

Agency Website Profiles

We've made a random selection of agency websites to give a snapshot of what a range of agencies – from big to small – are doing online. Some agencies (e.g. **The Gernert Co.**) seem to have decided not to host sites, while others (e.g. **LJK**) have made them as robust as possible. Each profile lists the URL, **Google** ranking when particular key words are entered, and **Alexa** ranking (go to www.alexa.com for more information). In addition, we've made notes about the pros and cons of each site, along with an example of a linked author site when applicable. If you would like to alert us to your agency site, please call us at 212.447.0855, or write to us at info@mpi-us.com.

Curtis Brown***

www.curtisbrown.co.uk

“Curtis Brown” - 1st Google hit
Alexa ranking – 733,105

Pros: Well-designed, clean, flash website. Books listed with cover image, links (after text) to **Amazon**, easy-to-use navigation bars.

Cons: No click-thru to author or title sites.

Example of a linked author site: None.

Dunow, Carlson & Lerner

n/a

“Dunow, Carlson & Lerner” – No hits in the top 100

No site found.

Dystel & Goderich****

www.dystel.com

“Dystel & Goderich” - 1st hit
Alexa ranking – 2,697,281

Pros: Cover thumbnails on the front page; “Author Resources” section is excellent – asks authors to visit the sites “that we visit every day” (including **Media Bistro**, **Publishers Marketplace**, **Maude Newton**, **Bookslut**, **MJ Rose**, **AAR**, **BN**, **Amazon** and hilariously **dictionary.com**). Extensive list of authors, some with websites listed.

Cons: No click-thru on the front page; not very attractive; No click thru on author list through names – some author websites listed in tiny font below bios.

Example of a linked author site: **Sara Faith Alterman** (TEARS OF A CLASS CLOWN, MY FIFTEEN MINUTES) – updated links, bio, newsletter, click thru on cover thumbnail (large, featured, looks great) to Amazon, press links, links back to the agent and publisher (**Avon**).

Emma Sweeney Agency****

www.emmasweeneyagency.com

“Emma Sweeney Agency” - 1st hit; “Emma Sweeney” – 1st hit
Alexa – no data

Pros: Clean homepage, cover thumbnails prominently displayed with click-thru to Amazon and mini bios, links to upcoming books (also with thumbnails and click thru), easy-to-navigate list of clients linked to websites when applicable. Overall – simple yet completely effective.

Cons: No click-thru on the front page; not very attractive; No click thru on author list through names – some author websites listed in tiny font below bios.

Example of a linked author site: **Judith Lindbergh** (THE THRALL'S TALE) –

Unattractive, but easy to navigate, links to Borders, Book Sense, Amazon, BN; Read the first chapter, audio excerpt, author interview, Q&A, updated events with links.

Folio Literary Management****

www.foliolol.com

“Folio Lit” – 10th; “Folio Literary” - 1st; “Folio Literary Management” – 1st
Alexa ranking – 647,490

Pros: Clear, easy-to-navigate site; Lots of press links (to *Poets & Writers*, Publishers Marketplace, **Authorlink**, *USA Today*, **Booksquare**, **Galley Cat**, **Gawker**); Intuitive links on the “authors” section to Amazon (through cover thumbnails), author websites (through names), and book sites (through title listing); perfect screen size on homepage, scrolling only when necessary.

Cons: No click-thru on main page covers (no internal links, no external buy links); click-thrus only available on the “author” link bar – cover click to Amazon, name click to author website.

Example of a linked author site: WIDOW OF THE SOUTH (**Robert Hicks**, **Hachette**) – Designed by **KUMA Digital** with music. Great site – Flash; Description, Reviews, Excerpt, Audio Excerpt, Tour Dates and Schedule, Read an interview, Hear an interview, Reading Group discussion guide. Flash page-turning book with portraits of characters; Interactive map with links to battle locations, etc.; Numerous outbound links.

The Gernert Company

n/a

“Gernert Company” – not in top 100
Alexa – no data

No website found.

ICM*

www.icmtalent.com

“ICM” – 1st hit
Alexa ranking: 276,984

Pros: Great site (visually)

Cons: So large that there is no detail or navigation system within the “literary” category – no links to authors, agents, etc.

Example of a linked author site: None.

Inkwell**

www.inkwellmanagement.com

“Inkwell” – not in top 100; “Inkwell Management” - 1st; “Inkwell Literary” – 3rd
Alexa ranking – 2,090,605

Pros: Clean design, easily navigable. Cover thumbnails

Cons: Cover thumbnails not linked; no links at all (except for general e-mail inquiries); no author information; no click-thru buys.

Example of a linked author site: None (although books include mega-sites like the **South Beach Diet**), no outbound links at all.

