



KEYWORDS

BEST PRACTICES - BOOK MARKET

TOP TIPS

Combine keywords in the most logical order.
Don't just use words, also use short phrases.
Try searching for words you are considering & adjust if you get irrelevant or unsatisfying results + look at the suggestions appearing in search field dropdowns.
Think like a reader.
How would you search if you were a customer?

KEYWORD TYPES

Setting (Canada twentieth century)
Character types (romantic hero, nurse, single parent)
Character roles (strong teen lead)
Plot themes (caregiving, overcoming hardship)
Story tone (feel-good, humourous)

KEEP IN MIND

Your keywords can capture useful, relevant information that won't fit in your title
Focus on your book's description and content
You can change keywords & descriptions
Keep them consistent across all formats of your book

AVOID

Spelling errors & quotation marks (keep words separate so any of the words could get a hit)
Information covered elsewhere (book title)
Subjective claims (best seller)
Time sensitive (just launched)



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