

# 5 SEO TIPS FOR BOOKS AUTHORS



1

## Research your keywords

Keywords are an essential resource to help your book appear in searches, and can often be neglected. The key to picking the perfect keywords is to think like your audience, what search terms are they going to be using? It is worth experimenting by typing various keywords into Google and seeing how many search results come back? How relevant are those search results to your book?

2

## Your title is vital!

Is it obvious what the book is about just from the title? If the answer to that question is no, you need to change it. Main titles need to contain a descriptive or guiding element in them and not just a lead into the subtitle where the content and approach of the book is actually explained. Make sure the keywords are in the first 65 characters of the title for maximum SEO impact.

3

## Optimize your chapter titles and headings

Much like the main title, chapter titles need to be direct and should need no further explanation. Avoid colloquialisms as they have the potential to be misunderstood by a global audience.

4

## Maximize your book description

Keep discoverability in mind when writing your book blurb. Make sure you include who the book is for, and include your most important keywords when describing the premise. Keep in mind the keywords you've used for the main and chapter titles and ensure that these are consistent with what you include in the description.

5

## Make the most of your Amazon author page

One of the keys to good SEO is to make sure you are visible on trusted and heavily used websites. There is no doubt that Amazon falls into both these categories. Make sure you have an author central account on Amazon, and link your social media accounts to your author central account. This will help you rank higher on Amazon and improve your search engine visibility.