

Create Your Author Website

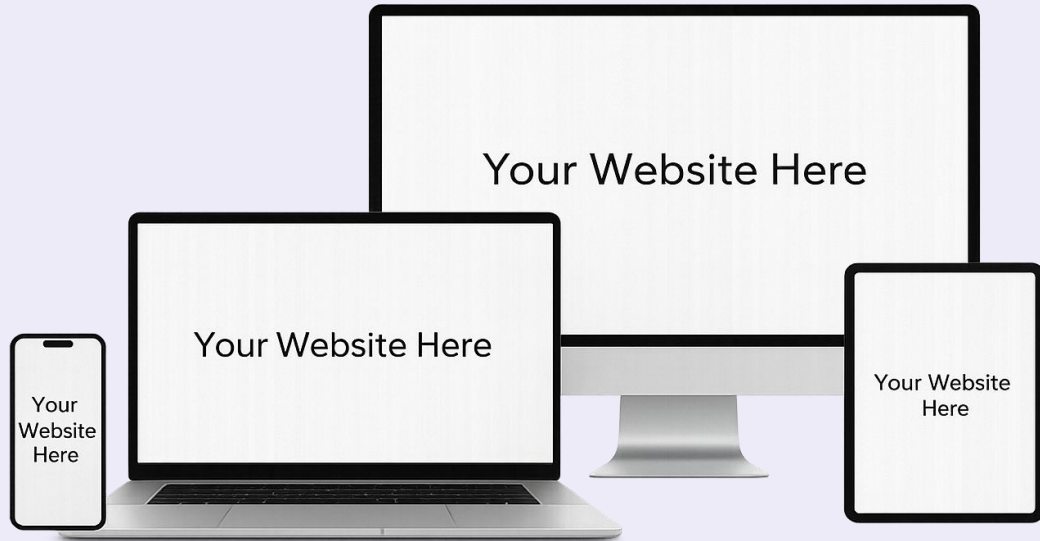
Design & Developed by Abi Harvey
for Winter & Drew Publishing

Build a professional online presence that showcases your work, grows your visibility, and helps readers connect with your brand as an author. Our bespoke, one-to-one author websites are designed to elevate your writing career — creating a polished digital home for your books, media features, events, mailing list, and audience engagement.

“My goal is simple: to give you a polished, authoritative digital presence that reflects the quality of your work.”
Abi Harvey



Why Authors Need Websites



A website is your central professional platform. It builds credibility, supports media coverage, enables industry engagement, and allows you to build direct relationships with readers outside of social media platforms.

It gives you control, authority, and a permanent digital home for your books and brand.

I build best-in-class, modern author websites using a professional suite of trusted platforms and software. Every site is mobile-optimised, strategically structured, and designed to establish credibility, whether you are traditionally published or self-published.

Each package is structured to support the different stages of an author's career from debut launches to established writers running events, eCommerce, and major releases.

Tiered Packages To Suit Every Author

My tiered packages are designed to be clear, scalable, and commercially structured. Each level builds on the next, offering increasing flexibility, integrations, and post-launch support. This ensures authors invest in a solution aligned with their current goals while leaving room to grow.

We work closely throughout the process, ensuring you have clarity and consistency from start to finish. I operate with a detailed briefing system, clear content guidelines, structured timelines, and formal sign-off stages.

My process allows me to build efficiently and professionally, delivering high-quality websites quickly without compromising on design or functionality.

I offer four structured tiers for authors at different stages of their career. Each tier differs in page count, design flexibility, integrations, platform choice, and support. This comparison allows you to clearly see what is included at each level and select the package that best fits your needs. Packages can be upgraded over time as your writing career grows.

STARTER

Debut authors needing a professional presence.

GROWTH

Authors actively building their audience.

PRO

Established authors with media coverage.

ULTIMATE

Established authors running eCommerce, events, and major launches.

Package: Starter

A clean, structured template build with essential integrations, allowing you to establish credibility without unnecessary complexity.

