

## Peter Cowlam Website provision

Centrehouse Press, 18 Cistern Street, Totnes, TQ9 5SP, Tel 01803 863215 e-mail

[petercowlam@onetel.net](mailto:petercowlam@onetel.net)

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### GETTING YOUR BOOK ADVERTISED ON THE WEB

For as little as £150.00, a full set of pages can be put together for you.

You need to send Peter Cowlam as electronic word files (**DON'T** if you're already working with Jane she'll e-mail everything you want to Peter for you):

Blurbs

Relevant information – e.g. contents

Possible short extracts – e.g. one or two pages

Jacket (this can always be added after the main page is set up)

Maybe other photos

Key words – these are words that people might use to search out the subject matter of your book – the right key words will take people to your book, so consider them carefully and supply about a dozen.

Your email address if you have one, your own website if you have one

Links to other websites that you think might prove useful or enhance your own site

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It has good links with Amazon.co.uk and the Internet bookshop. For authors having links in America it can also sell their books online through Barnes & Noble and Amazon.com.

A site of your own need cost no more than £150 (cheques should be made payable to Peter Cowlam).

Talk to Jane Tatam (if you're already working with Jane she'll e-mail everything you want to Peter for you) or Mr Peter Cowlam, Centrehouse Press, 18 Cistern Street, Totnes, TQ9 5SP, Tel 01803 863215 or e-mail [petercowlam@onetel.net](mailto:petercowlam@onetel.net). See the site at [www.amolibros.com](http://www.amolibros.com). It is the same price if you have your own website but want the work done on it for you. If you already have a website and Amolibros is assisting in distribution for you, you will need to purchase some website presence with Amolibros.

### YOUR OWN DOMAIN

Purchase of a domain name licence and website creation will cost £200 in year one. Thereafter website maintenance: **adding/changing/altering, etc will now be charged at £15 an hour, minimum charge one hour's work, £15**. Web site hosting, with associated email, will cost £40 a year from year two onwards, (subject to annual review of charge).

Once you have a website, you rely totally on the different search engines picking up on your key words, so that your site comes up when searched for under specific topics. Because the internet is now so vast and growing all the time, unless you are a big-time advertiser, your site will not get maximum exposure, without some effort to tell the search engines. This can be a time-consuming operation.

You may also want to try to get your book added to bibliographies that exist on the web if your book is about a very specific topic. You can do this by locating the bibliographies through a search and then e-mailing that site with your request, which they will, one hopes, agree to. You can also ask other sites to put a link on to your website.

A limited amount of spidering will be done but please bear in mind there are over 2000 search engines these days, so for what the charge is, it can't be 100% effective but it will help! Peter will also put up links to other sites, which also helps your profile.

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### Order Form: Website provision

- Yes, I want some web pages on [www. amolibros.com](http://www.amolibros.com). I enclose a cheque payable to Peter Cowlam for the sum of £150.00 (this will give me a web presence for two years).

**OR**

- Yes, I would like my own domain. I enclose a cheque made out to Peter Cowlam for the sum of £200 (there is an annual renewal fee for this of £40 per annum).

Name
Address
Postcode
Tel no                                      Fax No (if you have one)
E-mail address (if you have one)
DESIRED DOMAIN NAME:
SITES I WOULD LIKE LINKS TO:
KEY WORDS I WOULD LIKE TO USE
Signature

**PLEASE RETURN THIS FORM TO JANE TATAM AT AMOLIBROS**

### **STOP PRESS**

**Go to [http://www.absolutewrite.com/novels/success\\_on\\_amazon.htm](http://www.absolutewrite.com/novels/success_on_amazon.htm)**

Really good info on how to manipulate amazon to your advantage!

Also check out [www.google.co.uk/ads](http://www.google.co.uk/ads) – this is a cheap and very effective form of advertising, and I thoroughly recommend it.