

**GET IN
FRONT OF YOUR
CUSTOMERS**



The Book Matchmaking Game Show

The host welcomes the next contestant, Jane, to "The Book Matchmaking Game" and asks, "What's your book search term?"

Jane replies, "Historical fiction set in Renaissance Italy." The host (Amazon's algorithm) lets out a mischievous chuckle and says, "Ah, a quest for literary time travel! Let's see if we can pinpoint the perfect paperback portal.

"First, the algorithm summons a stack of book descriptions and rapidly scans them, keeping a tally of any mentions of "Renaissance", "Italy", "historical fiction", and related keywords. Each hit causes a bell to ring and a light to flash on the relevance-o-meter.

Next, it's author bio time! The algorithm dons a professorial robe and scrutinizes each writer's background. Any authors with expertise in Italian history or a track record of acclaimed historical novels get bonus points. But the game isn't over yet!

The algorithm calls in a focus group of readers and uses its natural language processing prowess to analyze their reviews. Anytime someone raves about the book's immersive historical setting or praises the intricate character development, the relevance score skyrockets. With dramatic flair, the algorithm consults the table of contents, checking if the chapters delve into the right time periods and events. It's like unlocking a literary treasure map!

Finally, the algorithm scans the keywords and categories assigned to each book. Titles clearly labeled as "Historical Fiction" or "Renaissance Italy" get a massive relevance boost, shooting them to the top of the leaderboard.

After tallying up all the points, the algorithm presents Jane with the highest-scoring book, exclaiming, "We have a winner! This novel will whisk you away to the vibrant streets of 16th-century Florence. Buon viaggio!" With a wink and a smile, the eccentric host moves on to the next contestant, ready to decipher their search term and work its literary matchmaking magic once again.

OK so maybe not exactly like that because there will be several results for a search term, not just one, but Amazon does try its best to give the customer what they think will be a winner. Because that's how they make money!

The key points from the search results are:

1. Amazon uses multiple interconnected algorithms, like the search algorithm, recommendation algorithm, and best seller list algorithm, to rank and surface relevant products.
2. The main factors these algorithms consider are sales performance (sales data, sales rank, sales velocity etc.) and relevance/product-market fit (keyword relevance, reviews, categories etc.).
3. For search results, Amazon's A9 algorithm prioritizes keyword relevance by analyzing the
 1. book title
 2. description
 3. categories
 4. A+ Content text/copy
 5. Reviews and other metadata to match the user's search query.
4. Other important ranking factors include sales rank/velocity, number of reviews, stock availability, pricing, and overall product details/quality.
5. Amazon can now understand book content beyond just keywords by using natural language processing on reviews, descriptions etc. to gauge relevance and buyer interests.
6. Consistent sales, positive reviews, and high relevance to search terms signal to Amazon that a book should be ranked higher and shown more prominently in search results.

That's what we call RANKING!

We want to rank high. Show up on the first page of specific keywords, that we know people are searching for.

How does Amazon determine your book's ranking?

1. Sales History:
 - # of sales, recent sales and frequency of sales
 - total sales and consistency rank higher
2. Recency of Sales:
 - Each day, the previous day's sales score decreases by half and is added to the current day's sales
3. Relative Performance:
 - Relative to the sales of other books in the same category
4. Review Scores and Relevance

- the number and quality of the reviews as well as the words used in the reviews.

So how can we get our Book ranking?

We strategically place effective keywords in our title, subtitle, description and backend keywords for maximum indexing power. But what makes an effective keyword?

I find there's 2 main elements for effective keywords in your title, subtitle, description etc...

1. VOLUME

There needs to be a lot of people searching for that word! No traffic no sales.

2. USER INTENT

This is to help amazon understand that your book is reaching the right audience

It also helps to not show your book to people who may not be looking for your type of book.

Which brings us to long tail and short tail keywords

Short tail keywords are short and broad like for example "coloring book".

This will definitely have a lot of searches. But it doesn't give any information really of what the customer wants.

