

# THE AUTHOR'S GUIDE TO AMAZON VISIBILITY

Proven Strategies to Get Your Book  
Discovered by the Right Readers



Dave Chesson

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# An Introduction

Welcome! If you're reading this guide, you're probably aware of the immense potential that Amazon offers for book sales. With millions of readers searching for their next favorite read on the platform every day, getting your book in front of the right audience is crucial. But as you may have discovered, simply publishing your book is not enough.

To truly succeed, **you need to master the art of Amazon visibility and discoverability.**

That's where "**The Author's Guide to Amazon Visibility**" comes in. This guide is your roadmap to optimizing your book's presence on the world's largest online bookstore. I've poured years of research, experimentation, and hard-won insights into these pages, distilling the essence of what makes a book stand out on Amazon. From understanding Amazon's complex algorithms to selecting the perfect keywords, categories, and book metadata, this guide will equip you with the tools and strategies you need to get your book discovered by the right readers.

Whether you're a seasoned author looking to boost your sales or a newcomer to the world of self-publishing, the proven

strategies in this guide will help you navigate the competitive landscape of Amazon book rankings. You'll learn how to identify the most profitable keywords for your book, optimize your Amazon book page for maximum visibility, and leverage the power of reviews and sales velocity to climb the ranks and connect with your target audience.

So get ready to dive deep into the world of Amazon visibility and discoverability. By the time you finish this guide, you'll have a powerful arsenal of techniques to help your book soar to the top of its category and reach the readers who are eagerly searching for it. Let's start this journey together and unlock the full potential of your book on Amazon!

Cheers,  
**Dave Chesson**

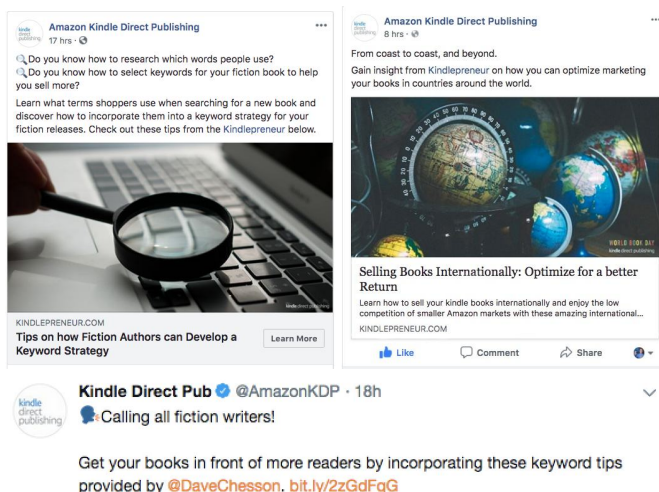


**Dave Chesson**  
Chief and Kindlepreneur

# The Power of Amazon Discoverability

The key to selling your Kindle eBook<sup>1</sup> and or book is getting your product in front of the most potential customers. Some authors do this with elaborate launches, extensive pre-developed email lists, and other cutting-edge tactics. However, many Kindle authors neglect the on-page optimization of their book's sales page.

By making some simple word changes and tweaks to your Amazon book page, you can **dramatically increase** your Amazon rankings. You can also show up for more Amazon searches, therefore getting your book in front of your potential customers more often.



If you're not sure how to do that, don't worry. This guide will show you exactly how you can take actionable steps to improve your Amazon rankings and get your book in front of more customers, which will ultimately **equate to more sales**.

The best part about this is that each step is **completely free** and can be completed **within a matter of minutes**.

## How Can Anyone But Amazon Know This?

Now, you might be asking yourself: "Only Amazon knows how they rank and they don't make it public. So, how do you know?"

And you'd be right to question that. However, what you're about to read came from years of knowledge and experimentation. But even more so, **Amazon has endorsed the tactics you're about to read**, saying things like "Learn what terms shoppers use when searching for a new book and discover how to incorporate them into a keyword strategy..." and a bunch more.

So, suffice it to say that what you're about to read is not only effective but Amazon agrees on the tactics.

<sup>1</sup> From now on, the term ebook, kindle, and book will be synonymous unless otherwise said. So, if I write "book", then just know that what was said also applies to the ebook.



# WARNING: Be Responsible and Moral



But before we move forward, let me take a second and beg that you only use this information in a responsible and moral way. What I am about to show you is an extremely powerful method that will get your book in front of more shoppers. I do not want you to use this information immorally.

My greatest fear is that the information presented will fall into the hands of spammers and poison the legitimacy of self-publishers and the Kindle store.

I dread the day when I wake up and do an Amazon search for a Sci-Fi military book, and I find a list of romance books. Argh... NOOO!!!!

If you are ready to help get the right books ranked in the top results, then roll up your sleeves, grab a note-book and some coffee, and discover exactly what you can do to start ranking your book #1 in the Amazon Results Page.

