

## WIX Showcase Site (6+ weeks\*)

**Price: \$1,600 one-time** (site build)  
+WIX account setup \$120 (one-time);  
+WIX plan \$40/mo (\$480 billed annually)

**Total: \$2,200, first year**  
Site Updates: \$50/hour

**Best for:** Authors who want a clean,  
image-forward site with retailer links.

### Pages & Features:

- Home (hero, tagline, featured title)
- About (author bio + photo)
- Books hub (grid of titles)
- Up to 8 Book pages (synopsis, excerpt, cover & gallery, select reviews, Buy buttons)
- News and Events list/Calendar
- Contact form & social links
- Basic Search Engine Optimization

## WIX Author Plus (8+ weeks\*)

**Price: \$2,600 one-time** (site build)  
+WIX account setup \$120 (one-time);  
+WIX plan \$40/mo (\$480 billed annually)

**Total: \$3,200, first year**  
Site Updates: \$50/hour

**Best for:** Active authors who need  
list-building and launch tools.

### Everything in Showcase, plus:

- Email marketing setup, branded templates (Mailchimp/Constant Contact)
- Preorder/Launch sections
- Larger galleries per title (12–20 images)
- Reviews/Endorsements component per book
- Structured data for Books (better Search Engine Optimization)
- Contact form & social links

## WordPress Essentials (7+ weeks\*)

**Price: \$2,200 one-time** (site build)  
+setup & plugins \$180 (one-time);  
+hosting \$20/mo (\$240 billed annually)

**Total: \$2,620, first year**  
Site Updates: \$70/hour

**Best for:** Authors who want performance,  
flexibility, and future-proofing.

### Pages & Features:

- Home, About, Contact
- Books hub + up to 5 Book pages
- Blog/News + basic Events list
- Newsletter signup (Mailchimp/Constant Contact)
- Basic Search Engine Optimization
- Optional with plugin use:  
Simple Press Kit (bio, headshot, covers)

## WordPress Premium (10+ weeks\*)

**Price: \$3,500+ one-time** (site build)  
+setup & plugins \$180 (one-time);  
+hosting \$20/mo (\$240 billed annually)

**Total: \$3,920, first year**  
Site Updates: \$70/hour

**Best for:** Active authors who need  
list-building and launch tools.

### Everything in Showcase, plus:

- Library with filters (series, genre, format)
- Full Press Kit
- Storefront for signed copies (Stripe/PayPal)
- Advanced Search Engine Optimization
- Events & Media hub
- Optional Add-Ons: Courses/Workshops  
Interactive Calendar, Member Login &  
Profiles, Reviews Forms & Automations

## Free Consultation (Phone or Zoom)

\*Timeline varies with page count and options

- Content Checklist, Next Steps & Timeline provided
- **Start:** 50% deposit + assets received
- **Launch/QA/Training:** balance due & site training