



THE BOOK LISTING MAXIMIZER



Welcome!

I'm Jane Tabachnick, Bestselling Book Coach, Visibility & Profit Activator. I'm also the founder of Simply Good Press, a publishing company that helps mission-driven entrepreneurs write, publish, promote and profit from business-building books.

I have helped over 250 authors achieve bestseller status and profit from their books, and I'd like to help you achieve greater results! I put together this Book List Maximizer so that you can optimize your book listings to help you get in front of more ideal prospects, sell more books, and become more profitable.

To your success!

**XO,
Jane**

The Book Listing Maximizer



[\[click here to watch the video walkthrough\]](#)

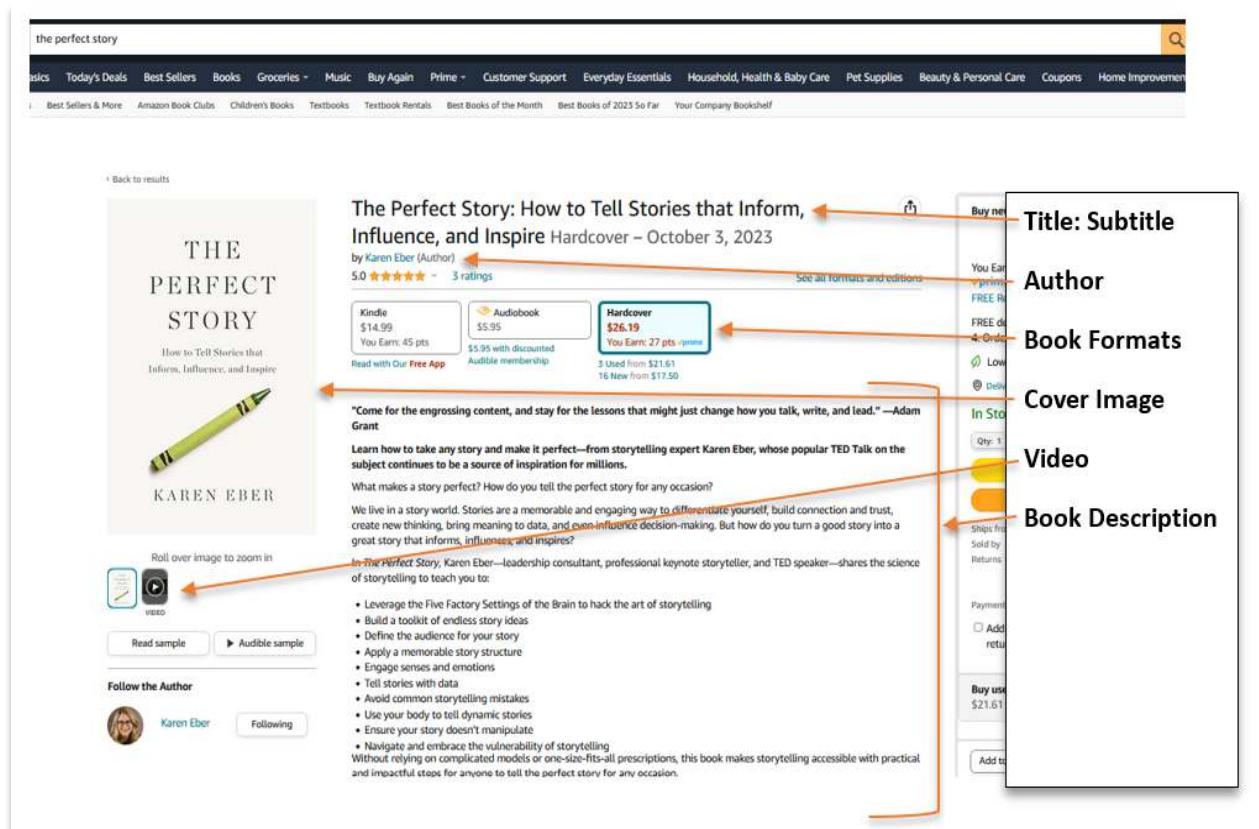
Transcript

Hi, it's Jane, I'm here with this overview of how to optimize your book listing. And I'm going to walk you through an Amazon book listing, so you know exactly how to optimize it and what all the wonderful options are.