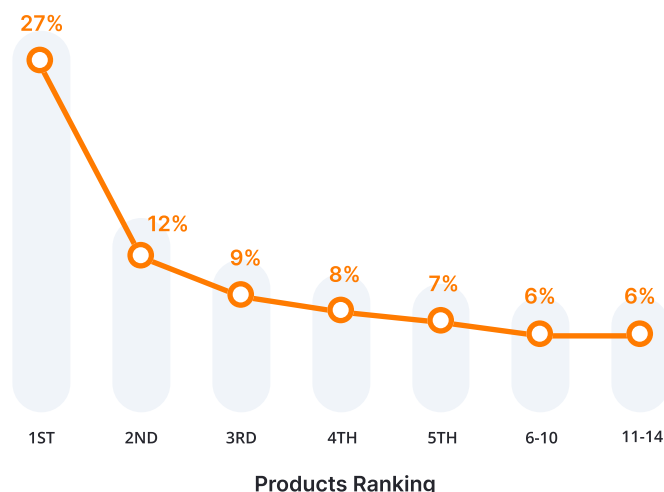
# The Power of Discoverability

So, what's the big deal with rankings? Well, to begin, each month, more than 197 million people around the world shop on Amazon. It is because of this, that getting shoppers to the right book is paramount to Amazon's success.

So, how does Amazon help book shoppers find the right book? The #1 way Amazon directs shoppers to a book is through their search bar.

Did you know that **66% of all book shoppers** on Amazon use Amazon's search bar to find a book? But more importantly, **89% of all those searches end in a purchase**. This means that if you can get your book in front of those shoppers, you'll make more sales. But it's not just showing up for those keywords.

**Example:** If 2,000 people a month type into Amazon "Wholesome caribbean romance" and your book ranks #1 for that term, then you can expect 540 shoppers a month will check out your book regardless of whether you are famous or this is your first book!



The above graph shows **27% of all the people who do a search, click on the first book**. That means that if you rank #1 for a searched term, you can expect more than double the book shoppers will click on your book over the #2 book.

And while 540 doesn't sound like a lot, just know that for a term like "Wholesome caribbean romance" people who type that in, know exactly what they are looking for, and most of them buy books on that search. Later on, I'll show you how I know that a keyword like this makes more sales than others. Also, as you'll see, it's not just that phrase! You'll also rank for other phrases like this and all of those stack up to add even more shoppers over time!



## Fun Facts



70% of shoppers never click past the first page of results



47% of shoppers click on the first 3 books in total

## Part 1

# Selecting Your Target

Before you work to index and rank better, you first need to know WHAT you want to index and rank well for. As you'll see through this process, you won't be able to initially rank well for everything you want.

However, if you can rank well for the right thing, you will see yourself naturally rank for everything else and then some.

**So, how do we choose the right terms to index and rank for?**

You need to choose phrases that meet these requirements:

- Terms that truly describe your book in detail and not in a broad sense
- Terms that shoppers actually search for and buy from
- Terms not so competitive that you can't rank well for them

## 1. Identifying Detailed, Niche Keywords

One of the biggest mistakes that authors make when choosing their keywords is that they choose a very broad term like "Romance." This would be as bad as someone asking to describe your dog, and you say "Well, my pup has fur." Great...that doesn't help much.

Well, it doesn't help shoppers or Amazon either. Instead, you need to find legitimate ways to 'truly' describe your book. A goal here is to find a 4-6 word phrase that best describes your book.

**Examples:**

- "Wholesome second chance romance with family"
- "Epic earth bombardment alien invasion"
- "Relieve chronic acute lower back pain"

Descriptive, right?

Well, it's more important than that. We have found that **only 8% of book searches that end in a sale occur from searches with keyword phrases of 1-3.** But 23% with 4 words, and 34% come from 5 words and 35% for 6 or more words.

So, how do you come up with descriptive phrases for your book?

Well, as you can probably tell, the process for choosing them for Nonfiction and Fiction is very different. Nonfiction is about describing the problem you want solved, how you want it solved, what results you're looking for and or who specifically this book is for. For fiction, it's about describing the story by telling about things like the setting and time period, the type of main character, plot themes in the book, and the tone of subgenre the book is a part of.



**However, if you can rank well for the right thing, you will see yourself naturally rank for everything else and then some.**

If you'd like to learn more about how to select Fiction and Nonfiction niched phrases to best describe your book, you can check out my full guides here:

### Fiction Keywords:

- <https://kindlepreneur.com/kindle-keywords-fiction-author-strategy/>

### Nonfiction Keywords:

- <https://kindlepreneur.com/nonfiction-keywords/>

So, be sure to choose phrases that really describe your book.

## 2. Keywords that Shoppers Actually Look for & Buy

Let's face it - if no one is searching that search term, then there is no reason to target it...period.

So, once you have a list of phrases from your steps in #1, you now need to figure out if people are not only searching for it on Amazon, but are also buying books that show up for that search phrase.

That second part is crucial! Notice in #1 above, I showed that only 8% of book sales come from searches of 2-3 word phrases. Well, that's because if a shopper types in "Fantasy adventure" what are the chances that they will find the 'exact' kind of fantasy book they are looking for? Apparently an 8% chance.

But what really happens is that the shopper will then augment or add to their original search phrase - something like "fantasy adventure epic conquest". Again, perhaps they then see that this hasn't improved, and so they add "fantasy adventure epic conquest dragon".

