



INDIE EXPERTS

PUBLISHING & AUTHOR SERVICES

How to optimise your AMAZON Book listing

KEYWORDS and CATEGORIES

1: Review and check your keywords in a program like Publisher Rocket (specifically this is designed to find Amazon searches) or any other SEO search options will also help identify phrases and words used to find books like yours.

For Example:

Keyword	Average Pages	Number Of Competitors	Average Price	Average Monthly Earnings	Est. Amazon Searches/Month	Competitive Score
small business growth	231	>1,200	\$ 17	\$ 25,550	244	70

2: Publisher Rocket also helps you identify the best categories your book needs to be in, and will show you what your competitors are showing up in, and how the books in that category are featured, as well as how many you need to sell to rank highly in that category.

Category	SALES to #1	SALES to #10	Large Publisher %	Kindle Unlimited %	Category Details
Books > Business & Money > Processes & Infrastructure > Green Business	7	2	52%	-	Insights Link

Books > Business & Money > Processes & Infrastructure > Green Business

SALES to #1: 7	SALES to #10: 2	Kindle Unlimited %: N/A	Large Publisher %: 52%
Avg. Indie Price: \$17.99	Avg. Age: 1192 Days	Avg. Ratings: 4.1 ★	Avg. Page Count: 330

Category Growth
↓ -10 Sales per Month

Monthly Sales of Category's Top 30 Bestsellers

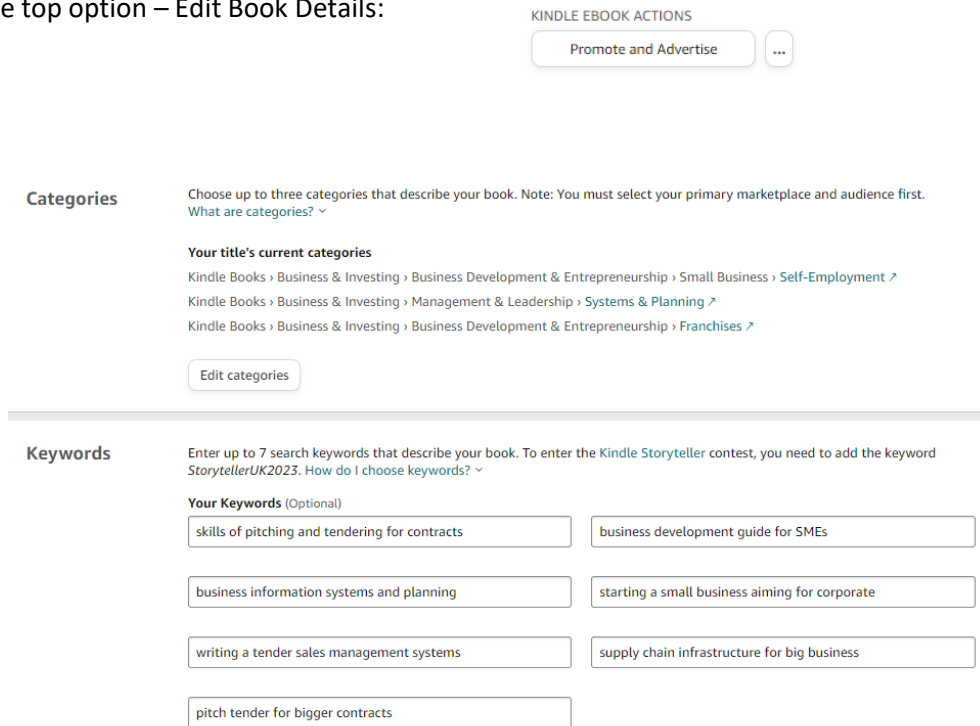
Month	Sales
Jun	180
Jul	140
Aug	130
Sep	110
Oct	80
Nov	50
Dec	50
Jan	60
Feb	80
Mar	90

Category Overview
This category is significantly declining at a monthly rate of -9% and ranks among the smallest of Amazon categories in terms of sales. Expect low competition, making it easier to rank as a bestseller.