This is the transcript of the video walkthrough. Watch the video [here](#)

Scroll down, and I'll see you over at the listing.

The Book Listing Maximizer



Title and Subtitle

Welcome back, we're over on Amazon, and this is a listing for ***The Perfect Story***. Today is launch day. This is my friend Karen's book. I thought this was a great example that I'd like to share with you.

The first thing you'll see is the title, everything that comes before the colon here. And the subtitle is what comes after it. So, ***The Perfect Story*** is the title, and ***How to Tell Stories That Inform, influence, and Inspire*** is the subtitle. Here is the publication date.

Author Name

Here is the author's name. You can see this is hyperlinked. The reason it's hyperlinked, and this is something you'll want to do, is that Karen has set up her [AuthorCentral](#) page. That's a free author page that Amazon provides for you. And she's linked to it here. So, you need to set that page

The Book Listing Maximizer

up. You're not able to set it up until you publish at least one book. And then, when your new book gets published, you need to claim it on your Author Central page.

Book Formats

Now something I want you to notice here is that this is showing the Kindle and the hardcover versions. I know for a fact that there are three versions: there's also an audiobook. So, I'm just going to click here to show you that. So, as you can see, there's the Kindle, the audiobook, and the hardcover versions.

So, this is something else to make note of - the Amazon listings for different formats, or different versions of your book don't always connect automatically. Give it a few days after you publish, and then if they don't connect, ask Amazon to connect them for you. You do this by contacting Amazon, giving them all the titles, and formats, with the ASIN or the ISBN number, and asking them to connect the listings. Do give it a few days after publishing your book, as it takes a few days for the listing to fully populate.

Of course, you've got your book cover over here. And then, if you look at the Kindle version, sometimes you'll have a look inside the book option. Just scroll down a little bit here and see if you can do that. I don't see that for this book.

What I do see is that there is an audio sample you can listen to, and you've got a video that the author created for you. That's a nice added value thing to do.

Book Description

Right below the formats, you have your book description. I'm just going to try and get this all into view here. What Karen's done is very nice. She's got this nicely formatted. You can see she's got bolded text and she's got bullet points. This is HTML.

This is something that you have the ability to do in your book description, though it's not the full HTML that you can use, for example, on WordPress.

The Book Listing Maximizer

There are HTML, Kindle book description generators that you can find online, such as from [Kindlepreneur](#) that will help you do this formatting so it looks really nice.

So, what I like about this book description is that first, Karen starts off with some social proof- a book endorsement, she's got one from Adam Grant, who is a bestselling author of a number of books. And then what she does is ask a question, she talks about how stories are important, stating that they're memorable and engaging. And then she gives you bullet points of what you'll learn in the book, which is really, really valuable.

There's all this great information so you can decide is this book for me. Then she goes on to say there are interview vignettes within *The Perfect Story*.

Then she talks about who it's for- whether you're leading a team, giving a presentation or hosting a podcast, or selling product or service, this could be for you. The Perfect Story is going to help you take stories and make them perfect.

Really well done. This has all the good elements of a book description.

Product Info:

Print length	Language	Publisher	Publication date	Dimensions	
 288 pages	 English	 Harper Horizon	 October 3, 2023	 6.25 x 0.75 x 9.25 inches	

If we look at this section right here, it gives you just some specs on the book, the print length, language, as well as some other details might be available right there.

The Book Listing Maximizer

Products Related to This Item

Sponsored ⓘ

Products related to this item Page 1 of 41

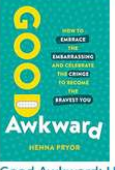
Sponsored ⓘ

Pre-order now

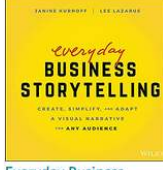


Areté: Activate Your Heroic Potential
Brian Johnson
Areté will unlock the recesses of your true capabilities
-Mike Manazir, Retired US Navy Admiral and Top Gun Pilot
Hardcover
\$24.62 ✓prime

Just released



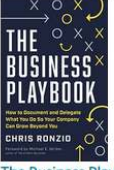
Good Awkward: How to Embrace the Embarrassing and Celebrate the Cringe...
Henna Pryor
★★★★★ 39
Hardcover
\$25.16 ✓prime