Now, we're getting into the 34% chance that they have found what they are looking for - and thus, a higher chance they will stop searching and buy.

Search "cozy mystery"					
Keyword	Average Pages	Number Of Competitors	Average Monthly Earnings	Est. Amazon Searches/Month	Competitive Score
cozy witch mystery	1,368	>1,000	\$ 5,686	1,947	55
cozy knitting mystery	293	969	\$ 75	610	2
detective cozy mystery	599	>1,000	\$ 2,668	2,127	61

Publisher Rocket's Keyword Search dashboard

But that's not all. You can also see how well books sell for that keyword phrase. It does this by giving you a red, yellow, green system. If you see green, it means that there are enough searches and purchases, that this is a solid keyword phrase. If you see red, it means that it isn't.

Check out this example below.

Notice that "Fantasy books for kids age 11-14" has less searches than "fantasy adventure" and yet it is green and "Fantasy adventure" is red.

This is because there are way more sales coming from the first one, than on the second. So, you'd be better off targeting "Fantasy books for kids age 11-14" - you'll make more sales (again, assuming that that is an appropriate phrase that describes your book).

Talk about powerful information to help with your book!

Keyword	Average Pages	Number Of Competitors	Average Price	Average Monthly Earnings	Est. Amazon Searches/Month	Competitive Score
fantasy books for kids age 11-14	357	>1,000	\$ 6	\$ 313	568	7
fantasy adventure	728	>1,000	\$ 2	\$ 1,562	2,592	88

Fewer searches per month, but a more specific keyword

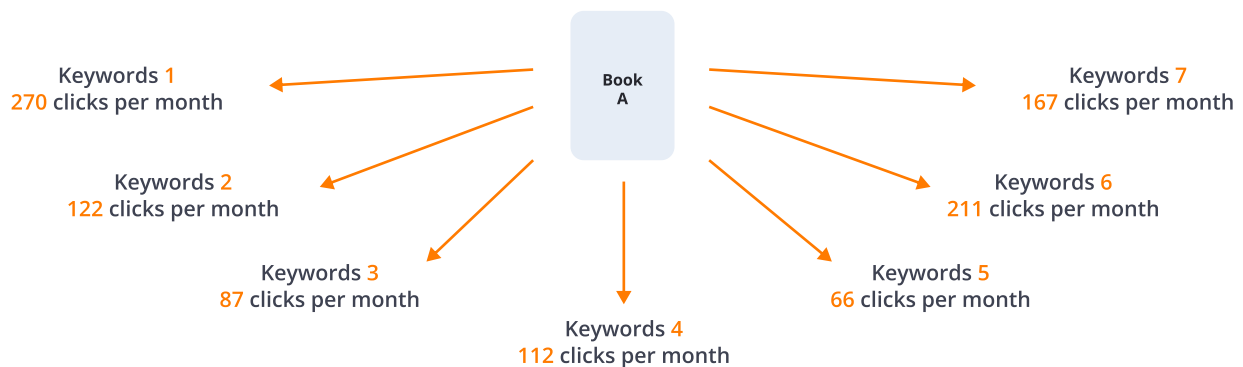
3 There are some other tools out there that claim to be able to tell you the Amazon searches per month of a keyword. However, most are made only for physical products and don't accurately reflect book data. Others have legitimacy and accuracy issues that don't reflect true market data.

4 The ability to see the likelihood that someone will buy on a search is something that as of this writing only Rocket does.

## Part 2

# Indexing for Your Target Keywords

The Keywords you rank for **Add up**



Okay, so now that we know what keyword phrases would be best for our book, and would actually lead to more sales, let's talk about how we get Amazon to acknowledge our book deserves to be there, and thus index for it.

There are 3 major ways of doing this (plus a couple more). The key is, you can't just do one and call it day. Oh no...you need to make sure they are all in sync (and no, I don't mean the band). You can't have your keywords saying one thing, your categories saying something different or else Amazon will get confused.

If we get these in sync, and clear, the Amazon A9 Algorithm will love our book because it won't be confused. So, with that, let's dive in.

## Meet the A9 Search Algorithm

Now, as you probably know, Amazon doesn't use humans to figure out which book should show up where. Instead they use an algorithm to decide. An algorithm is a mathematical set of rules that helps to decide a solution - in this case, show what book when and where.

But Amazon is even more special than that because they have a whole company/division devoted to their search algorithm, called A9. Started in 2003, A9 at one point had over 8,000 employees devoted to making Amazon's search system (as well as other things) the best at giving good results, and thus make Amazon more money.

What makes A9 so special, and important for us authors, is that A9 has two main functions, that we authors should pay attention to:

Categorizing products to ensure they are put in, or indexed in, the right spot on the website.



Ensuring that the best product gets in front of the most customers by ranking at top so that more sales occur, and thus more profit is made.

Tall tasks, right? Well, A9 is pretty dang good at it.

But here's where the rubber meets the road. We authors can break this down into two very important things: Indexing and Rankings

## Indexing + Ranking = Discoverability

Like I said above, Amazon's A9 system needs to figure out where your book should show up on their site, and then how often and when they should show it. For our purposes, this can be broken up into two tactics: Indexing and Ranking.

