

American Author Unlimited Editing

Make changes to your pages whenever you want. From correcting a typo to starting a page from scratch, you get unlimited editing that's as easy as using a word processor.

View Demonstration Pages:

http://www.robertablack.com/index.php?page_id=333

American Author Unlimited Pages

Create all the web site content you can imagine. Turn your web site into an expert resource. Make your web site a resource destination that will gain the attention of your target community.



Pricing

Website Setup and Orientation - \$299*

Website hosting, live support, unlimited use - \$29/month

*(To Receive this Special Firebrand Pricing – use publisher code: **FIRE**)

Publisher Branding – Essential Marketing

Here's something you'll never see:

- McDonald's without their Golden Arches
- Nike without its swoosh

If brand matters so much, why are publishers missing out?

Even author web sites from the largest publishers don't carry publisher branding. Search the web and you'll see – most publishers aren't promoting their brand on their author's web sites.

The cost of publisher's not using their brand:

- Lost Search Engine Ranking
- Lost Traffic
- Lost Identity
- Lost Sales



Branding raises Search Engine Ranking

Author web sites are a huge resource for generating Internet traffic for publishers. This resource is currently used by very few publishers. Other companies would pay thousands of dollars to have a network of web sites branded back to their corporate site. For publishers, this resource exists now, and it's free to use.

American Author Makes Branding Easy

If every author had a different webmaster, promoting the publisher brand would be difficult. When American Author handles your author web sites, we can create publisher branding on each author web site – automatically. Authors benefit from being part of a larger community. Publishers benefit from the collective network of their many authors.



Customizing the web site program for a publisher

American Author works with individual publishers to create a web site layout that can include page content, design layout, footer branding and footer hyperlinks.

Footer Branding and Linking

Each author web site will contain footer branding, including the publisher logo and a hyperlink back to the publisher web site.

Page Content

Choose the default pages and content that you want every author to have on their web site. When an order is placed, web sites are delivered with this content already loaded.

Page Syndication

You can even create pages that carry your syndicated editable content on all the author web sites. Change the content on your publisher page, and the changes show instantly on all the author web sites.



Cost

For details about the branding program and entry costs, please contact American Author. Entry into the branding program also qualifies publishers to receive reseller commissions on sales to their authors.

Firebrand Technologies Eloquence Data Feeds



One more advantage of [Firebrand Technologies](#). American Author can now use Eloquence Onix feeds to create preloaded author web sites.*

- Home Page with cover image
- About the Book Page
- About the Author Page
- Contact Form
- Order Page linking to online bookseller of choice.

Preloaded author web site pages are a great way to start a site. Once the site arrives, you take over with unlimited pages and unlimited editing.

Contact:

Lars Clausen – Author/Publisher Representative

American Author Websites -
A division of Cevado Technologies

www.americanauthor.com

lars@americanauthor.com

877-700-2519, press 1, press 3.

