

## Your Writer's Web Site - Five Tips To Get Clients And Make Money

If you're a writer, you need your own Web site because it means that your clients will come to you, rather than you having to continually hunt for writing jobs.

More and more, editors, agents and other clients who want to hire you for a specific project (or, in the case of editors and agents are looking for new books to commission for their lists) are searching the Web.

They know that writers with initiative and creativity are posting their writing to the Web, and they want to work with writers who have those attributes.

So if you don't have a site, get one.

Now let's look at five tips which will help you to use your writer's Web site to get clients and make money.

### 1. Add pages to your site - from a tiny site to a large one

With millions of Web sites and billions of Web pages online, a single page site is not enough. The more pages you have on your writer's site the better.

Of course, creating a site with many pages won't happen overnight. However, be aware that additional pages to your site make you easier to find on the Web, and easier to hire. This is because the more pages, the more "presence" you have in the search engines.

### 2. What's it in for me? Your pages should be helpful and useful to your audience

Your writer's Web site needs to be more than an extended advertorial for your business. Add useful content to the site.

This doesn't mean that your content needs to be writer-oriented. After all, your fellow writers are not your target audience: they're not the people who will hire you.

Make your pages useful to your buyers, whoever they may be.

### 3. Page titles and descriptions: they're essential

Each page of your site needs to have a title and a description, because page titles and descriptions show up when people search for "writer" in the search engines.

This is easy to do. If you're not sure how to create page titles and descriptions in your Web editor, look it up in the Help file, or search the Web.

### 4. Promote your site

I've just searched for "writer" in Google. Would you believe the 214 million pages contain the reference?

You've got a lot of competition!

This is not as dire as it sounds. You can ace your competition by marketing your site. Do this by placing advertisements, by blogging - there are hundreds of ways you can market your site.

Be aware that you must do this; it's not optional.

Do some marketing each week; all marketing is cumulative - just like a snowball. Each little marketing task you do builds on the other marketing you've done.

### 5. Create a newsletter

So your marketing has brought readers and buyers to your site. But will they return?

You increase the chances that people will return to your site if you offer a newsletter. Your newsletter doesn't have to be long. Just a couple of hundred words a month mailed out to subscribers means that some will return to your site, and will hire you when they have work for a writer.

So there you have it - five tips to using your Writer's Web site to get clients and to make money.

### About the Author

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