Janklow and Nesbit

n/a

“Janklow and Nesbit” – no hits in the top 100

No Website Found.

Kneerim and Williams**

<http://www.fr.com/practice/kw.frm?child=kw>

“Kneerim and Williams” – 1st hit, as part of Fish and Richardson (a law firm).
Alexa: 176,756

Pros: Clean site (part of larger site), with cover thumbnails that can be blown-up

Cons: Minimal information, no click-thru to purchase or for further info.

Example of a linked author site: None.

Level Five Media**

www.l5m.net

“Level Five Media” – 1st; “Level Five” – Not in top 100; “Level 5 Media” – Not in top 100; Alexa ranking – 292,811

Pros: Offers media development and consultation, click-thru to author sites – on their “domestic sales” page.

Cons: Not very attractive; Says the client list will debut on 8/8/2006 (nothing there to date)

Example of a linked author site: E-MYTH (**Michael Gerber**, **Doubleday**) – extensive business site; log-in options, software, online forum, business coaching, workshops, stories, seminar, and an e-tail shop with books, etc.

LJK Literary****

www.ljkliterary.com

“LJK Literary Management” - 1st hit; “LJK” – 4th hit; “LJK Literary” – 1st hit
Alexa ranking: 1,226,933

Pros: Great site. Clean, attractive, easy-to-navigate. PDF submissions guidelines, agent info, author and title info with large cover thumbnails, links to Amazon, Book Passage, Strand, further links to author, publisher and title sites when available. Individual author profiles on the site.

Cons: Some links are faulty and need to be checked. Top cover thumbnails on the author page could be clickable as well.

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Example of a linked author site: **Meg White Clayton** (THE LANGUAGE OF LIGHT).

Fairly ugly site with necessary information – links to buy, praise, excerpt reading group guide – but all listed in mini-font along the far right hand side of the screen.

Trident Media Group***

www.tridentmediagroup.com

“Trident Media” – 1st; “Trident Media Group” – 1st; “Trident Literary” – 1st
Alexa Ranking – 899,300

Pros: Separate “Authors Websites” links

Cons: Not very attractive, though fairly navigable; “Authors Websites” links in a large list, overly wordy, difficult to navigate; awkward page size.

Example of a linked author site: **Neil Baldwin** (www.neilbaldwinbooks.com) – site by

Bard Design (also designed **Sterling Lord Literistic, Alyson Gaylon, Karen Salmansohn**). Great, attractive site; pictures of books across the top all linked to separate pages dedicated to each book. Numerous links throughout; to radio interviews, press reviews, author information, speaker/lecture contact information, pre-orders, full-chapter excerpts, intuitive click-thru to Amazon (via pictures on book pages), as well as listed links to numerous stores, as well as a “search for a bookstore near you” option.

Sanford J. Greenburger***

www.greenburger.com

“Sanford J. Greenburger” – 1st; “Sanford Greenburger” – 1st; “Greenburger Associates” – 1st; “Greenburger Literary” – 8th
Alexa ranking – 1,840,550

Pros: Nice size; attractive design; detailed agent bios with pictures

Cons: Lists of authors and titles appear on agent page – no pictures, no click thrus.

Example of a linked author site: None. (**Dan Brown** is a client – his site incredibly extensive.)

Sobel Weber Associates***

www.sobelweber.com

“Sobel Weber Associates” – 1st hit, “Sobel Weber” – 1st hit
Alexa ranking: No data

Pros: Featured books with cover thumbnails, PDF excerpts, quotes and reviews, and “about the author.” Links to author and title websites in the “clients” section.

Cons: Unattractive, text heavy. No click thru on the featured books.

Example of a linked author site: **Julianna Baggot** (GIRL TALK, THE MISS AMERICA FAMILY). Links to **Books in Need** (org that sets up kids with books and author visits),

“authorly nourishment,” cover thumbnails and bios (but no click thru to buy), separate “purchase” link to Amazon, BN, **BAMM**, Book Sense – some links don’t work.

Writer’s House***

www.writershouse.com

“Writers House” – 1st; “Writer’s House” – 1st
Alexa ranking – 808,160

Pros: Splash page, attractive, easily navigable. “History of the House” extra shows pictures and discusses where the agency is located.

Cons: No click-thru on cover thumbnails; No click-thru to author or title sites; No links.

Example of a linked author site: No linked sites. Authors include **Nora Roberts, Ken Follett, VC Andrews, Janet Evanovich, and Erica Jong** – all have excellent author sites.

Wylie Agency**

www.wylieagency.co.uk

“Wylie Agency” – 1st hit
Alexa ranking: No data

Pros: Minimalist, sophisticated site.

Cons: Extensive client list, no click-thru, no cover thumbnails.

Example of a linked author site: None.