Unique Category Insights

- Lower prices, with lower margins. Publishing in this category may require competitive pricing.
- Younger books are in the bestseller lists. This category likely experiences fast turn and many new books.
- Low number of ratings, so readership might not be high in this category.

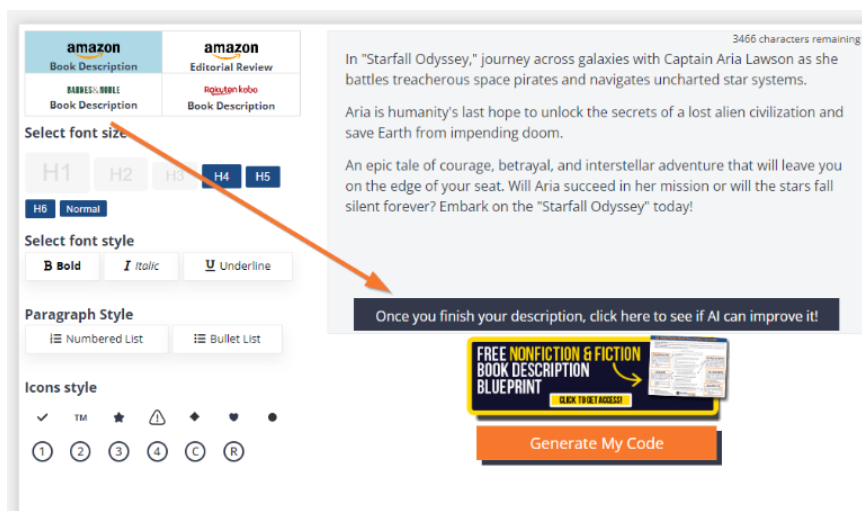
3: When you have decided on your new best keywords and categories, log into your KDP.Amazon account and select the book you want to update, find the three dots beside the book, and click, then select the top option – Edit Book Details:



Book Description:

Your book description needs to be embedded with lots of your best keywords and also your chapters. Ideally your chapters will also contain a number of good keywords. These all work together to help your book become even more easily found when people are searching for topics related to your book.

Use the formatting options in the KDP program, or you can access even more options for formatting by using the FREE Book Description Generator – that has an easy to use additional AI ‘Polish and Improve’ option at Kindlepreneur.com Here’s a link to get that: www.tinyurl.com/DescGen



Once your description and keywords are sorted, then move up to the top of the menu options inside KDP and click on Marketing.

The screenshot shows the Amazon KDP dashboard. At the top, the navigation menu includes 'kindle direct publishing', 'Bookshelf', 'Reports', 'Community', and 'Marketing'. A red arrow points to the 'Marketing' link. Below the navigation is a notification box about printing costs changing on June 20, 2023. The main heading is 'Create. Manage. Publish.' with a sub-heading 'Publish a new title by clicking Create. Or manage your existing titles from your books below.' There is a '+ Create' button and a 'Bookshelf' section with filters for 'View', 'Sort by', and 'Filter by'. Below this are three featured sections: 'KDP Select' with an 'Enroll an eBook' button, 'Amazon Ads' with a 'Go to Ads Console' button, and 'Author Central' with a 'Manage author page' button. A red arrow points to 'Author Central'. Below these are three 'NEW' sections: 'A+ Content' with a 'Manage A+ Content' button, 'Getting Started with A+ Content', 'A+ Content Guidelines', and 'A+ Content Examples'. Red arrows point to 'A+ Content', 'Getting Started with A+ Content', and 'A+ Content Examples'.

You will want to click on A+ content – but first, look at the Examples, read the content guidelines, and then choose a marketplace. Before you upload anything in there, have your ASIN numbers for the book you want to promote handy. Also pre-prepare some images (ideally use Canva) for this, but first go into the Getting Started tab to select which modules you wish to use and get the sizes of the images you will need. Once you have those, go into ‘Start Creating Content’ and work through the suggestions as they each come up. It takes up to 7 days to have this approved once you’ve submitted your modules.



