

Author Visibility Mini-Audit

A practical checklist and scorecard to review your online presence before you promote your book.

Before the book buzz begins

Marketing does not start when the book goes live. It starts when readers can clearly understand who you are, what your book helps them do, and where to take the next step. Use this mini-audit to spot outdated pages, fuzzy bios, missing links, and the tiny credibility leaks that quietly steal momentum.

How to Use This Mini-Audit

Review each visibility area honestly. This is a working document, not a performance review from the Department of Author Perfection.

Give each area a score from 0 to 3 using the guide below.

Circle the top three updates that will make the biggest difference before your next promotion, podcast pitch, newsletter mention, local talk, or launch campaign.

Complete the 7-day action plan at the end so the audit turns into movement.

Score	Meaning
0	Missing or no longer useful
1	Exists, but needs a meaningful update
2	Mostly clear, with small improvements needed
3	Current, clear, and ready to support book promotion

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Quick Visibility Scorecard

Use this checklist for the fast pass. Then use the detailed checklists that follow to clarify what needs attention.

Visibility Area	What to review	Score (0-3)	Update notes
Website	Home page, book page, contact page, newsletter signup, speaking or media page, and broken links.	0 1 2 3	_____
Author bio	Complete bios with reader promise; current credentials and book information.	0 1 2 3	_____
Headshot	Recent, professional, high-res image that matches your current brand.	0 1 2 3	_____
Social profiles	Current profile photo, headline, pinned post, book/website links, and consistent description.	0 1 2 3	_____
Email signature	Book title, website link, lead magnet, simple call to action, and current contact details.	0 1 2 3	_____
Speaker topics	3-5 topics connected to your book message, audience need, and practical outcomes.	0 1 2 3	_____
Lead magnet	Relevant free resource, signup form, thank-you message, and follow-up email sequence.	0 1 2 3	_____

Total score: _____ / 24

Score interpretation

0-8: Build the basics first. 9-16: Strengthen the public-facing pieces before a bigger push. 17-21: You are close; polish the gaps. 22-24: Promotion-ready, with room for ongoing refinement.

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1. Website

Your website does not need to be fancy. It needs to reassure readers that they have found the right person and the right message.

Check	Prompt	Notes / updates needed
<input type="checkbox"/>	Can a first-time visitor understand what you write about within 10 seconds?	_____
<input type="checkbox"/>	Is your book, upcoming book, or central message easy to find from the home page?	_____
<input type="checkbox"/>	Is there a clear path to join your email list or download a resource?	_____
<input type="checkbox"/>	Are your contact, speaking, media, or work-with-me options current?	_____
<input type="checkbox"/>	Have you checked for broken links, old dates, missing images, and outdated announcements?	_____

2. Author Bio

Your bio should create trust and connection. It should sound like a capable human, not a conference badge that learned to type.

Check	Prompt	Notes / updates needed
<input type="checkbox"/>	Do you have a short bio of 50-75 words for introductions and social profiles?	_____
<input type="checkbox"/>	Do you have a medium bio of 125-175 words for guest posts, podcasts, and event pages?	_____
<input type="checkbox"/>	Does the bio connect your experience to the reader your book serves?	_____
<input type="checkbox"/>	Does it include your current book title, topic, or publishing focus?	_____
<input type="checkbox"/>	Does the tone match the audience you want to attract?	_____

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3. Headshot

Your headshot is often the first trust signal people notice. Clear, current, and warm beats overly staged every time.

Check	Prompt	Notes / updates needed
<input type="checkbox"/>	Is your headshot recent enough to feel like the person readers or hosts will actually meet?	_____
<input type="checkbox"/>	Is the image high-resolution and suitable for websites, media pages, and event graphics?	_____
<input type="checkbox"/>	Does the background support your brand without distracting from your face?	_____
<input type="checkbox"/>	Do you have both vertical and horizontal crops available?	_____
<input type="checkbox"/>	Does the expression feel approachable and aligned with your message?	_____

4. Social Profiles

Social profiles should act like small welcome mats. They do not have to do everything, but they should point people somewhere useful.