Core Build	
# of Pages	Up to 10
Design Type	Template
Design Mock-Up	X
Fonts	Pre-set
Colours	Unique
Mobile Optimisation	✓
Ad Free Pages	✓
Integrations	
Social Media Linking	✓
Social Feed Embed	X
Newsletter sign-up form	X
eCommerce	X
Events / Calander	X
Blog*	X
Substack	X
Others*****	X
Payment Gateway Setup	X

Marketing & SEO	
SEO Foundations Set-Up	✓
GA4 Analytics Setup	X
Paid Ads Tracking Embed	X
60 day post-live action plan	X
Pre-Live	
Amendment Rounds	One
QA Testing	✓
Post-Launch	
Ongoing Support*****	Billed hourly

Content	
Imagery**	Supplied by author
Copy	Supplied by author
Video	Supplied by author
Hosting & Platform	
Primary Platform***	Fasthosts
Domain Set-Up Included****	✓
Mailbox set-up	X
SSL Certificate	✓
Hosting Billed To Author	✓

The starter package is priced between £900–£1,100, with a 50% upfront deposit required to begin. Typical go-live timelines are approximately 3–5 weeks, depending on project scope and approvals. Ongoing hosting costs are estimated at £11–£15 per month.

J.H. Mann



[VIEW WEBSITE](#)

I built this website as a modern, visually cohesive platform that reflects both his genre and personal identity. J.H. Mann writes mystery novels set in Cornwall so the site incorporates a strong coastal aesthetic, drawing on layered blues, sea tones, and subtle water elements to echo the atmosphere of the Wild Cornwall series. The themes of his novels are woven thoughtfully throughout the branding and visual direction. The result is a clean, contemporary site that feels immersive, genre-aligned, and instantly recognisable.

Strategically, the primary objective was to consolidate his growing body of work, multiple award wins, and strong press coverage into one authoritative digital presence. As a self-published author, credibility is essential, so the site was structured to showcase reviews, highlight the Wild Cornwall series, and enable users to quickly access purchase links on Amazon. Newsletter growth was also a key priority, with clear sign-up points integrated throughout.

Built in approximately one month as **a starter package with selected add-ons**, the site is hosted on Fasthosts with a low monthly hosting cost, providing a professional yet commercially efficient solution. High-quality imagery supplied by Jason — both personal photography and book assets — further elevated the overall impact and authenticity of the site.

Package: Growth

A greater design flexibility and additional integrations such as newsletter sign-ups and blog functionality, helping you grow your reader base strategically.

Core Build	
# of Pages	Up to 25
Design Type	Semi Customised
Design Mock-Up	X
Fonts	Pre-set
Colours	Unique
Mobile Optimisation	✓
Ad Free Pages	✓
Integrations	
Social Media Linking	✓
Social Feed Embed	✓
Newsletter sign-up form	✓
eCommerce	X
Events / Calander	X
Blog*	✓
Substack	✓
Others*****	X
Payment Gateway Setup	X

Marketing & SEO	
SEO Foundations Set-Up	✓
GA4 Analytics Setup	✓
Paid Ads Tracking Embed	✓
60 day post-live action plan	X
Pre-Live	
Amendment Rounds	Two
QA Testing	✓
Post-Launch	
Ongoing Support*****	Billed hourly

Content	
Imagery**	Supplied by author
Copy	Supplied by author
Video	Supplied by author
Hosting & Platform	
Primary Platform***	Fasthosts
Domain Set-Up Included****	✓
Mailbox set-up	X
SSL Certificate	✓
Hosting Billed To Author	✓

The growth package is priced between £1,400 – £1,800, with a 50% upfront deposit required to begin. Typical go-live timelines are approximately 6–8 weeks, depending on project scope and approvals. Ongoing hosting costs are estimated at £11–£15 per month.

Package: Pro

A fully customised design and enhanced functionality. With expanded integrations and greater creative control, this tier supports media coverage, ongoing content, and broader audience engagement

Core Build	
# of Pages	Unlimited
Design Type	Fully Customised
Design Mock-Up	X
Fonts	Customisable
Colours	Unique
Mobile Optimisation	✓
Ad Free Pages	✓
Integrations	
Social Media Linking	✓
Social Feed Embed	✓
Newsletter sign-up form	✓
eCommerce	X
Events / Calander	✓
Blog*	✓
Substack	✓
Others*****	X
Payment Gateway Setup	X

Marketing & SEO	
SEO Foundations Set-Up	✓
GA4 Analytics Setup	✓
Paid Ads Tracking Embed	✓
60 day post-live action plan	Add on cost
Pre-Live	
Amendment Rounds	Four
QA Testing	✓
Post-Launch	
Ongoing Support*****	Complimentary for one month

Content	
Imagery**	Supplied by author
Copy	Supplied by author
Video	Supplied by author
Hosting & Platform	
Primary Platform***	Squarespace
Domain Set-Up Included****	✓
Mailbox set-up	Additional cost
SSL Certificate	✓
Hosting Billed To Author	✓

The pro package is priced between £2,000 – £2,600, with a 50% upfront deposit required to begin. Typical go-live timelines are approximately 9 – 12 weeks, depending on project scope and approvals. Ongoing hosting costs are estimated at £17–£24 per month.