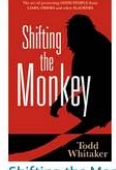
Everyday Business Storytelling: Create, Simplify, and Adapt A Visual Narrative for ...
Janine Kurnoff
A practical, easy-to-use guide to transform business communications into memorable narratives that drive conversations—and your career—forward
★★★★★ 285
Paperback
\$21.81 ✓prime



The Greatness Mindset: Unlock the Power of Your Mind and Live Your Best Life Today
Lewis Howes
Greatness is inside you...Now is the time to wake it up.
★★★★★ 997
Hardcover
\$19.49 ✓prime



THE BUSINESS PLAYBOOK
Chris Ronzio
Struggling to scale? The Business Playbook teaches how to get your business out of your brain and build a company that runs on systems instead of you.
★★★★★ 194
Paperback
\$10.95 ✓prime



Shifting the Monkey: The Art of Protecting Good People From Liars, Criers, and Othe...
Todd Whitaker
★★★★★ 650
#1 Best Seller ✓prime
Hardcover
\$14.52 ✓prime

The next section is called **Products Related to This Item**. These are other books that you might like, related to the topics or keywords you put in- in this case 'storytelling'. These are books that might come up in the search. Some of these might be sponsored as you can see. Some of them Amazon may have placed there.

This is on all book listings; you can't remove this, and it can be valuable. This is a great thing to think about with your book. What books might people be searching for to find your book, and you can use that information in keywords or descriptions. So, this is valuable information and should be part of the research you'd want to do before you publish your book.

The Book Listing Maximizer

From the Publisher – A+ Content

From the Publisher



Learn how to take **any story** and make it **perfect**.

“Come for the **engrossing content**, and stay for the lessons that might just change how you talk, write, and lead.”
— Adam Grant
#1 New York Times bestselling author of *Think Again* and *Hidden Potential*; host of the TED podcast *Re:Thinking*

“The **ultimate toolbox** for narrative excellence. If you’re trying to communicate with greater intention and effectiveness, this book is for you.”
— Daniel H. Pink
#1 New York Times bestselling author of *The Power of Regret*, *A Whole New Mind*, and *Drive*

“**Supported by research** and packed with engaging stories, *The Perfect Story* should be at the top of your reading list this year.”
— Amy C. Edmondson, Ph.D.
Professor of Leadership & Management at Harvard Business School; author of *Right Kind of Wrong*

Now, this is a really exciting section: **From the Publisher**. This is also referred to as **A plus [A+] Content**, which I always think stands for ‘added value’. Here’s a great way to provide more information about your book. And it’s visual; these are graphics. You can obviously have text within the graphics such as here in the top graphic: “Learn how to take any story and make it perfect”.

The Book Listing Maximizer

Let's scroll down and see what else they have in the A+ content. Again, Karen has some social proof. And here are some great book blurbs, testimonials or endorsements, whatever you want to call them, from different well-known people such as Daniel Pink, again, Adam Grant, and Marshall Goldsmith. Incredible social proof.

We scroll down a little bit more. Here, again, is a description of what you'll get from the book, or how you can use the book - "whether you're leading a team, giving a presentation, hosting a podcast..." So again, the author is reinforcing all the kinds of information that could help with a buying decision. And this is a free section that is available to you. And a lot of authors just don't take advantage of it. I encourage you to do that. You can go back to existing books and add this A+ content.

Editorial Reviews

Editorial Reviews

Review

'We all love hearing a great story, but surprisingly few of us know how to tell one. Karen Eber is one of those few, and in this book, she shares her secrets. Come for the engrossing content, and stay for the lessons that might just change how you talk, write, and lead.' -- ADAM GRANT, #1 New York Times bestselling author of *Think Again* and *Hidden Potential*; host of the TED podcast *ReThinking*

'Storytelling is at the heart of every company, project, and meaningful connection. Great stories unite, inspire, and even challenge thinking. Karen Eber shares the steps for building the perfect story for each audience. The Perfect Story will change the way you think about stories and will become a trusted resource you reach for frequently.' -- RANDI ZUCKERBERG, New York Times bestselling author of *Dot Complicated* and *Pick Three*; CEO of Hug and Zuckerberg Media