**Indexing** is the action in which we help the A9 figure out where it should put our book in the search.

This, as I'll cover later, is where we try to convince amazon that our book is of a certain category and is about a certain thing.

**Ranking** is where, once we are indexed for a search term, we can do certain things to help Amazon believe that our book should be shown first ahead of other books.

Understanding both of these concepts is incredibly important because, as you will see, the steps to do well in both are not only unique, but also something that many authors miss or forget to do.

As a matter of fact, most authors will do some of the things for one of them, like indexing, but not the steps to help their rankings - which is why they don't see major benefits from their effort.

But not you - since you have this guide.



### Fun & Sad Fact

A9.com used to be a subsidiary of Amazon and their website used to provide lots of great information on how they worked. However, in 2019, workers of A9 contacted the Wall Street Journal revealing that Amazon had changed its search algorithm to favor more of Amazon's products over others. The next day, the A9 website was shut down and the subsidiary was moved under Amazon's control - and never heard from again. Talk about someone ruffling the wrong feathers!





# Optimizing Your 7 KDP Keyword Boxes

## Keywords

Enter up to 7 search keywords that describe your book. [How do I choose keywords?](#) ▾

Your Keywords (Optional)

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	

This is probably the step that most authors think of first. However, there is so much more to this than you think.

### Things you need to know about these boxes:

- You can put up to 50 characters in each box (that's letters or spaces)
- Do NOT use commas or quotations. This is because you'll affect the boolean search system (how Amazon's algorithm treats each word) and limit your reach.

So, how do you best fill out these 7 KDP keyword boxes?

To help you, here is a video that will show you each step and explain why. If however, you don't want to understand the why, then you can skip to the steps below.

Here are those steps listed out in the video:

1. In boxes 1-3, enter exact phrases that you truly want to rank highest for.

2. In boxes 4 & 5, fill in as much as you can with the other descriptive phrases that weren't good enough to be in boxes 1-3.
3. In boxes 6-7, enter keywords that fit your category so you stay in those categories and help Amazon sync your categories and keywords together.

Not sure about step 3? No problem, I've got you covered in the next section. Once, you've got it filled in, it should look something like this:



# Selecting the Right Categories

A couple of fun facts about Amazon Categories that are important for you to know:

- There are over **11,400+ categories** to choose from.
- Some categories only need a couple of sales to be a #1 bestseller, while others need thousands of sales in a day to hit #1.
- Amazon **can and will** change your categories after you choose them if you aren't careful.
- There are categories in Amazon that are duplicates of other categories.
- 1 out of every 4 categories in their system is a ghost category<sup>1</sup> - which means you can't be a bestseller for it, nor is there a category page for shoppers to find your book on it.

That last one is scary (pun intended). Imagine that you select 3 categories that are all ghosts. That means you'll never be able to hit bestseller status for those categories, nor will you put your book in a category where people can find it! Talk about missing the target.



<sup>1</sup> The term ghost category was actually created by myself when my team and I first discovered them. Since then, it has caught on and is the unofficial official term for these categories.

# The 4 Simple Steps to Selecting the Right Categories:

**Step 1:** Ensure you choose categories that truly fit your book - select something that is not quite right and you'll confuse the A9 algorithm and hurt your rankings

**Step 2:** Try to find categories that you can be a bestseller in. Some only require a couple of sales to hit that. Being a bestseller will make your book stick out more on Amazon, and will help with conversions (which I'll cover later in detail and is important for keyword rankings). Shoppers are more likely to buy a bestseller because it is like social proof.

**Step 3:** Make sure your categories are not Ghost categories, or else it will negate step 2.

**Step 4:** Since Amazon uses the keywords you selected in the 7 KDP boxes in order to decide if you stick in the categories you want, you need to make sure you use keywords in the 7 KDP boxes discussed above, that tie your book into that category.

If you'd like more information, check my video video on Amazon's Category system and how to select categories.

With Publisher Rocket, finding the best categories is easier than ever. You can browse all categories and see the sales needed to be a bestseller. Publisher Rocket is also the only tool that identifies ghost and duplicate categories.

Another key feature is the keywords button next to each category. Clicking this shows a list of keywords that Amazon considers good indicators for that category.

Use boxes 6-7 to fill with relevant keywords from this list. This will ensure you stay in those categories and sync your keywords and categories, making Amazon's A9 algorithm more confident in your book's placement.



## Crafting Your Book Description

A lot of writers out there will say that Amazon doesn't look at your book description. But this is definitely wrong.

First, the A9.com website (before it was shutdown by Amazon) used to flat out say it uses the book descriptions to index where a book should be. However, there is something important for us to understand about how A9 treats our book description:

- 1. A9 does not read the book description sentence for sentence.** Instead it picks up on key words or phrases that help it to figure out what your book is about. Example: If the sentence is "John was a wild cowboy living off the scorched earth of the desolated world" the algorithm doesn't read and index the whole sentence. Instead it picks up on "wild cowboy", "scorched earth" and "desolated world". For this example, the algorithm would think that this is a post-apocalyptic cowboy mad max style book. If your keywords and category back this, then super - it feels even more comfortable that you belong and will index you for those phrases.
- 2. Amazon will not index you for made up words or things it doesn't think should be searched.** This is a common rebuttal I get from authors - that they discuss their character's name, and yet Amazon won't index it for the characters name or the name of a world they created. That's because the algorithm won't just index every word in your book description<sup>1</sup>.

