The Techo-phobic Author and the Webmistress:
How to have a Great Website when you're not Computer Savvy

Proposal for RWA 2009
Susan May and Amy Knupp

Writers need websites for promotional purposes but many are not computer savvy enough to build or design a great website on their own.

Susan May, a writer, and Amy Knupp, her webmistress from Stonecreek Media, will share how they partnered to create and maintain Susan's website. Susan will discuss how she made her decision to have her site professionally built, what guidelines she used to determine who should build her site, and how she communicated her desires and needs to her website builder. She gives thoughts on what it takes to have a website that appeals to visitors, suggests questions that should be asked when planning a professional site, and offers tips on making a site the best it can be.

Amy will discuss the things an author should consider no matter who designs her website, such as recommended pages, possibilities for content, and do's and don't's of design and content. She'll explain the process her company uses to work with authors on developing a site they'll love and that will grow with their career.

Authors will leave this workshop with a good understanding of how to go about finding a website designer, how to communicate with that designer, and how to ultimately come away from the experience with a site they love and that helps them promote their writing career for years to come.