How to optimise your AMAZON Book listing

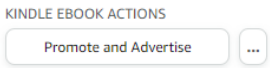
KEYWORDS and CATEGORIES

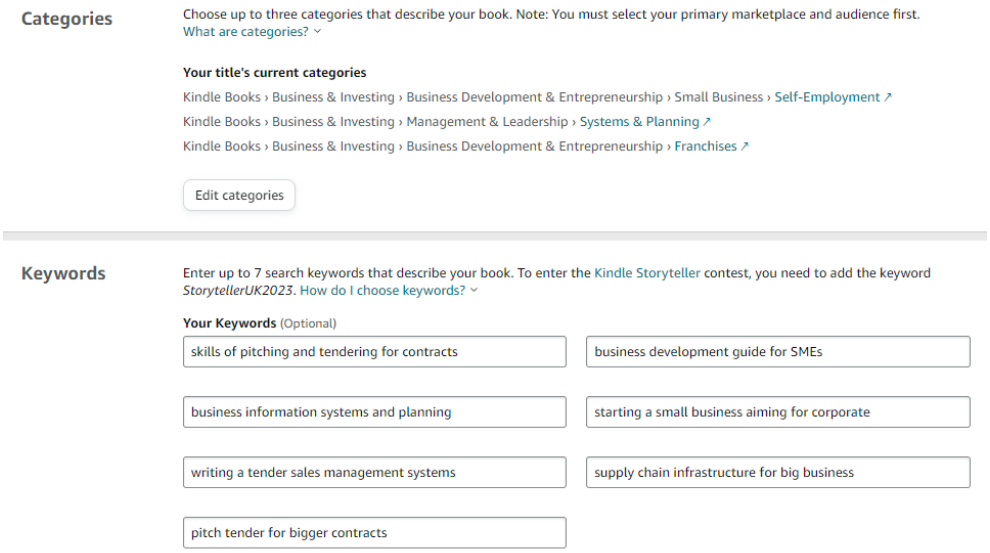
1: Review and check your keywords in a program like Publisher Rocket (specifically this is designed to find Amazon searches) or any other SEO search options will also help identify phrases and words used to find books like yours.

For Example:

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.

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:

