOKS:

The publishing research firm Codex Group has found that these two factors correlate most with high website traffic:

1. The ability for the reader to experience the author's message and value.
2. The ability for the reader to engage with other fans of that author.

Notice that nothing is mentioned about how flashy a website needs to be. Website designers around the world will argue this point, but looking fancy is NOT a key to Internet success. This doesn't mean your website should look cheap. It just means that value and reader community take priority over image.

FICTION BOOKS

The Codex study found that the main things respondents want on a fiction author's website include (in order of preference):

1. Exclusive, unpublished writing (especially appeals to women).
2. Book "explainers" or inside info about the book (especially appeals to men).
3. Schedule of author tours, book signings, and appearances.
4. Lists of the author's favorite writers and recommended books.
5. Downloadable extras, such as icons and sample chapters.
6. Weekly e-mail news updates on tours, reviews, and books in progress.
7. Contests, puzzles, and games with prizes like autographed books (especially appeal to readers under the age of thirty-five). Younger fans also appreciate knowing their favorite author's book, music, and movie recommendations.

Source: Codex Group; Market Partners International Newsletter; December, 2008