Package: Ultimate

A fully customised build, advanced integrations, and extended post-launch support to ensure a seamless, high-performing digital presence.

Core Build	
# of Pages	Unlimited
Design Type	Fully Customised
Design Mock-Up	X
Fonts	Unique
Colours	Unique
Mobile Optimisation	✓
Ad Free Pages	✓
Integrations	
Social Media Linking	✓
Social Feed Embed	✓
Newsletter sign-up form	✓
eCommerce	✓
Events / Calander	✓
Blog*	✓
Substack	✓
Others*****	✓
Payment Gateway Setup	✓

Marketing & SEO	
SEO Foundations Set-Up	✓
GA4 Analytics Setup	✓
Paid Ads Tracking Embed	✓
60 day post-live action plan	Add on cost
Pre-Live	
Amendment Rounds	Five
QA Testing	✓
Post-Launch	
Ongoing Support*****	Complimentary for two month

Content	
Imagery**	Supplied by author
Copy	Supplied by author
Video	Supplied by author
Hosting & Platform	
Primary Platform***	Shopify
Domain Set-Up Included****	✓
Mailbox set-up	Additional cost
SSL Certificate	✓
Hosting Billed To Author	✓

The ultimate package is priced between £3,100 – £4,500, with a 50% upfront deposit required to begin. Typical go-live timelines are approximately 16 – 20 weeks, depending on project scope and approvals. Ongoing hosting costs are estimated at £25 – £30 per month.

Package Comparisons

Each package is tailored to a different stage of an author’s career. The packages vary in scope, design flexibility, integrations, and post-launch support, allowing you to select the level that aligns with your goals and audience growth. **Packages can also be upgraded** if you find you need more from your website over time.

	Starter	Growth	Pro	Ultimate
Est. Package Price	£900 - £1,100	£1,400 - £1,800	£2,000 - £2,600	£3,100 - £4,500
Payment Structure	50% deposit in advance	50% deposit in advance	50% deposit in advance	50% deposit in advance
Est. Timeline To Go Live	3-5 weeks	6 - 8 weeks	9 - 12 weeks to go live	16 - 20 weeks to go live
Est. Monthly Hosting Fee*****	£11.00 - £15.00	£11.00 - £15.00	£17.00 - £24.00	£25.00 - £30.00

In addition to my core packages, I offer strategic add-ons such as copywriting, brand identity development, SEO setup, launch landing pages, and ongoing website management. These allow authors to enhance their digital presence beyond the foundational build.

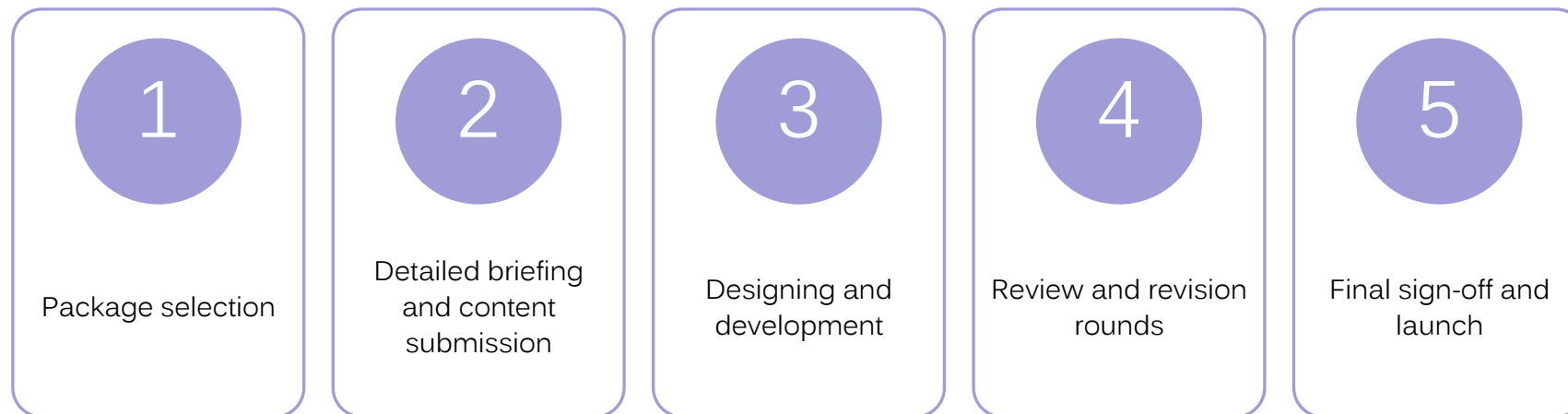
Add-Ons	Billed	Add-Ons	Billed
Website training	Hourly	Digital design kit	Flat fee
60-day post-launch action	Flat fee	Ad-hoc updates	Hourly
Newsletter data base set-up	Flat fee	Fulfilment integration	Hourly