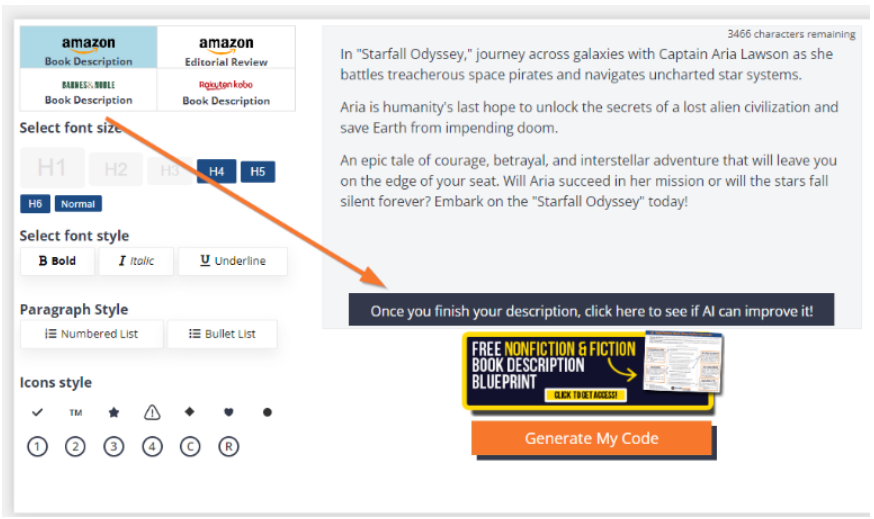




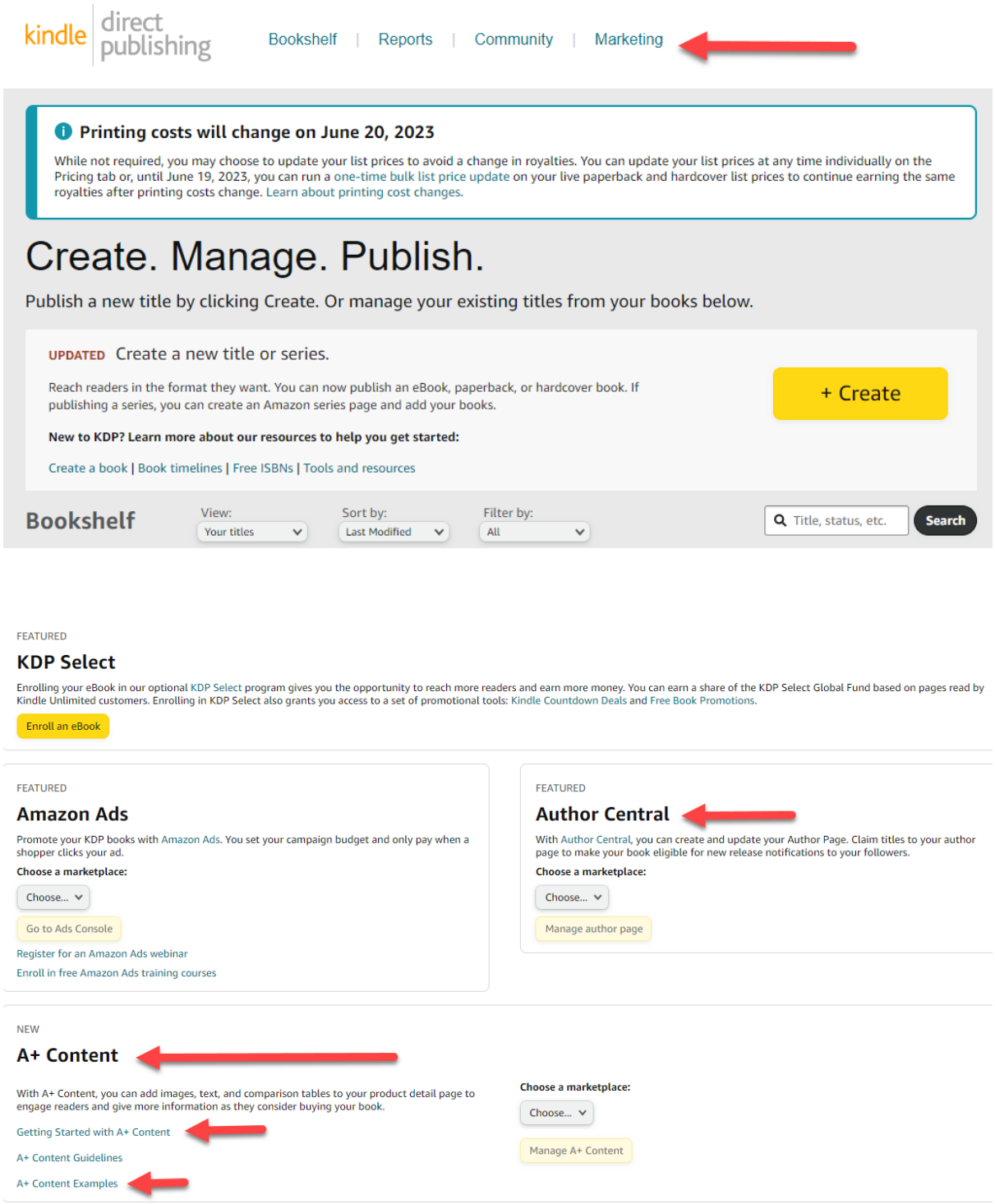
Book Description:

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.