A+ Content Manager

or [Start creating A+ content](#)

Use the A+ Content Manager to add rich content to the detail page that showcases your brand and educates customers about product features.

A+ Content Examples [Getting Started](#) Amazon.com (US) Switch Marketplace

Content (1)

Show auto-created content

content name	content type	language	ASINs	Last modified	content status
Small company big crisis	EMC	US English	2	06/06/2023	Approved


Author Profile and Editorial Reviews:

You will also want to return to the main marketing page tabs and step into the Author Central area.

In this area you will be able to see all your books, and then click on any of them to access the area where you can add and manage editorial reviews, about you as the author and also see all your customer reviews for all your books.

Author Profile

Make your Amazon Author Page informative and engaging. The information you enter here will appear on your Author Page on Amazon.com and elsewhere.



Your biographies

Add a biography to your Author Page. Do you have translations of your biography in other languages? You can add other versions of your biography here, so your readers can get to know you — wherever they are.

In English

Dixie Maria Carlton has been a renowned business book author and an invaluable resource for authors worldwide since 2004. Her award-winning expertise in business and authorship has led to many of her clients becoming multi-award winners and receiving widespread recognition for their brands and stories. Dixie provides unique publishing and marketing services specializing in non-fiction writing. In addition to business and marketing, she also writes about self-publishing and various topics on life and its unusual quirks.

Author Page

See how your Author Page looks for readers in different countries.

On Amazon.com [Go](#)

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Currently only available for your Amazon.com Author Page. Copy the text below to share your author page:

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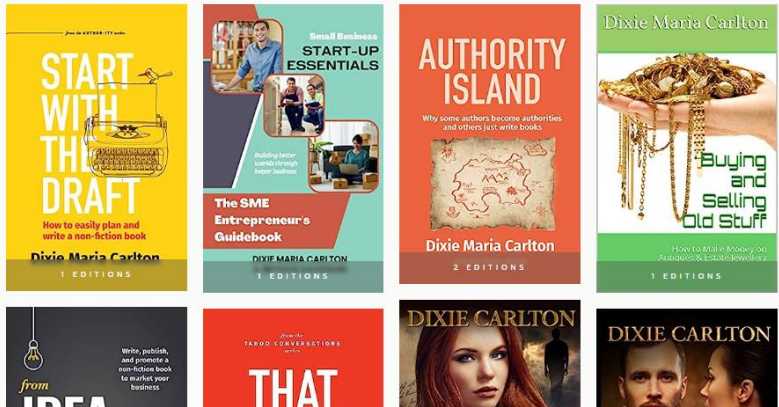
We have updated the look of U.S. Author Pages. As of Dec 2022, blog feeds are not displayed on U.S. Author Pages. [Learn more about Author Page updates](#)

