

Categories & Keywords

BAIPA All Things Amazon — July 9, 2016

Categories

Category = industry-standard classification (more or less) = subject heading

BISAC = US publishing industry category list (NOT international)

Agreed on by Book Industry Study Group
(BISG.org/bisac/bisac-subject-codes)

Every publisher and retailer has its own variation on the BISAC standard

Amazon's categories show up in the left column

HOWEVER Createspace and KDP categories DON'T match!

Createspace = one BISAC category

KDP = two categories from a list that doesn't match front-end categories

Amazon identifies your book's categories from

- Title/subtitle
- Categories
- Keywords (see below!)
- Description

Some Amazon categories have hundreds of thousands of titles

Others have fewer than a thousand

Objective: Find the category/categories that best suits your book that has the least competition

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ebooks • print • audiobooks

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Keywords

Keyword = search term (one word or many)

Amazon is — first and foremost — the world's premier retail search engine

Createspace allows a space for five keywords

KDP allows space for seven keywords

Your keywords influence Amazon's categories

Finding keywords is an art, but approach it scientifically

Identify your model buyer:

What are they searching for?

Will those searches make them receptive to buying your book?

Find two- to five-word search terms that will put your book in front of the maximum number of motivated buyers

The search should return between 100 and 700 hits

Titles on the first screen should rank between 10,000–200,000

Most titles should be in your price range or above (not free!)

Most titles shouldn't have hundreds of reviews

Tools:

Google Keyword Planner:

adwords.google.com/KeywordPlanner

KindleSpy (Google Chrome plugin — \$47)

kdspy.com

Objective: make sure that your readers find your book on the first screen of their searches

Warning: Hot keywords change constantly — check regularly!