'Whether CEO of a company, leader of a team, creator of promotional materials, or simply someone who enjoys hanging out with friends, anyone can benefit from becoming a better storyteller. This delightful book masterfully explains how. Supported by research and packed with engaging stories (of course!), *The Perfect Story* should be at the top of your reading list this year.' -- AMY C. EDMONDSON, Professor of Leadership & Management, Harvard Business School; author of *Right Kind of Wrong*

The Perfect Story is the perfect book for both novice and seasoned storytellers who need to improve the impact of their creations. Using the latest science, concrete examples, and checklists, *The Perfect Story* will immediately improve what we all do to influence others--tell stories. -- PAUL J. ZAK, Ph.D., Author of *Immersion: The Science of the Extraordinary* and *The Source of Happiness*

'The Perfect Story is an indispensable resource for professionals in leadership and business seeking to master the art of storytelling. The book's comprehensive approach provides readers with the tools to create inspiring visions and missions for their companies, deliver captivating speeches, and build beloved brands. This is a must-read for anyone seeking to master the art of storytelling and take their leadership and business skills to the next level.' -- MARSHALL GOLDSMITH, *Thinkers50* #1 Executive Coach; New York Times best-selling author of *What Got You Here Won't Get You There*

'Karen Eber has combined theory and practice to provide us the ultimate toolbox for narrative excellence. If you're trying to communicate with greater intention and effectiveness, this book is for you.' -- DANIEL H. PINK, #1 New York Times bestselling author of *The Power of Regret*, *A Whole New Mind*, and *Drive*

The heart of great stories and communications is purpose and precision. *The Perfect Story* demonstrates how to develop engaging stories for each audience. Karen masterfully weaves in stories that draw you in while offering readers practical steps and tools. If you are looking to be a more memorable and effective communicator, *The Perfect Story* is for you. -- DORIE CLARK, Wall Street Journal bestselling author of *The Long Game* and executive education faculty --Duke University Fuqua School of Business

Through real-world examples and practical steps, *The Perfect Story* shows you how to develop a compelling story, tailor it to your audience and deliver it with authenticity and impact. Whether you are looking to inspire your team, expand thinking, or build empathy and trust, this book will guide you through telling great stories -- FRANCES FREI, Ph.D., Professor: Harvard Business School; Author of *Unleashed*

The next section is for **editorial reviews**. Now, Amazon says these are supposed to be from publications or established media, but you can put blurbs from people who are not in the media in here. This is a great opportunity for social proof; to give other people's praise or descriptions of your book, to add more value to your book listing, as well as credibility.

The Book Listing Maximizer

This is nice. You know that Groucho Marx saying about who you associate with? Karen has some great associations here. Incredible social proof with some of the people who have endorsed her book, including Dorie Clark. Just impressive here.

About the Author

And then you've got the **About the Author** section, a brief to the point bio of the author.

About the Author

Karen Eber is an international consultant, keynote and TED speaker. As the CEO and Chief Storyteller of Eber Leadership Group, Karen helps companies reimagine and evolve how they build leaders, teams, and culture—often with storytelling. Karen's clients include General Electric, Microsoft, Facebook, Kate Spade, MIT, and London School of Business. She is a four-time American Training and Development winner, frequent contributor to Fast Company, and lives in Atlanta.

Product Details

The diagram illustrates the structure of a book listing. On the left, a sample listing for 'Product details' is shown. On the right, a legend box identifies key components with arrows pointing to their locations in the listing.

Product details

Publisher : Harper Horizon (October 3, 2023)
Language : English
Hardcover : 288 pages
ISBN-10 : 1400333830
ISBN-13 : 978-1400333837
Item Weight : 14.2 ounces
Dimensions : 6.25 x 0.75 x 9.25 inches
Best Sellers Rank: #30,861 in Books (See Top 100 in Books)
#129 in [Communication & Social Skills \(Books\)](#)
#257 in [Motivational Management & Leadership](#)
#304 in [Business Motivation & Self-Improvement \(Books\)](#)
Customer Reviews: 5.0 ★★★★★ 5 ratings

Product Details
Best sellers Rank
Categories
Customer Reviews

The Book Listing Maximizer

Next, we have the **product details**. And this is standard for all book listings. It gives you everything from the ASIN or ISBN, which you're probably familiar with - ASIN is Amazon's version of an ISBN number.