<sup>1</sup> This Is Also Important To Note That There Are Just Certain Phrases They Won't Create Search Results For Legal Purposes As Well.

But the most important thing about your book description is that it helps to convert more shoppers into buyers. This will become even more important when we discuss rankings. But the #1 problem I see with most books is that their book description is sub par, or reads like a book report.

So, I can't stress enough how important your book description is to the overall success of your sales, and your rankings.

## Hot Tip

If you need help writing your book description, be sure to check out my full free Book Description Generator tool. I also have a book description formula pdf that gives you the ability to understand the layout, but the Book Description Generator will not only help to make it look better, but will also help to improve your book description with a click of a button - absolutely free.

## Leveraging Your Title and Subtitle

The words in your title and subtitle have the strongest influence on indexing and rankings. If your book is titled "Marra's Game" and someone types that into Amazon, even if you don't have it as a keyword or anywhere else, you'll probably be indexed for that phrase and rank well.<sup>71</sup>

### For Fiction Authors:

Generally I don't recommend using keywords for your title...but I would recommend you consider using them in your subtitle. Why?

While it does help with rankings and indexing, the biggest reason is because as a shopper, sometimes I don't understand exactly what sub genre a book is a part of.



### Hitch

by [C.J. Petit](#) | Sold by: Amazon Digital Ser

★★★★☆ ~ 151

### Kindle Edition

\$0.00 [kindleunlimited](#)

Free with Kindle Unlimited membership

Or \$0.99 to buy

For example, do you see this book cover here? If you didn't know who the author was, and thus what they typically write, would you know what kind of book this is? Is it a 1800's western, or a modern day rancher? Is this a romance, or an adventure? Is this what I'm looking for? Who knows...I guess I'd have to click and read the book description to find out.

<sup>1</sup> There are rare occasions where authors report that their book doesn't show up for their title. This can be one of two things. Either your book has been penalized for some issue or your sales haven't been enough to reflect that ranking and the phrase is a popular phrase that isn't indicative of your book. If you are the latter, then be sure to check out my first step in improving rankings. It's a doozy.



But, if you're like me, I'm too lazy to just click...I'll just keep scrolling till I find a book that I feel comfortable with.

However, imagine if the author had a title of "Hitch: A modern rancher finding love" or "Hitch: a Lonely Cowboy Adventure". Now, we know what it is...and so does Amazon.

### **For Nonfiction Authors:**

For nonfiction authors I highly recommend using keywords in your title and subtitle. Not only will it help in indexing and ranking, but it will help with your sales conversion.

Keywords are the words your target shopper typed into Amazon when looking for what they need. Using their own words in the title and or subtitle is one of the best ways to grab their attention and get them to feel as though this IS the book they are looking for.

Imagine a shopper typed in "Fix acute lower back pain" and the title of your book is "Fix Acute Lower Back Pain Fast!" That would be a lot better than just "Back Pain Solved", right?

If you'd like a detailed plan on how to approach nonfiction subtitles, here is a great guide I wrote.

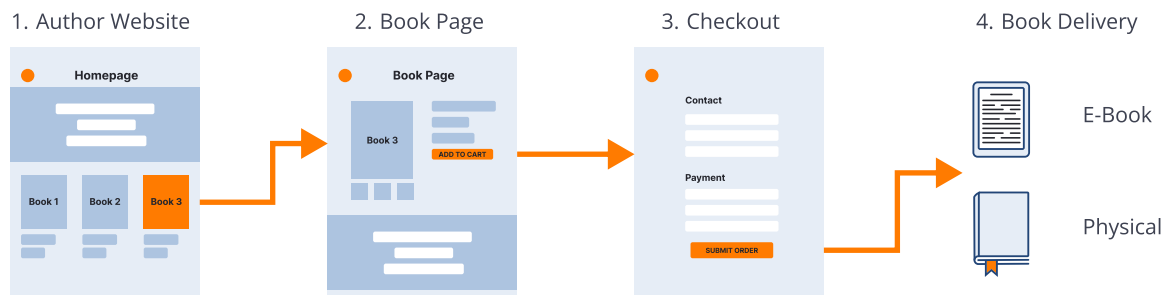
Okay, so there you have it. Four distinct actions you can take to ensure you index for your target keywords. Now, there are a couple more factors, but for brevity's sake, we'll move on to improving rankings. Here comes the good stuff.



## Part 3

# Improving Your Rankings

### Direct Sales Author Website



In the previous step, we discussed ways you can ensure that Amazon indexes you for your target keywords. However, in this section, I'm going to show you ways in which you can get Amazon to rank you better, and thus show your book to more shoppers. Let's begin.

## 1. Understanding the Click-to-Sales Ratio

This is the #1 factor to your rankings: Click to Sales Ratio. This is where Amazon is looking to see if shoppers select your book and buy when they type in a keyword. More importantly, how well does your book perform in the Click to Sales Ratio as compared to other books that were in that spot previously.