A long tail keyword could be "Animal coloring book for kids ages 4-6".

That gives a lot more info. What it is about, who it's for very specifically. It is better to rank for a short tail keyword. If your book is making sales, you might also rank for the broad one too.

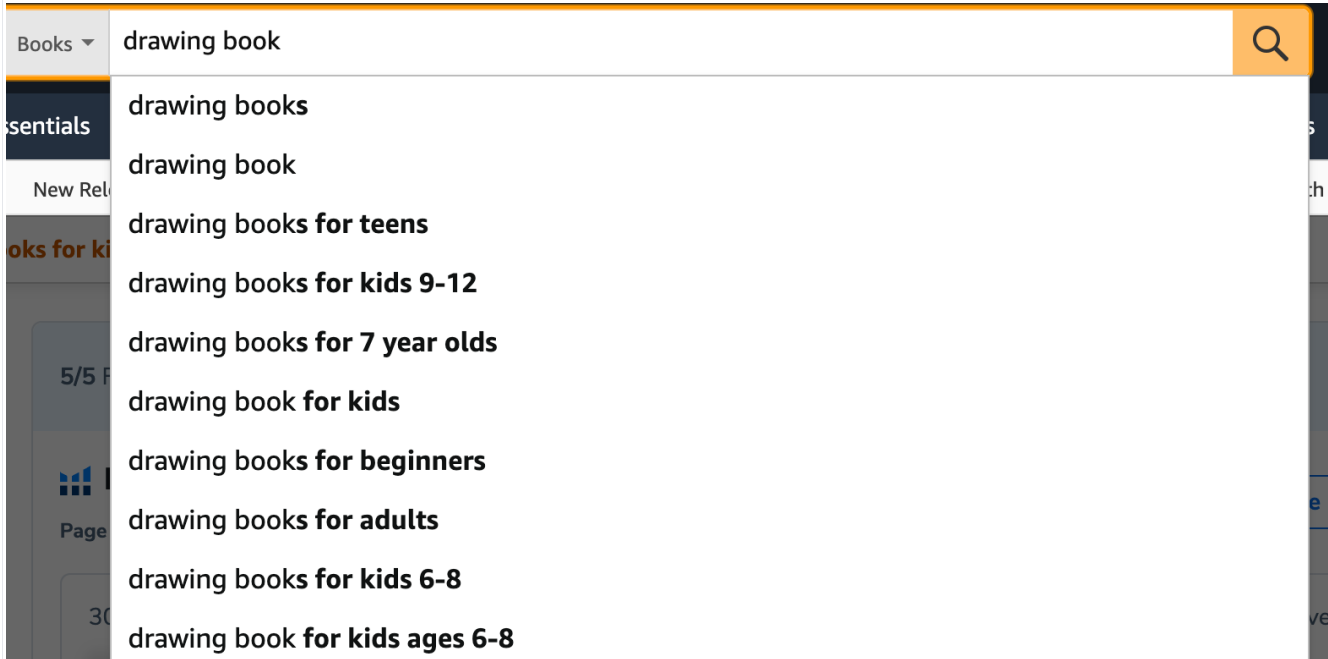
But to ideally, if a long tail keyword has a high search volume, it is great to rank high for that.

Now that we know which keywords are most effective in terms of indexing power, we can compile our keywords into a list that we can use when creating our title, subtitle, description, and backend keywords.

Our book will index for the correct search terms, which means it will show up in the correct places on Amazon. However, just indexing for the correct search terms isn't enough.

We also need to earn the click. But how do we do that?

One strategy is to use Amazon's search suggestions. Start by typing your keywords into Amazon's search bar. Amazon will suggest related search terms based on real customer searches. If any of these suggestions match your book, write them down.



Then, type one of your keywords followed by a letter (A, B, C, etc.) and see what Amazon suggests. Repeat this process for each letter. This will help you find even the most specific terms to use in your ads.

Another strategy is to use synonyms and common misspellings of your keywords. This can help you capture a wider audience and increase your chances of earning a click.