Then there is the **Publisher's Name**.

Here's something I want to mention; for those of you who are self-publishing, put a name in here. If you don't list a publisher, and it doesn't have to be a recognized business entity, Amazon will put their name in there. I say why give them more advertising. So come up with the publisher's name.

If you are John Smith, the author, I don't favor naming your publisher's name as John Smith Publications. Come up with the name that sounds like a third-party entity, again, it doesn't have to be a legal entity. But here is a place, some real estate that you can utilize, so why give it to Amazon? It also makes it look like it's published by someone else. Obviously, self-publishing can be well done, and I'm clearly a huge fan of it. That said, there are people who are not huge fans of it. So, if it says published by Amazon CreateSpace or that doesn't exist anymore, Amazon KDP then, they may judge the book and decide not to buy it based on this factor. Don't give anyone any reason not to buy your book.

Bestseller Rank

This is a very important section here, the **Best Seller Rank**. Let's walk through this. Right now, this book is ranking 298,483 of all books in the Kindle store. So, you'll see there's a different ranking when we look at the hardcover version, or if we look at the audiobook version. They each have unique rankings. The good news is that if you get ratings, like you have here the ratings or reviews can be shared when your books are connected. They are shared across formats. So that's good news, you don't have to go get 50 reviews on the paperback, 50 reviews on the Kindle, 50 reviews on the audiobook. It is just 50 reviews for the book.

The Book Listing Maximizer

Categories

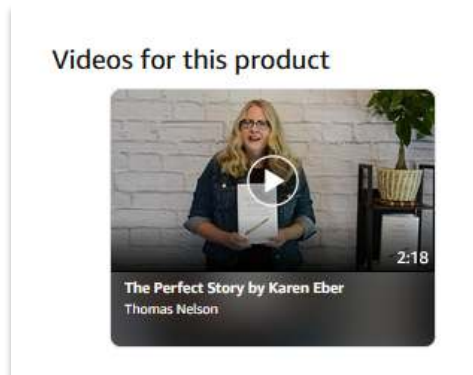
Best Sellers Rank: #30,861 in Books (See Top 100 in Books) #129 in Communication & Social Skills (Books) #257 in Motivational Management & Leadership #304 in Business Motivation & Self-Improvement (Books)	Categories
--	-------------------

The next thing you have are the rankings within each of these **categories**. Now this is something that you really want to learn how to select or get some help having someone help you select the right categories. You want to be in a category that will help people discover your book. So, you want it to be a good category for your book. You don't want to put your book in basket weaving so that it ranks number one, that's not cool. And that's not going to help readers find your book. Yes, you can then have bragging rights that your book is a best seller doing that, but I'm going to show you how to create a best seller and be in great categories for your book.

The one thing you don't want is to be in the most general, most competitive categories, because when you're up against a book by Michelle Obama, or Brene Brown, chances are you're not going to be able to rank against them. Or you might be able to rank against them for a nanosecond, but not continuously, and you'll disappear and not be discovered. And one of the beautiful benefits of Amazon is the ability for new readers to discover you. So that is why your keywords and categories are so important to get right. You now only get three categories per format. There are also different categories for your Kindle, for your print book, etc. They aren't necessarily the same ones.

The Book Listing Maximizer

Videos



Here is a great section where you can upload **videos** about your book. This can be videos that you've created, it can be videos others create. Karen has a video up top about the book, under the cover graphic. This is great added value, and it's also a way to build some familiarity and know, like, and trust with your audience. They get to meet you as an author, instead of just reading about you.

About the Author section

About the author

Follow authors to get new release updates, plus improved recommendations.



Karen Eber

Karen Eber is an author, international consultant, and keynote speaker. She is also a TED speaker with the popular talk: "How Your Brain Responds to Stories – and Why They're Crucial for Leaders." Her book, "The Perfect Story: How to Tell Stories that Inform, Influence, and Inspire" is a Next Big Idea Club Must-Read Selection and published in October 2023.

As the CEO and Chief Storyteller of Eber Leadership Group, Karen helps companies build leaders, teams, and culture, one story at a time. She works with Fortune 500 companies and universities like...