Check	Prompt	Notes / updates needed
<input type="checkbox"/>	Is your profile photo consistent with your website and author bio?	_____
<input type="checkbox"/>	Does your headline or description clearly name your topic, audience, or book message?	_____
<input type="checkbox"/>	Is your website, book page, newsletter signup, or lead magnet link current?	_____
<input type="checkbox"/>	Have you pinned or featured a post that introduces your book, message, or resource?	_____
<input type="checkbox"/>	Are your public posts aligned with the author presence you want readers, hosts, and collaborators to see?	_____

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5. Email Signature

Every email you send can gently support visibility. No megaphone required; a simple signpost will do.

Check	Prompt	Notes / updates needed
<input type="checkbox"/>	Does your signature include your author name and website?	_____
<input type="checkbox"/>	Does it include one clear link, such as your book page, lead magnet, or newsletter signup?	_____
<input type="checkbox"/>	Is the signature clean, readable, and mobile-friendly?	_____
<input type="checkbox"/>	Does it avoid clutter, outdated offers, and too many competing links?	_____
<input type="checkbox"/>	Could a new contact understand your author focus from the signature alone?	_____

6. Speaker Topics

Speaker topics help others invite you into rooms, podcasts, panels, newsletters, and local groups. Make it easy for them to say yes.

Check	Prompt	Notes / updates needed
<input type="checkbox"/>	Do you have 3-5 talk topics connected to your book message?	_____
<input type="checkbox"/>	Does each topic promise a clear benefit or outcome for the audience?	_____
<input type="checkbox"/>	Can each topic work as a podcast pitch, workshop, local group talk, or webinar?	_____
<input type="checkbox"/>	Do your topics use practical language rather than clever-but-vague titles?	_____
<input type="checkbox"/>	Do you have a short speaker introduction ready to share with hosts?	_____

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7. Amazon Author Page

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Your Amazon Author Page is part of your reader path. Even before a new book arrives, it can help readers connect the dots.

Check	Prompt	Notes / updates needed
<input type="checkbox"/>	Have you claimed or updated your Amazon Author Central profile?	_____
<input type="checkbox"/>	Is your author bio current and consistent with your website bio?	_____
<input type="checkbox"/>	Is your author photo current and professional?	_____
<input type="checkbox"/>	Are all relevant books connected to your author page?	_____
<input type="checkbox"/>	Have you added your website or other approved links where Amazon allows them?	_____

8. Lead Magnet

A lead magnet turns casual interest into an ongoing relationship. It should feel helpful, specific, and easy to use.

Check	Prompt	Notes / updates needed
<input type="checkbox"/>	Does your free resource connect naturally to your book topic or reader need?	_____
<input type="checkbox"/>	Is the title clear enough that visitors immediately understand the benefit?	_____
<input type="checkbox"/>	Is the signup form easy to find and simple to complete?	_____
<input type="checkbox"/>	Does the thank-you page or confirmation email tell the reader what happens next?	_____
<input type="checkbox"/>	Do you have at least one follow-up email that continues the conversation without sounding like a sales robot wearing a cardigan?	_____

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Priority Updates

Choose the three updates that will create the most confidence and clarity before your next promotional effort.

Priority	Visibility area	Specific update	Done by
1	_____	_____	_____
2	_____	_____	_____
3	_____	_____	_____

7-Day Visibility Tune-Up Plan

Day	Small action	Notes
1	Update your website headline, book mention, or primary call to action.	_____
2	Refresh your short bio and save it where you can easily reuse it.	_____
3	Review your headshot and gather the versions you need.	_____
4	Update one social profile and pin or feature one useful post.	_____
5	Simplify your email signature and test every link.	_____
6	Draft or revise three speaker topics.	_____
7	Update Amazon Author Central or review your lead magnet path.	_____

Final Reflection

One visibility update can open a door. Three can make your message easier to find, share, and trust. Start where the path is most cluttered, then keep going one clear improvement at a time.

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