Once you have a list of effective keywords, incorporate them into your title, subtitle, description, and backend keywords. This will help your book show up in the right places on Amazon and increase your chances of earning a click.

How do we earn their click?

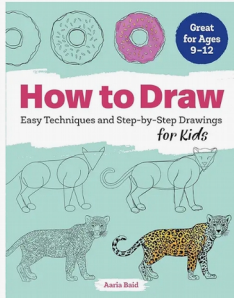
Well after going with one of the suggested search terms for drawing, these are the search results for the term "drawing books for kids 9-12".

1641521813

Books #8,670

Children's Cartooning Books (Boo... #7
Children's Sculpture Books (Boo... #11

Sellers	Fulfillment	Creation Date
103	AMZ	7/9/2019



How to Draw: Easy Techniques and Step-by-Step Drawings for Kids (Drawing Books for Kids Ages 9 to 12)

Book 1 of 1: Drawing for Kids Ages 9 to 12

4.7 ★★★★★ ~ 5,458 ratings

Paperback
\$8²⁹ List: \$13.99
You Earn: 9 pts

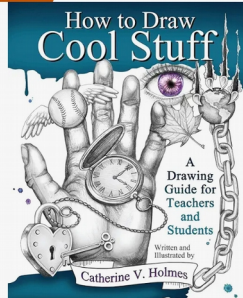
0615991424

Books #2,927

Illustration and Graphic Design #1
Pencil Drawing #3

Sellers	Fulfillment	Creation Date
93	MERCH	3/17/2014

Best Seller



How to Draw Cool Stuff: A Drawing Guide for Teachers and Students
Part of: How to Draw Cool Stuff (7 books)

4.7 ★★★★★ ~ 21,491 ratings

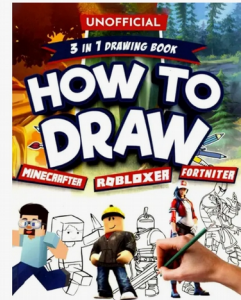
Paperback
\$10⁰⁰ List: \$17.99
You Earn: 16 pts
\$3.99 delivery Apr 24 - 25
Only 1 left in stock - order soon.

BOCFVYN1V

Books #22,776

Children's Drawing Books (Books) #71

Sellers	Fulfillment	Creation Date
1	AMZ	8/9/2023



How to Draw Minecraft, Roblox, Fortnite: A Step by Step Easy Guide (An Unofficial 3 in 1 Drawing Book)
by Nicodemo de Lima

4.4 ★★★★★ ~ 15 ratings

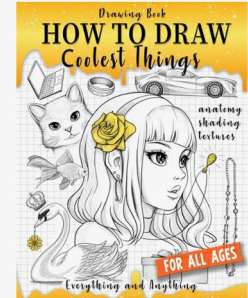
Paperback
\$8³⁹
You Earn: 9 pts
FREE delivery Sun, Apr 21 on \$35 of items shipped by Amazon
Or fastest delivery Thu, Apr 18

BOBJGWBXBM

Books #9,046

Figure Drawing Guides #5
Pencil Drawing #8

Sellers	Fulfillment	Creation Date
5	AMZ	10/17/2022



Drawing Book How to Draw Coolest Things Anatomy Shading Textures: This Drawing Guide Easy Way to Learn How to Draw. Basic and...
Part of: How to Draw Coolest Things (11 books)

4.7 ★★★★★ ~ 276 ratings

Paperback
\$13⁵⁵ List: \$14.83
You Earn: 14 pts

What is the first thing that you (or the customer) look at?

Is it the title? Price? Number of Reviews? The star rating? The Cover?

It's the Cover! Yes I know the others are important and it seems like we look at all simultaneously but the most visually catchy thing will be the cover and it captures our attention before anything else.

So if you really had to choose to focus on something, it is creating or having a catchy cover. A professional cover and also a cover that stands out from the rest, if possible.

