

Day 4: keywords & Categories

Why keywords & Categories Matter

- The right keywords can help you get _____ traffic. Ideally, someone is browsing on Amazon for a book like yours. They search using a particular _____. Your book comes up in the _____. They check it out and buy it. That's the power of the right keywords.
- The right categories support your book in becoming a bestseller. Ranking well in a relevant category lends _____ to your book, helps it _____, and gives you _____. And the difference between #1 in one category vs. another may be hundreds of sales per day.

Criteria for keywords

Your goal is to find 7 keywords that:

- People who want books like yours are _____, and
- Your book can _____ for

A keyword that's too _____ does you no good, because your book won't be displayed for it. One that's _____ does you no good, because it's not going to get your book in front of shoppers.

Criteria for Categories

Your goal is to find up to 10 categories that:

- Are _____ to your book's subject matter
- Include at least one category _____ with your expected sales
- Include at least one _____ category
- Ideally, represent more than one _____ category
- Are at the _____ level of sub-category available

When you set up your book in KDP, you can choose _____ categories right there. However, if you contact customer service, you can request to have your book placed in up to _____ categories. [Here's a video on how.](#)

How To find keywords

- **Free:** Start typing potential keywords into the search bar in Amazon. Notice other words and phrases it suggests to auto-complete what you're typing. See what books come up for those keywords. Based on their bestseller ranks, estimate the sales you'd need to be competitive.
- **Efficient:** Use [Publisher Rocket](#) to find keywords. Sort them by number of Amazon searches. Pick the best 7 with a competition rating below 70.

How to find Categories

Free

Get on Amazon and research categories that are relevant to your book. To find the categories, scroll down to the product details for any book (fiction or non-fiction—it's the same for both) and click on one of its categories.

Product details

File Size: 4444 KB
Print Length: 359 pages
Publisher: Delacorte Press (May 30, 2017)
Publication Date: May 30, 2017
Sold by: Random House LLC
Language: English
ASIN: B01M98J44U
Text-to-Speech: Enabled ☒
X-Ray: Enabled ☒
Word Wise: Enabled
Lending: Not Enabled
Screen Reader: Supported ☒
Enhanced Typesetting: Enabled ☒
Amazon Best Sellers Rank: #9,636 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))
#7 in [Teen & Young Adult Detective Story eBooks](#)
#25 in [Teen & Young Adult Mysteries & Detective Stories](#)
#27 in [Teen & Young Adult Thrillers & Suspense \(Kindle Store\)](#)

This will take you to the bestseller listing for that category.

On the left side, you'll see the complete hierarchy of all of the categories on Amazon.

The screenshot shows the Amazon website interface. At the top, the Amazon logo and navigation bar are visible. Below the navigation bar, the 'Amazon Best Sellers' banner is displayed. The main content area is titled 'Best Sellers in Teen & Young Adult Detective Story eBooks'. On the left, a category hierarchy is shown, with 'Teen & Young Adult Detective Story eBooks' circled. The main content area displays the top 100 paid and free books in this category. The first three books are:

- #1: **The Uncooperative Warrior** by Sarah Noffke, 56 reviews, \$4.99.
- #2: **Las Vegas Girl** by Leslie Wolfe, 1,704 reviews, \$2.99.
- #3: **Insidious: An Urban Fantasy Romance** by Victoria Evers, 178 reviews, \$0.99.

To choose the categories that will be best for you, click through the hierarchy and note all of the categories that are relevant to your book. Always choose the lowest-level sub-category you can find, because that will be the easiest to rank in.

For each of these candidate categories, click on the category to see its bestseller listing. Then, for the #1 book and the #20 book, write down the Amazon Best Sellers Rank.

Product details

File Size: 2987 KB
Print Length: 201 pages
Publisher: 47North (May 1, 2019)
Publication Date: May 1, 2019
Sold by: Amazon Digital Services LLC
Language: English
ASIN: B07C24V3SD
Text-to-Speech: Enabled ☒
X-Ray: Enabled ☒
Word Wise: Enabled
Lending: Not Enabled
Screen Reader: Supported ☒
Enhanced Typesetting: Enabled ☒
Amazon Best Sellers Rank: #176 Paid in Kindle Store (See Top 100 Paid in Kindle Store)
#1 in Time Travel Fiction
#1 in Teen & Young Adult Time Travel Fiction
#1 in Time Travel Science Fiction



Once you have the rankings for these books, you can translate them to estimated sales using the [calculator here](#).

Efficient

- Use [Publisher Rocket](#) to search for relevant categories for your book.
- Look at the sales for the #1 and #10 book in each category and compare it to your expected sales for your book.

Either way...

You can use the worksheet on the following page to track your candidate categories, or you can use a spreadsheet.

[illegible]

Resources

(include affiliate links)

- [Publisher Rocket](#)
- [More details on how to choose keywords](#)
- [How to add more categories](#)
- [Calculator to translate bestseller rank to sales](#)

If you'd like more support, we're also offering a mastermind program after the live challenge is over. It will include:

- All of the recordings from the live challenge—yours to keep for the life-time of the program
- Notes handouts (like this one but with all the blanks filled in) for quick reference as you work on your book
- Weekly Q&A calls, so you can get your questions answered about your specific situation
- Weekly accountability check-ins to help you stay on track and beat procrastination, so you can have your book ready to re-launch for Christmas, New Year's, or in our community launch bonanza in January (\$125 value)
- Participation in our group launch, so you can multiply your impact with cross-promotions and group publicity (priceless!)

The program will start November 11. You can learn more [here](#).