

# Developing an Online Writer's Presence

## Jack Scott's Essentials

### [Author2author](#)

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#### **Publish a Website**

Typical website content includes author page, book page, reviews, contact details, writing portfolio and buying links. The best websites let visitors connect with you on social media and share your content to their own networks. Make sure your site looks good on all devices.

#### **Start a Blog**

Blogging will help you establish a fan base. Also, search engines love content that's new, fresh and frequently updated. Your website and blog should complement each other. Auto-share your posts to your social networks to save you time.

#### **Join the Main Social Media Sites**

Join the big three social networks to grow your fan base and increase your web visibility. Create a Facebook page and join relevant groups. Join Twitter, follow Tweeters and start a conversation. Join LinkedIn to establish your professional reputation. Use similar imagery across your networks to establish your brand.

#### **Get Interviewed**

Get interviewed by fellow bloggers and other relevant websites. Offer to write guest posts and articles. Most will be happy for you to mention your projects and add links. Contact local and online radio stations. If your writing is topical or has local interest, they may invite you in for a chat.

#### **Join Goodreads**

Join Goodreads, the largest and most credible book site. Add your book(s) and reviews for books you like. Engage with the community by joining forums and run a book giveaway competition.

#### **Enter Competitions**

Find a list of 2016 book awards on [Almond Press](#) and 2016 short story competitions from [Christopher Fielden](#).

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### **Hot off the Press**

[Medium](#) (medium.com) – a community of readers and writers.

[Reedsy](#) (reedsy.com) – online collaboration for writing, editing, designing, formatting and production.

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### **Jack's Top Three Tips**

- ❖ **Get Engaged**  
Engage meaningfully with your audience often, on your blog and on social media – comment, like, follow and share. But remember, use a subtle approach to self-promotion.
  - ❖ **Get Reviewed**  
Reviews sell books and it's reckoned that Amazon won't promote a book with less than 25 reviews.
  - ❖ **Get Visual**  
A picture paints a thousand words. Find images to complement your work, add a relevant quote and share.
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### **More from Jack**

To read Jack Scott's series of articles on Displaced Nation – his thoughts on writing, publishing, blogging, publicity, fame and fortune – please take a look at [Jack Scott Books](#).