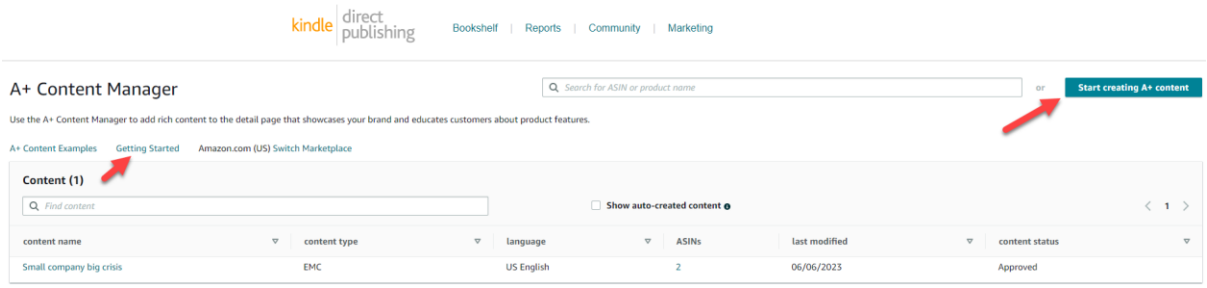
Use the formatting options in the KDP program, or you can access even more options for formatting by using the FREE Book Description Generator – that has an easy to use additional AI 'Polish and Improve' option at Kindlepreneur.com **Here's a link to get that:** www.tinyurl.com/DescGen



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



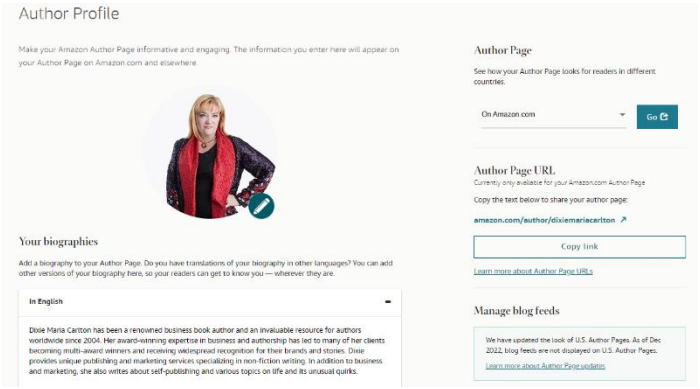
You will want to click on A+ content – but first, look at the Examples, read the content guidelines, and then choose a marketplace. Before you upload anything in there, have your ASIN numbers for the book you want to promote handy. Also pre-prepare some images (ideally use Canva) for this, but first 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.

