

Secrets to a successful keyword strategy

How to launch or optimize your keyword strategy for more book sales.

Establishing and refining the right keyword targeting helps your titles appear in search results for the right readers. It's a surprisingly simple and powerful tool to sell more books.

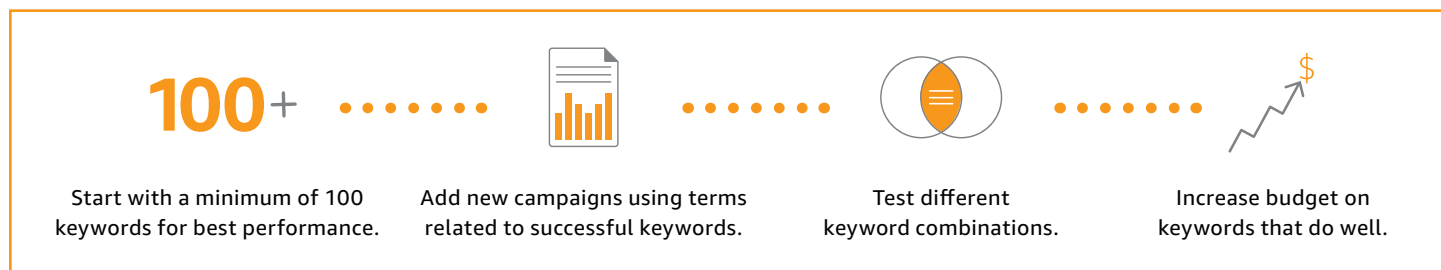
Select the right keywords.

There are five keyword types to consider, which range from broad to specific. It's important to initially select words from all types, and then optimize according to performance. Here we've used Emily Brontë's classic, *Wuthering Heights*, as an example to show the types of keywords you'll need for your books.

General	Competitive	Relevant niche genres	Author or publisher	Title-specific
Select broad terms describing books and your overall category.	List titles and ASINs* of similar books to attract like-minded readers.	Choose all genre descriptions that could apply to your books.	Engage readers interested in similar authors or publishers.	Include any terms, themes, or ASINs that are relevant to your books.
<i>eBook Best Sellers, Great Authors</i>	<i>Jane Austen's Pride and Prejudice and George Eliot's Middlemarch</i>	<i>19th-Century Authors, Women Authors, Classics</i>	<i>Emily Brontë, Penguin Classics</i>	<i>Heathcliff, Catherine Earnshaw, ASIN 0141439556, the moors, jealousy</i>

Keep your winning keyword strategy going.

Once your keywords have been running in a campaign for two weeks, you'll need to check which words are performing best and which terms generate the best traffic and clicks. You'll also want to discontinue using your lowest-performing terms.



Get more eyes on your books. Start an Amazon Advertising Campaign.

A simple Amazon Advertising campaign with Sponsored Products gets your books in front of the right customers using keyword targeting.

It's easy to set up:

Launch a campaign

Sign-in required.