[Following](#)

[Read more](#)

Products related to this item

Sponsored

Just released



There's More to the Story: Using Literature to Teach Diversity and Social-Emotional...
Gwendolyn Cartledge
Perfect Paperback
\$39.31 [prime](#)

Just released



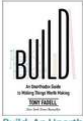
Adversity for Sale: Ya Gotta Believe
Jeze
Jeze shares never-before heard stories of how he beat the odds and got out of the streets—and reveals the lessons that changed his life and business.
★★★★★ 127
#1 New Release
Audiobook
\$5.95 with discounted
Audiobook membership

Just released



UNLEASH the POWER of STORYTELLING
ROB BIESENBACH
Unleash the Power of Storytelling: Win Hearts, Change Minds, Get Results
Rob Biesenbach
★★★★★ 1,184
Paperback
\$16.38 [prime](#)

Pre-order now



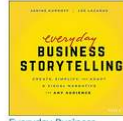
BUILD: An Unorthodox Guide to Making Things Worth Making
Tony Fadell
★★★★★ 2,235
Hardcover
\$18.29 [prime](#)

Pre-order now



ARETÉ: Activate Your Heroic Potential
Brian Johnson
Areté will unlock the recesses of your true capabilities
-Mike Monrath, Retired US Navy Admiral and Top Gun Pilot
Hardcover
\$24.62 [prime](#)

Just released



Everyday Business Storytelling: Create, Simplify, and Adapt A Visual Narrative for ...
Janine Kurnoff
A practical, easy-to-use guide to transform business communications into memorable narratives that drive conversations—and your career—forward
★★★★★ 285
Paperback
\$21.81 [prime](#)

Just released



Good Awkward: How to Embrace the Embarrassing and Celebrate the Cringe...
Henna Pryor
★★★★★ 39
Hardcover
\$25.16 [prime](#)

©2023 Jane Tabachnick. All Rights reserved. www.JaneTabachnick.com

The Book Listing Maximizer

Again, we've got an **About the Author** section. This is a slightly longer bio than the one that was above. Now, here's something I like to do here which is to put in your website URL at the end of the bio. This helps people go over to your website if they're interested in finding out more or interested in working with you. It also gives you a way to boost your SEO because Amazon is an authority website, so a link back from it is very valuable. So that's just a little trick that we like to do.

And let's see what else this book listing contains. Again, it has **products related to this item**, a sponsored section.

Customer Reviews

Customer reviews
★★★★★ 5 out of 5
3 global ratings

5 star 100%
4 star 0%
3 star 0%
2 star 0%
1 star 0%

[How customer reviews and ratings work](#)

Review this product
Share your thoughts with other customers

Top reviews

Top reviews from the United States

Cheri S. Shannon

★★★★★ **Exceptional book**
Reviewed in the United States on October 3, 2023
Verified Purchase

Storytelling is a skill that leaders everywhere share that they need to develop in order to influence peers, direct reports, and clients. This book has such clear, concise, and readily applicable instructions and directions on how to cultivate, refine, and deliver a great story to all of these groups, as well in many other settings, too.

This book is beautifully written with so many bonuses, including interviews with well-known storytellers, the science behind why storytelling is so powerful, and a multitude of ways in which these skills can help me be a better speaker overall.

I'm excited to use the information in this book to polish my storytelling skills. As a leader in higher education, I already see many spaces in my work, and in my personal life, where I can level up my storytelling skillset using Karen Eber's fantastic book. Put this one at the top of your TBR pile!

Harvey Deutschendorf **VINE VOICE**

★★★★★ **The most comprehensive, interesting and valuable book on storytelling that I have read.**
Reviewed in the United States on October 3, 2023

I have read a number of books on storytelling. As a speaker, it is an area that I know is important and am always looking for ways to improve. Many books will focus on how to connect with the audience through storytelling, but are short on how to actually craft and tell a great story when in front of an audience. This book stands out as it not only explains why stories are so important to connecting with our audience, but some very helpful tips that one can actually use to structure, improve and tell our stories. It is an interesting, easy read that moves along at a good pace.