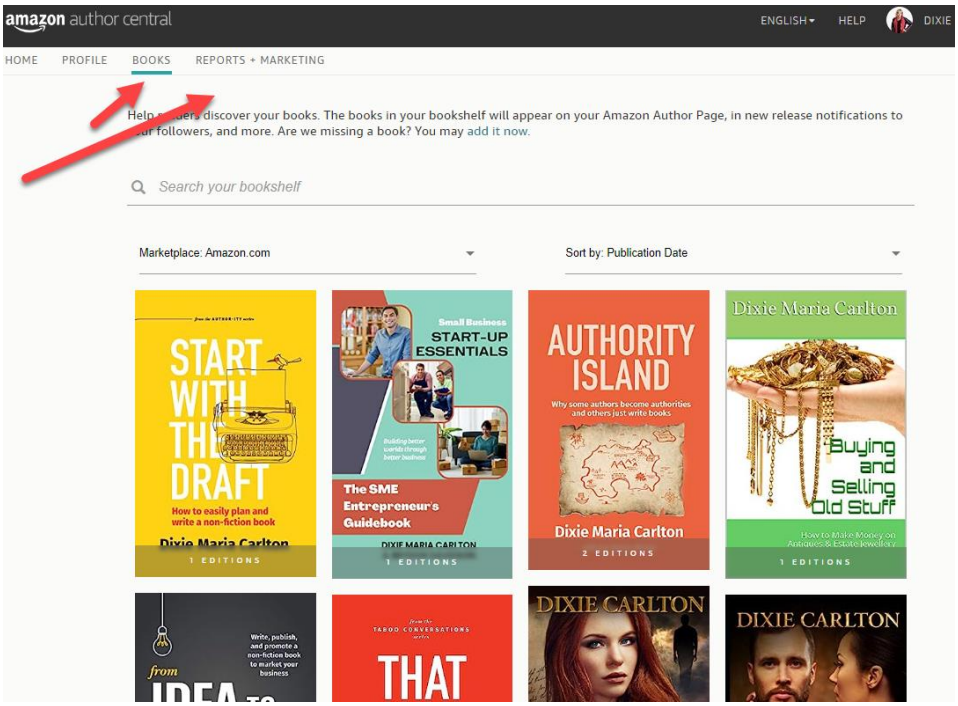


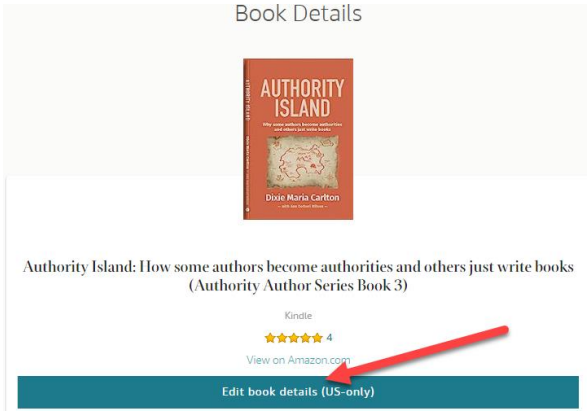
Author Profile and Editorial Reviews:

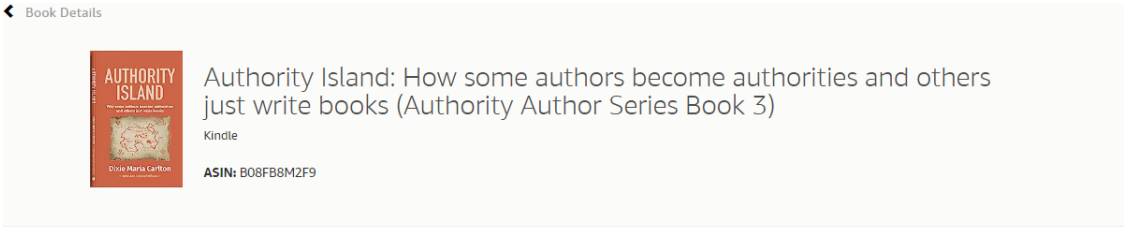
You will also want to return to the main marketing page tabs and step into the Author Central area.

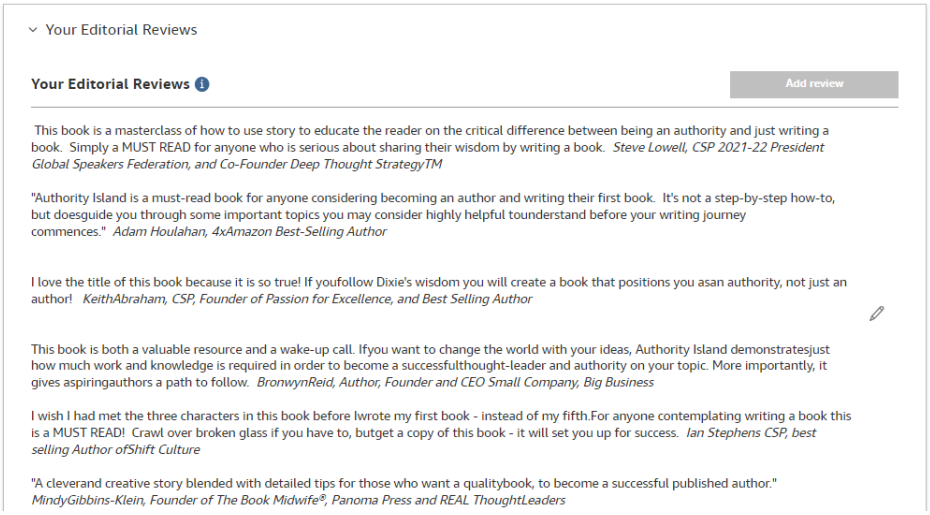
In this area you will be able to see all your books, and then click on any of them to access the area where you can add and manage editorial reviews, about you as the author and also see all your customer reviews for all your books.











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
- Updating your book description
- 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