Here's an example of what I mean. Let's say Book A was in the #1 spot for a target keyword. In that time, 21 out of every 100 people who typed in that keyword bought the book.

But then Amazon puts Book B in the #1 spot and 24 out of every 100 people buy.

As you can see, Amazon knows that Book B is better for that spot because more people purchase when Book B gets that spot over Book A.

You see, Amazon is in the business of making as much money as possible. So, if more sales occur when your book is in that top spot as compared to a previous book - then giving your book the #1 spot makes them more money.

Okay, so all of that makes sense. But how do we affect this?

Well, this is where having a good book cover, and description really come into play. If your cover truly fits for your genre or resonates with your shopper, they will click to investigate. If your book description is truly well written, and captivates them or connects with them, you will then sell more.

However, I do have an immediate tactic that will absolutely help you get to the top.

Also, BEWARE: Please keep this secret to yourself. If you read all the way down to this spot, then you're taking this seriously and I trust you will use this for good. Any great tactic overused, can be spammy. So, please use it with seriousness.



## Super Hot Semi-Secret Tip

The best way to get your book to shoot to #1 in the rankings for a keyword is by having shoppers type into Amazon your target keyword, and search for your book, click it and buy it.

When you go to launch your book, you probably have an ARC team or Street team, or you know people who will definitely buy your book. Or perhaps you know people who you can convince to buy your book.

Instead of sending them a link to the book's sales page, ask them to type in the target keyword phrase, find your book and then buy it. This sends a direct signal to Amazon to move your book up the rankings.

Now, that sounds scammy - but here's the deal. This tactic will drive your book up rankings. But if it doesn't belong, it will fall back down to where it actually belongs. This process just helps to give your book the chance that it wouldn't have gotten if you didn't do this. Just some food for thought.

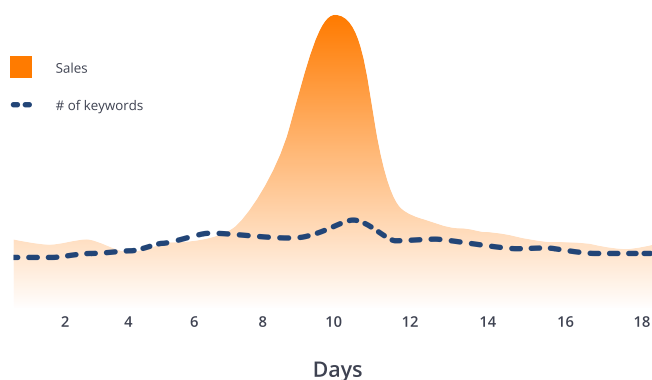


## 2. Sales History & Trends

Back in the day, book marketers used to think that it was best to have a sales spike, and that this would catch the eye of Amazon and give you more attention.

However, through our data from Publisher Rocket, and testing, we found this not to be true!

Effect of Promotion Spike on Keyword Indexing



In this graph, we tracked the number of keywords Amazon indexed books for, as compared to the number of sales. As you can see, that giant spike in sales didn't do much to get Amazon to notice, and thus Amazon didn't index it for more keywords.



However, if you were to instead spread those sales out over a time period, Amazon definitely notices the consistency in sales, and starts showing your book for more keywords (and better rankings).

As you can see, Amazon absolutely prefers books who make consistent sales over that of books that make large spikes of sales.

This is even true for less total sales as well. For example, if a book makes 1000 sales in a month, but all of it came in the first day or two, that book will actually be treated less by Amazon, than a book that only made 500 sales, but those sales were spread out over the entirety of a month.

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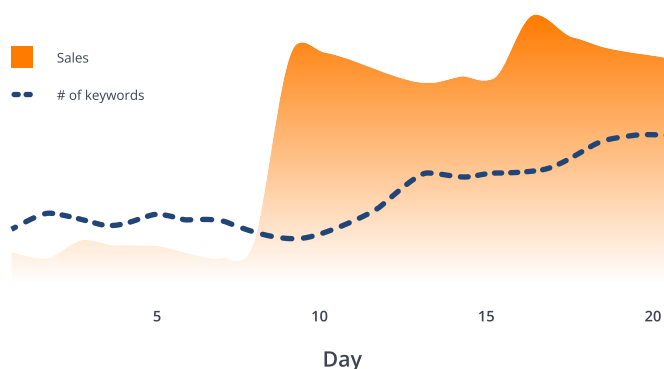
Okay, Dave...we get it. But how can we use this to our advantage?

- 1. Release Promotion Scheduling:** When you go to release a book, and you plan your promotions, stagger them. Don't do everything you know in the first couple of days. Instead have them spread out over time, so that your sales are more consistent.
- 2. Amazon Ads:** Setting up Amazon ads, especially after you've done all your promotions in a book release, helps by continuing to create more sales over time. You can take my free course on Amazon ads here if you're unfamiliar with creating profitable Amazon ads.

- 3. Include your book in an autoresponder (If you have an email):** This way, new people who sign up for your email list will see the option to buy your book, thus sending a steady stream of interested buyers to your book over time.