F. Frei

★★★★★ **Super practical advice**
Reviewed in the United States on October 3, 2023

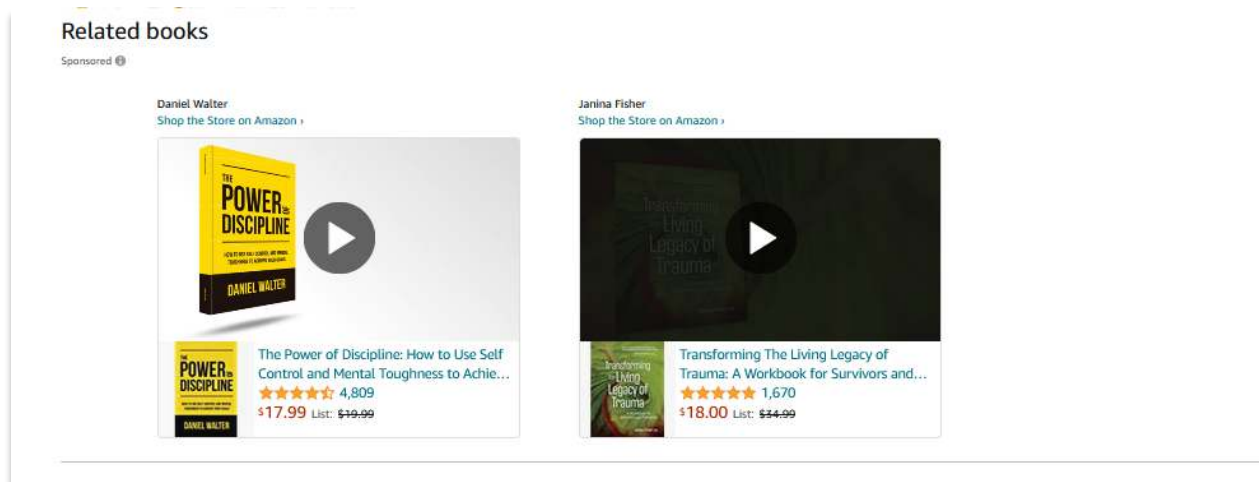
Through real-world examples and practical steps, The Perfect Story shows you how to develop a compelling story, tailor it to your audience and deliver it with authenticity and impact. Whether you are looking to inspire your team, expand thinking, or build empathy and trust, this book will guide you through telling great stories.

The Book Listing Maximizer

And then we're going to come down to **customer reviews**. These are really important. You want to have reviews for your book, but you want them to be honest reviews. If they're all five-star reviews, then it doesn't seem genuine. Now this book just came out. So, I'm not surprised that there are only five-star reviews or only three reviews so far. But you want to ask people to leave you honest reviews. And that can mean they won't all be great reviews; your book is not for everyone. So, expect some reviews that maybe are not stellar, but honest. It makes it more credible.

You want to make sure to get reviews, not just when the book comes out, but make it a habit to ask for reviews. And there are services you can use to help you get reviews to find more readers and get reviews. Now you technically can't pay for review. But you can use services that put you in front of more readers who are more likely to leave reviews. So, you need to be careful about how you go about getting reviews or compensating people for them. You can't technically do that. So read Amazon's terms on reviews but make it a habit to ask for reviews.

Customers who bought this item also bought...



Customers who bought this item also bought section appears again.

Here's some good information when you're doing research about the competition. And this can be a great place to be listed for your book. And

The Book Listing Maximizer

you can try and strategize using some keywords to get your book placed in sections like this because again, in terms of people discovering your book when they're looking at another book, that is a great asset. That's a great capability to get those readers who didn't know about you or your book.

They can discover it through a section like this - **Customers who viewed this also viewed**. You can see Amazon is continually marketing other related items. If you're looking for this book, you might be looking for something else something similar.

Bestsellers



And then we have **Bestsellers**. Amazon doesn't tell you exactly the formula, but we have a great track record in creating bestsellers. And it basically comes down to...this is something I'm going to share with you in the webinar. So, I'm not going to speak about that now.

But I want you to notice something about all the books listed here. Look at the number of reviews - 521140 to 23,000+ reviews. So, I think it's safe to assume that reviews help sell books, but also good books can get more reviews.

Another thing I just want to mention about reviews is that I like to read the good reviews, and the not so good reviews, especially about the competition. You can learn a lot about your ideal reader, your ideal client avatar from the negative reviews, for example, you'll see someone say I wish this book had included x, y, z. That's golden information for you.