The Build Process

My process is structured and transparent. After selecting a package, authors complete a content submission form, followed by design and development. Review rounds are included within each tier before final launch, ensuring the site aligns with expectations.

Project timelines vary depending on package complexity and content readiness. Simpler builds can be completed efficiently, while fully customised platforms require additional development time to ensure quality and performance.

Clear deadlines are agreed in advance to ensure mutual accountability.



What Is Required From You

To ensure a smooth, efficient build process, authors play an important role in providing key materials and clarity upfront. While I manage the design and development, the quality and speed of the project depend on the following being shared on time.

High-Quality Visual Assets:

- Professional imagery significantly enhances credibility. This includes:
 - High-resolution book covers
 - Professional headshots (selfies are not suitable)
 - Any approved promotional imagery

Complete & Accurate Links:

- Retail links (Amazon, Waterstones, etc.)
- Social media profiles
- Other platforms

All links must be accurate and maintained post-launch.

Written Content:

- Author biography
- Book blurbs
- Press quotes or media mentions
- Event details (if applicable)
- Any additional messaging you would like included

Clarity & Responsiveness: Projects move most efficiently when authors:

- Have a clear vision of what they want
- Provide reference websites they admire
- Respond promptly during review stages
- Consolidate feedback clearly during amendment rounds

References & Direction: Providing examples of author websites you admire — particularly within your genre — is extremely helpful. A clear understanding of how you want to position yourself and your book allows us to create a more strategic and aligned digital presence.

Please Be Advised

Each package is tailored to a different stage of an author's career. The packages vary in scope, design flexibility, integrations, and post-launch support, allowing you to select the level that aligns with your goals and audience growth.

Integrations enhance functionality and reader engagement. These may include newsletter sign-up forms, social feeds, eCommerce capabilities, event calendars, blogs, and platform-specific integrations. Each tier includes a defined level of integration to maintain clarity and scope.

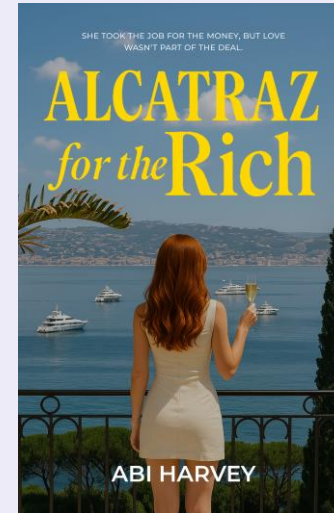
Hosting platforms vary depending on package level and functionality requirements. We clearly outline estimated monthly hosting costs, platform responsibilities, and ongoing maintenance options so there are no surprises post-launch. Post-launch costs typically include hosting fees, domain renewals, and any third-party software subscriptions. For example, dedicated email mailboxes, newsletter platforms such as Mailchimp (if above free tier), or other marketing tools may incur monthly costs. These are transparent and platform-dependent. Ongoing website updates are available and billed hourly, depending on your package level.

Delays in content delivery, author indecision, or extended revision cycles can impact timelines and may, in extreme cases, be subject to additional costs.

About Me

I am a self-published author and digital professional with over 10 years' experience working in e-commerce and digital marketing for premium and luxury brands, primarily within the jewellery and fashion sectors. My background spans sophisticated website builds, complex digital systems, CRM strategy, clientelling, and global digital marketing campaigns across the UK and international markets, including affiliate and influencer partnerships. Alongside my corporate experience, I have spent the past five years building websites and providing freelance consultancy for growing businesses and independent brands. I particularly enjoy working closely with founders and creatives to understand what makes their brand distinctive and how best to translate that into a compelling digital presence. Having self-published my novel *Alcatraz For The Rich* in August 2025, I also understand first-hand what it takes to bring a book to market — from positioning and cover design to audience building and launch strategy — allowing me to combine commercial digital expertise with practical author insight. I divide my time primarily between London and Devon, working flexibly across projects both in the UK and internationally.

Instagram: @abiharvey21



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