So, as you can see, it's best to show Amazon that your book is continuously relevant, and consistent in making sales. By doing this, Amazon will then rank you better, and continue to show your book. So, keep this in mind as you plan your book releases or your marketing efforts.

**Effect of Sales on Keyword Indexing**



### 3. Generating Verified Reviews

A verified review is a review that Amazon can ensure came from someone who bought the book (which in this case, means that they bought it on Amazon).



And while most authors can quickly see the benefit to having good reviews as a great thing to work towards, there are two very important reasons why reviews help with your Amazon rankings:

1. **Higher Conversion Rates:** Seeing many happy reviews shows other shoppers that people have not only bought your book but that they liked it and show favor. This helps shoppers get over the hump and choose to purchase - it's a sort of social proof. This means that you'll convert more shoppers into buyers and thus your conversion rate (discussed in #1 above) will improve, and thus your rankings.

<sup>1</sup> It's Important To Note That After You, The Author Creates This Link, If You Click It, Amazon Won't Show You To The Review Page. This Is Because, As The Author, Amazon Doesn't Let You Leave A Review For Your Own Book.

2. **Proof to Amazon that People Like It:** It's one thing that Amazon makes the sale and thus makes more money. However, it's also important that Amazon sees that shoppers are happy with their purchase. Amazon doesn't want to sell products that people don't like, or people will stop buying stuff on their website. Therefore, having a strong and happy review grade proves to Amazon that not only do you get the sale, but their customers are happier with your product than others - and they'll be more likely to continue showing your book.

### How to Get Verified Reviews

Here is a great article I wrote all about how you can get reviews, free and in a way that makes Amazon happy.

However, one super important tip for you is the following:

#### Hot Tip

When you do reach out to someone (either by text, email, etc), it's best to create a special review link. This is a link where when someone (that isn't the author) clicks it, it immediately opens up the review popup for your book<sup>1</sup>. This is special because without it, you are making people search for your book, click it, and then click reviews, and then click add review. Make it easier, and they'll be more likely to actually leave a review.

# Here is how you build it

[http://www.amazon.com/review/create-review?&asin=ASIN \(or ISBN 10\)](http://www.amazon.com/review/create-review?&asin=ASIN (or ISBN 10))

Here are a few examples:

- **US:** <http://www.amazon.com/review/create-review?&asin=B0041JKFJW>
- **UK:** <https://www.amazon.co.uk/review/create-review?&asin=B004H4XAXO>
- **DE:** <https://www.amazon.de/review/create-review?&asin=0765365278>

So, when reaching out to people, be sure to use that link, and you'll get more people to leave reviews.

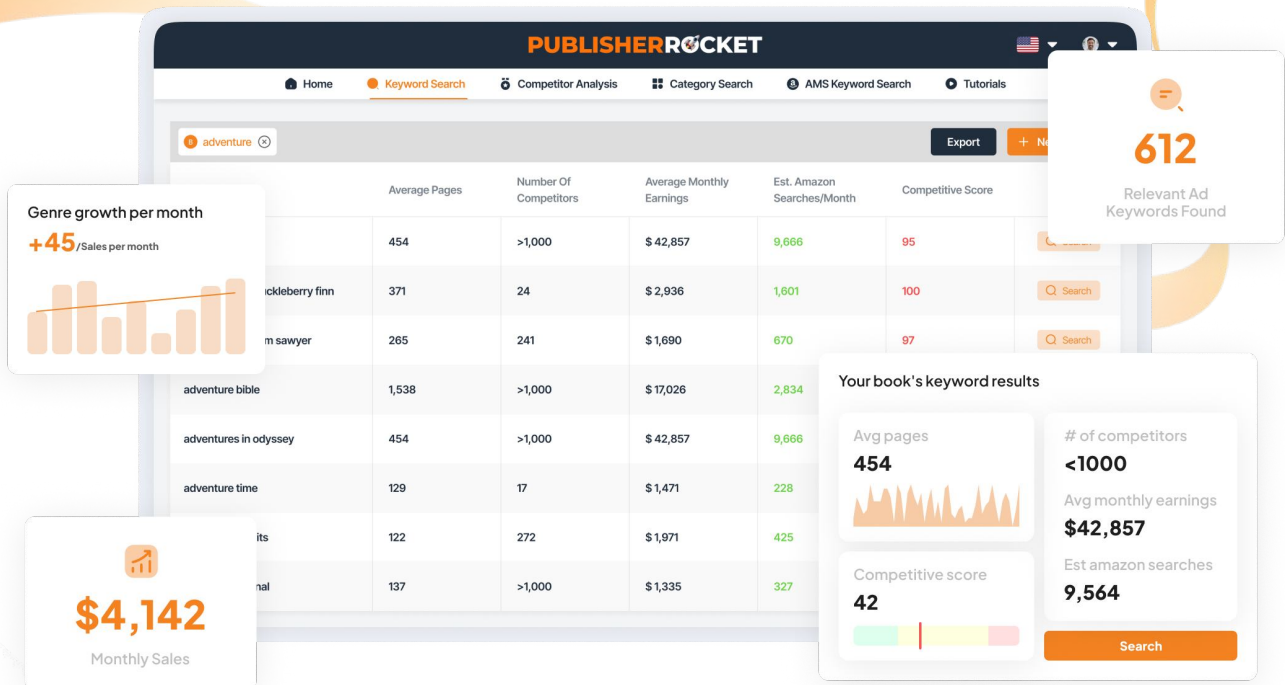
What I look like after reading 100 positive book reviews:



Then after reading just one single bad review:



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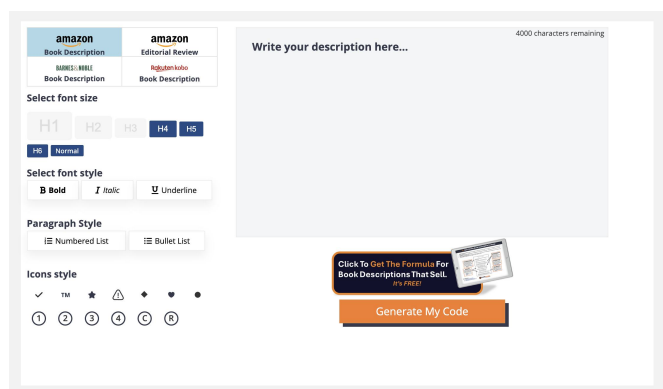
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# Essential Tools for Authors

## Amazon Book Description Generator



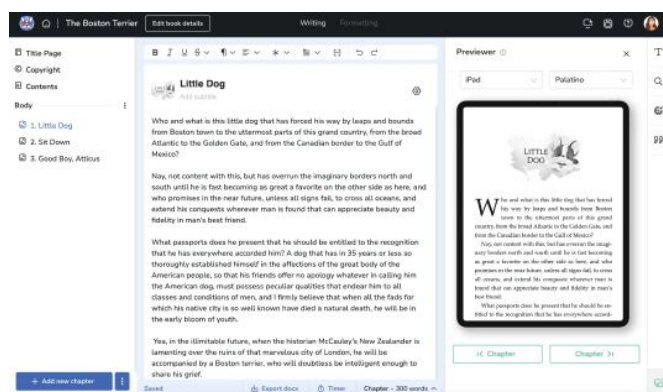
Try It Free

## Craft the Perfect Book Description

Transform your book's Amazon listing with a professionally formatted, attention-grabbing description that sells.

- Improve your book's appeal on Amazon
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- Boost your conversions
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- Collaborate seamlessly
- Create print-ready books in minutes

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## Conclusion

# Putting It All Together

So, there you have it. You now know how to identify the best keywords for your book, how to get Amazon to acknowledge them and index you for them, and finally, steps to take to improve your rankings.

With this, you can now give your book the opportunity to naturally be discovered by shoppers. And while that seems like a lot, keep in mind that **99% of the other self published and published authors don't know this**. You have a leg up - you have an advantage.

Just remember to use this information for good - and this way, we'll make Amazon a better place where real authors get found.

## Other Resources that Can Help

Based on some of our discussions, if you'd like to learn more or improve in other areas, here are articles and videos I highly recommend checking out:

- **How to Choose the Right Book Keywords:** A detailed step-by-step process on how to come up with and choose the best keywords for your book and ebook.
- **How to Fill in the 7 KDP Keywords Boxes:** An explanation on how to fill in the 7 KDP keyword boxes and get the most out of your selected keywords.
- **Broad vs Niche Keywords:** Further discussion on the difference between broad keywords and niche keywords, how to identify them and best steps.
- **How to Select Categories:** A detailed discussion about Amazon's categories, how to select the best ones for your book, and how to avoid major pitfalls.
- **How to Create Amazon Book Covers:** Your cover is incredibly important for helping your book to success in conversions and sales. Learn how to best make one.
- **Book Description Formula PDF:** A breakdown on how to create the best nonfiction and fiction book descriptions for marketplaces like Amazon.
- **How to Title a Book:** Step by step process on how to come up with a bestselling title that employs both appeal and discoverability in Amazon.
- **How to Create a Subtitle:** A detailed explanation on how to craft a subtitle that not only helps you to sell more books, but also improves your discoverability.
- **How to Get Free Book Reviews - legally:** Reviews are important and luckily there are key steps authors can take in order to increase their reviews in a manner that doesn't violate Amazon's rules.

# About the Author



**Dave Chesson** is the guy behind [kindlepreneur.com](http://kindlepreneur.com), a website devoted to teaching authors about book marketing. Recommended by Amazon KDP as the place where you can learn how to “optimize marketing for your books,” Kindlepreneur has grown to be one of the largest book marketing websites.

Having worked with such authors as Orson Scott Card, Kevin J. Anderson, Ted Dekker and more, his tactics help both Fiction and Nonfiction authors of all levels get their books discovered by the right readers.

Dave is also the creator of Publisher Rocket, a software that helps authors see what’s really going on in the book market, and thus pick better keywords and categories to help them sell more books. He’s also the guy behind [atticus.io](http://atticus.io), a book writing, collaborating and formatting software that is quickly becoming the #1 book writing software on the market.