The Book Listing Maximizer

Now, one person's opinion is not necessarily how you should maybe rewrite your whole book. But that said, it's worth evaluating Is that something that I want to do I think is important for my readers or that I can do. It can be valuable information. So read both the negative and the positive reviews, just to see what people say.

And that is it. Those are the sections and optimization options on an Amazon book listing.



Consider the following:

Your book listing visitor is a cold prospect. They may trust Amazon, but they're not sure if they can trust you – yet.

The power of a polished book listing, in addition to helping to convert browsers into buyers, can help establish your credibility and reputation. The information that you provide the prospect, the better they are able to decide if your book is for them.

“A polished listing description can establish credibility for the author and the book. It exudes a professional and sophisticated aura, instilling confidence in the reader’s perception of the book’s quality.

This, in turn, creates an impression of the author as a trustworthy and reputable source of information or entertainment.” – [source: BookBolt.io](#).

The Book Listing Maximizer

Book endorsements provide additional credibility and social proof. Big Brands have used Celebrity endorsements to sell products for years. They pay multiple millions of dollars to have George Clooney endorse their Nespresso Coffee machine and Julia Roberts to endorse Lancôme make up.

New York Times Bestselling authors use this technique to instantly position their book as a winner and to sell more books.

“Book endorsements are similar to reviews in that they offer social proof, but while reviews can come from anyone after the book is published, endorsements are usually acquired before publication and are solicited from “recognizable” or “important” people, thus upping the trust factor.” –
source: [ClearSightBooks](#).

A + Content [From the Publisher]

“A+ Content can increase conversion rates by 10%”–

source: [Bookbeam.io](#)

The Book Listing Maximizer

Categories

Having your book listed in optimal categories – ones that are a fit for the topic and are also rank able over the long term - is the key to greater success and profits.

Let's look at an example from a book we optimized the categories on.

The book was about food and healing the relationship we have with food to improve your health. The book's target audience is women 30-60. The book focuses on attitudes around food, as well as how to use healthy foods to boost mood. It also includes recipes for food as fuel and mood enhancement.

When the client came to us, the book was doing well in terms of sales, but it was not being displayed to the majority of Amazon prospects – it was not easily discoverable, due to the categories it was in. It was not placing in the top spots within the existing categories; the rankings were 6, 55, 262.

Just as is the case with Google page 1 rankings for a website, if your book is not listed in the top 5 to 10, it is often not seen by your prospective reader. They only scroll so far before making a buying decision.

The Book Listing Maximizer

Category Optimization – Before and After

Before



After



In the book listing before optimization, the book was selling 42 copies a day. This was mostly due to a promotion for the book, that lead the prospect to it via direct link to the book listing.

Here is a detailed analysis of the before and after listings:

Before:



The Book Listing Maximizer

After:

Product details

Publisher : Sounds True (October 26, 2021)

Language : English

Hardcover : 328 pages

ISBN-10 : 168364719X

ISBN-13 : 978-1683647195

Item Weight : 1.67 pounds

Dimensions : 6.32 x 1.07 x 9.2 inches

Best Sellers Rank: #6,758 in Books (See Top 100 in Books)

 #1 in Popular Psychology & Medicine

 #1 in Antioxidants & Phytochemicals (Books)

 #2 in Menopause (Books)

Customer Reviews: ★★★★★ 12 ratings

Very good overall BSR at 6758 | 34 books sold/day

Good category – even though generic, it fits the topic

Great category – fits topic – especially recipes in book

Great category – for portion of the book's audience

Two things to note about our category optimization:

Just by changing the categories, the book immediately become a bestseller – #1 in two categories and #2 in the third category. This means that the book is going to be shown in the top listing for Amazon searches on the topic – meaning more discoverability organically.

While the overall ranking went up [meaning less sales] going from 42 to 34 sales a day, this is actually great news in this case. The *after*, or optimized category listing, was achieved with primarily organic sales. The book promotion had already stopped running. Therefore, we can't provide exact apples to apples comparison based on the category adjustments alone.

I would estimate this book's organic sales increased by at least 20% just by optimizing the categories in the book listing.



The Book Listing Maximizer

Hopefully you can see that by optimizing your book listing, even incremental improvements in one or more areas, can lead to significantly more profits!

I hope you found this is helpful and I wish you success with all your books.

~Jane