This increases the chances of someone clicking on it.

What are elements of a cover that make it stand out?

1. Artwork?imagery

- Ensuring the cover art aligns with the book's genre and tone to attract the right audience. They should understand what the book is for or about by looking at the cover

2. Text/Title:

- Choosing distinct and legible font styles that complement the cover art and genre.
- Title should be the largest then subtitle a bit smaller

3. Impactful Color Palette:

- Must be appropriate for the genre/niche.
- Ensuring high contrast between text and background colors for maximum legibility.
- Considering color psychology and how different hues can convey specific moods or emotions.

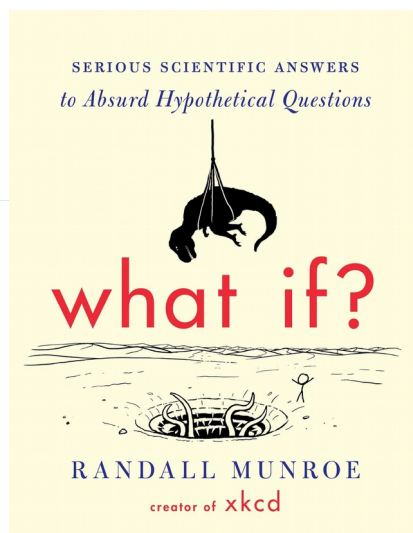
is hook strategically, without revealing too much, to entice potential readers.

4. Professional and Cohesive Design:

- Maintaining a balanced and uncluttered layout that allows key elements to shine.
- Ensuring consistency in design elements (fonts, colors, styles) across a book series.

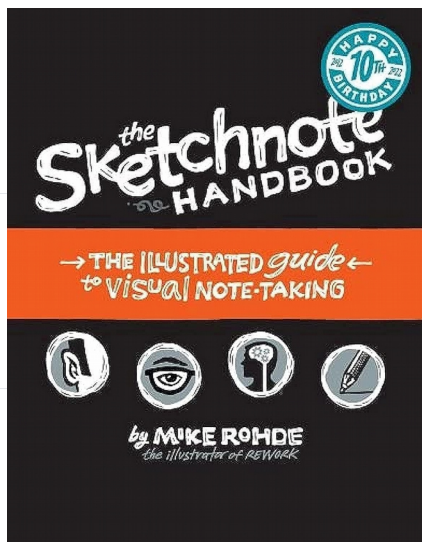
By thoughtfully incorporating these design elements, a book cover can effectively grab attention, communicate the book's essence, and stand out from competitors on virtual and physical shelves.

Here are some great examples:



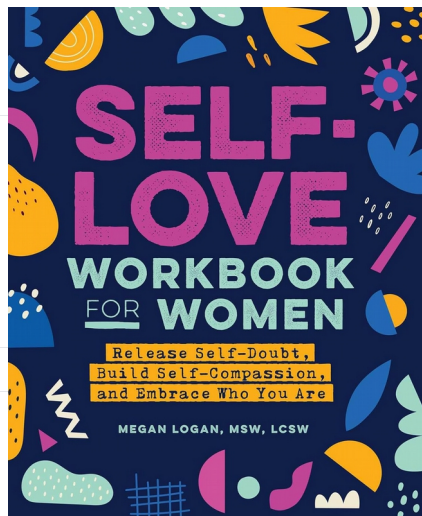
What If?" by Randall Munroe (Illustrated Science Q&A)

- Quirky, hand-drawn illustration style matches the book's fun, inquisitive nature.
- Clever incorporation of the question mark into the cover art.
- Thick, chunky font gives a sense of substance.
- Sometimes less means more.



"The Sketchnote Handbook" by Mike Rohde

- Simple but high contrast
- Vibrant color palette grabs attention
- Stylized, calligraphic font suits the artistic subject matter



"Self Love Workbook for Women" by Megan Logan

- Clever use of distributing font size to make certain words stand out.
- High contrast
- Stylized, calligraphic font suits the artistic subject matter