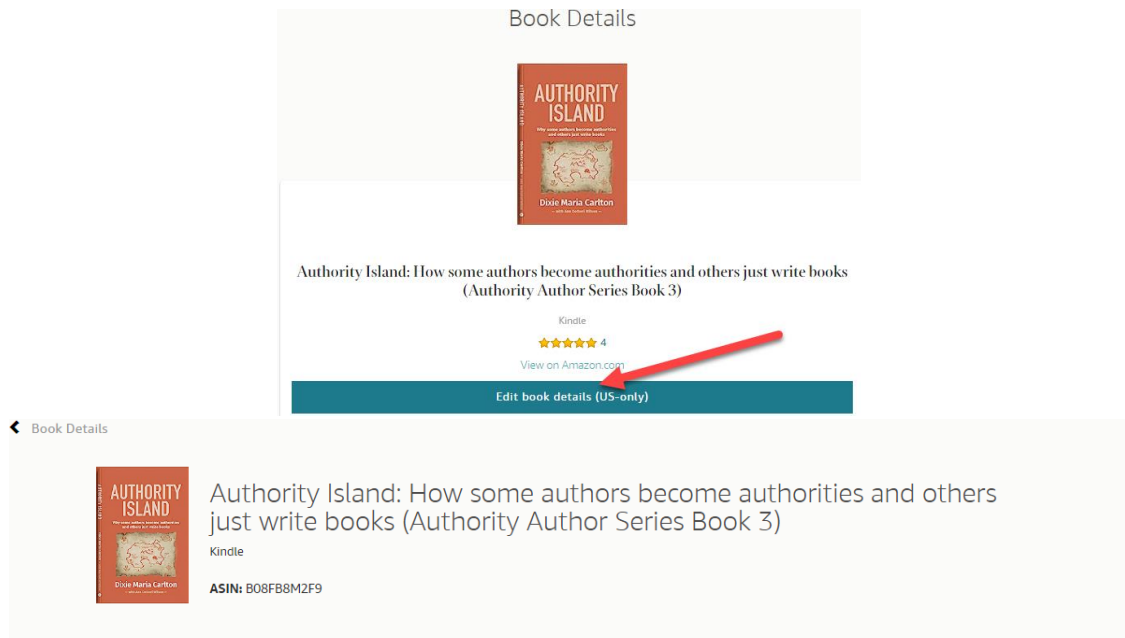
amazon author central ENGLISH HELP DIXIE

HOME PROFILE **BOOKS** REPORTS + MARKETING

Help readers discover your books. The books in your bookshelf will appear on your Amazon Author Page, in new release notifications to your followers, and more. Are we missing a book? You may add it now.

Marketplace: Amazon.com Sort by: Publication Date





▼ Your Editorial Reviews

Your Editorial Reviews 1

Add review

This book is a masterclass of how to use story to educate the reader on the critical difference between being an authority and just writing a book. Simply a MUST READ for anyone who is serious about sharing their wisdom by writing a book. *Steve Lowell, CSP 2021-22 President Global Speakers Federation, and Co-Founder Deep Thought Strategy™*

"Authority Island is a must-read book for anyone considering becoming an author and writing their first book. It's not a step-by-step how-to, but does guide you through some important topics you may consider highly helpful to understand before your writing journey commences." *Adam Houlihan, 4x Amazon Best-Selling Author*

I love the title of this book because it is so true! If you follow Dixie's wisdom you will create a book that positions you as an authority, not just an author! *Keith Abraham, CSP, Founder of Passion for Excellence, and Best Selling Author*

This book is both a valuable resource and a wake-up call. If you want to change the world with your ideas, Authority Island demonstrates just how much work and knowledge is required in order to become a successful thought-leader and authority on your topic. More importantly, it gives aspiring authors a path to follow. *Bronwyn Reid, Author, Founder and CEO Small Company, Big Business*

I wish I had met the three characters in this book before I wrote my first book - instead of my fifth. For anyone contemplating writing a book this is a MUST READ! Crawl over broken glass if you have to, but get a copy of this book - it will set you up for success. *Ian Stephens CSP, best selling Author of Shift Culture*

"A clever and creative story blended with detailed tips for those who want a quality book, to become a successful published author." *Mindy Gibbins-Klein, Founder of The Book Midwife®, Panorama Press and REAL Thought Leaders*

It can be confusing even with guidelines such as this. So, if you get stuck and wish to access a **Done For You** option then use this booking option.

www.calendly.com/thewordwitch/discovery-meeting

In July and August 2023 we're offering to do up to 10 books as the special rate of only \$499.00 (AUS) *Normally priced at \$900.00*

This service is based on:

- Reviewing your title and listing
- Researching keywords and categories
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- Check your Author Central Listing
- A basic Two Module image set for A+ Content

Set up and manage your Amazon advertising and additional A+ Content creation is optional - \$POA

