

WEDNESDAY, January 14, 2014 • 7PM

## Leveraging Amazon Kindle for More Exposure

There's no denying it. Ebooks are here to stay. And when it comes to promoting and selling your ebooks, Amazon is the premiere place to be.

Here are a few fun facts to back this up: Thirty-two percent of Americans over age eighteen own an ebook reader of some type. The Amazon Kindle has 73 percent of that market. But owning a Kindle is not required to read Kindle books. Using the free Kindle app, book lovers are reading their favorite titles on smartphones, tablets, and computers.

Also, did you know that a quarter of all Kindle ebook sales in the U.S. are by independent publishers and authors? And your ebooks can now be sold on Amazon in twelve other countries. No doubt, the Amazon Kindle marketplace is huge!

Will Hanke published his first Kindle book in 2013. He admits he did a lot of things wrong at first, but he learned from those mistakes. And at the SLPA's January 14 meeting he will reveal the best practices he picked up along the way, including:

- What the Kindle Select Program (KDP) is and why you should (and shouldn't) be part of it
- How to create pre-launch book buzz
- The science of choosing your Amazon book categories

- How to take advantage of the five-day KDP Select promotional period
- In January, Will shares some great tips on launching your ebook, along with the tools he uses to make the entire process simpler.

**Will Hanke** is one of St. Louis' top independent SEO professional. His company, Red Canoe Media, works with small and medium-sized businesses, helping them reach the top of search engines like Google, Yahoo! and Bing. Will teaches monthly classes and holds webinars and workshops for small-business owners throughout the year.

He is an avid SEO blogger and has published several ebooks, including an Amazon bestseller on marketing. You can always find him speaking throughout the Midwest to local chambers, associations, and other business groups on everything from link building to generating warm leads through your website.

Visit Will's website at <http://www.RedCanoeMedia.com/> ■



Will Hanke

## 7 Tips for Getting More Traffic to Your Website in 2015

The beginning of a new year is a good time to reevaluate your website. Use the following tips to get more people and more exposure for your website in 2015.

### 1. Audit Your Website

Go through all the pages on your site to make sure they function well. Click all the links to check they work and then verify the pictures load quickly. If your graphics are old, switch them out. Still have copyright 2009? You might want to change that.

To find out what the search engines think of your site, check out a Firefox browser plugin called "SEO Doctor." It will give you tips on optimizing your pages so that Google will love them.

Google also offers a free, website speed test. Simply plug in your website address and Google will give you tips to improve how fast the page loads.

### 2. Create Fresh, Helpful Content

Search engines like Google, Yahoo! and Bing love new content and they hate stale websites. So give them something new every time they crawl your site.

To make adding new content easy, use a blogging platform such as WordPress. This content management system (CMS) makes it

easy to log in, write something, and hit the Publish button. Boom! Your new article or story is online.

### 3. Consistent Content

This is a tough one—creating content consistently. But, since this is the Publishers Association, you may find it the easiest of the seven tips. Creating and sticking to an editorial schedule will make this easier because you've planned what's coming up.

By using a schedule, you end up "training" the search engines about when you'll be publishing new material. That will allow them to index your content fast.

### 4. Mobile Friendly

Many websites are getting 40 to 50 percent of their traffic from phones, tablets and other mobile devices. This means it's more important than ever to create a site that fits these smaller screens. Having a "responsive" website is key. It modifies the website to the screen size so it is easy to navigate.

### 5. Social Media

Like it or not, social media is here to stay. Using a program like

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## Under Starter's Orders

Programming ideas filled the room when the SPLA's new board of directors met on January 3 to brainstorm 2015's programming, at Hot Pot restaurant in Kirkwood. Events will be posted in advance <http://slpa.memberlodge.com>.

### Meet Your Board

Warren Martin, President; Pat Dorsey, Vice President; Linda Austin, Treasurer; Peggy Nehmen, Membership Chair; Janette Lonsdale, Communications Manager; Cathy Wood, Newsletter Designer; Kevin Ericson, Webmaster.

Also, a BIG "thank you" to our outgoing board members for all their hard work, expertise and willingness to share so much of their knowledge: Bob Baker, President; Bobbi Linkemer, Communications Manager; Tim Hill and Jeff Steinmann, Communications. ■

(7 Tips continued from page 1)

HootSuite or TweetDeck will give you one place to update multiple social media sites—from Facebook to Twitter to LinkedIn and Google Plus.

Search engines pay attention to your social media usage and consider that when ranking your website.

### 6. Friendly Design

People spend more time on sites that have calming colors and are easy to navigate. Search engines are watching how long they stay.

Graphics on your pages do more than look pretty; they break up blocks of text and make the site easier to read.

If you're not sure about your design, check out [UserTesting.com](http://UserTesting.com), a site where people from around the country test your website. Be warned, they may call your baby

ugly, so be ready for honest feedback.

### 7. Fresh Start

If you're not using a platform like WordPress, consider changing. The long-term benefits of having a site you can update easily usually outweigh the cost of development.

When building a new site, consult a graphic designer about color schemes that will work well with your desired look and feel.

### Dominating in 2015

Moving toward the top of the search engines is only possible if you do the things they expect you to do. Having a good-looking site that loads quickly and is chock-full of information will get you on that page. Apply these seven tips, and you'll be well on your way. ■

## THE BOOK CORNER

### Crossing Swords

Mary Baker Eddy vs. Victoria Claflin Woodhull and the Battle for the Soul of Marriage

Cindy Peyser Safronoff says she was inspired to use Kickstarter at Jean Ellen Whatley's talk, "Crowd-funding 101 for Authors", at our September 2014 meeting.

More than just raising funds, the campaign generated a pre-publishing buzz. Kickstarter noticed and promoted the book as "Noteworthy" and "Featured". She raised \$3,190 and pre-sold 70 books.

"The campaign took a huge effort," says Safronoff. "It was worth it for the advance publicity."

Safronoff's comparative, non-fiction biography is about two trailblazing women and their disagreement on "the marriage question" in 1870's America. It contributes to "herstory", (the neglected female side of history).

To find out more visit: [www.crossing-swords.com](http://www.crossing-swords.com)

Note: in April we will be moving to the Richmond Heights Community Center.

## Questions About SLPA?

Contact membership chair:

Peggy Nehmen

[membership@stlouispublishers.org](mailto:membership@stlouispublishers.org)

## SLPA Meets on the Second Wednesday of the Month

BRENTWOOD COMMUNITY CENTER  
2505 S. Brentwood Blvd., Room 101

Doors open for networking at 6:30pm, and meeting begins at 7pm. The formal meeting concludes at about 8:30pm with networking until 9pm.

Regular meetings are free to members. Guests—\$10 at the door, cash or check only.

SLPA NEWS & VIEWS

Editor: Janette Lonsdale

Designer: Cathy Wood

Webmaster: Kevin Ericson



## Mark Your Calendar... February 11th HOW WE PUBLISH, MARKET, AND SELL BOOKS

A discussion panel that will include **Kristina Blank Makansi** and **Robin Theiss** who will talk about the variety of ways to publish, market and sell books including questions on how to approach bookstore owners and what to expect from them.

**MEMBERS:** Do you have a new book you would like to announce? For more information, email Janette Lonsdale at [communications@stlpublishers.org](mailto:communications@stlpublishers.org)