



Category Guide

When your book ranks in the top 50 in a category, you'll be on the first page (depending on the device you use) of search results when customers search by category, you'll also get an invisible "SEO boost" from Amazon. This is very valuable and will increase sales. If you can rank #1, you'll earn the "bestseller" tag (*in categories with at least 100 items*) everywhere your book shows up, which will also drive sales. Both of these things will also help you market your book as a top seller (ex. a social media post announcing that your book is in the top #10 on amazon)

Both of these things are more doable than you might think, because there are 2,000+ categories on Amazon. Here are some categories you may be able to take advantage of, based on Publisher Rocket data.

The New Release Pool

When your book first releases, it is eligible for the "#1 New Release" Badge. This puts your book in a separate "pool" to compete with other books released around the same time as yours. This special new release pool is less competitive, and will allow your book to stand out in a crowded field. While your book won't be in this new release pool for long (Amazon does not reveal just how long books are considered new releases) the categories below maximize your chances of earning the "#1 New Release" tag in one of them.

"These Aren't the Best Categories for My Book"

We search for categories that relate to your book but that also give it the best chance for success. Sometimes the most obvious categories are not the best because the competition is too stiff. Amazon let's authors put books in ten categories for each format (ten for ebook, ten for paperback) so it's worth finding the more obscure categories that give you a much better chance to rank. Remember, when you're tagged as a bestseller, it doesn't matter what category!

Adding Your Categories

To add your categories you will need to login to your Author Central Account. If you are in the US, the link is: https://author.amazon.com/en_US/contact

If you live elsewhere in the world you may have a different link, but no matter where you live, you just need to login to your Amazon Author Central account.

Step 1: In upper left corner (after logging in) click “Amazon Book Page”

Step 2: Click “Update Amazon Categories” in the drop down menu

Step 3: Copy and paste the categories we’ve chosen for your book into a list so that the message looks like the sample below (but with your specific information, of course, not the information in this sample).

Step 4: Click “Send” (and you are done). Amazon will add the categories to your book and send you an email when they are finished.

SAMPLE: This is how your info should look when you submit it to Author Central (we’ve included just a few categories to give you the idea, but you will send them all 10 categories for ebook and all 10 categories for paperback...simply copy and paste the categories we chose for you).

Hello - please add my book to the following categories (paperback and ebook):

YourISBN#here, Amazon.com, paperback:

1. Books > Children's Books > Action & Adventure
2. Books > Children's Books > Geography & Cultures > Travel
3. Books > Children's Books > Fairy Tales, Folk Tales & Myths > Other

YourASIN#Here, Amazon.com, ebook:

1. Kindle Store > Kindle eBooks > Children's eBooks > Fairy Tales, Folk Tales & Myths
2. Kindle Store > Kindle eBooks > Children's eBooks > Literature & Fiction > Literary Criticism & Collections
3. Kindle Store > Kindle eBooks > Children's eBooks > Mysteries & Detectives

If you are a visual learner, [here is a video tutorial on how to add your book to additional categories](#) (we cannot do it for you, unfortunately, as the request needs to come from the KDP account owner).

Also, you will still be asked to choose two categories in KDP when you upload your book. The

category options they offer within your KDP account are not as detailed, so choose two that you think best fit the audience and general subject matter of your book. But those two that you choose will not match the categories we've chosen for you, which is the way it should be. KDP gives you limited and fairly general options in your KDP console, so just choose the two that seem to most closely align with your topic and audience. The custom categories we've chosen for you are the most important.

Hitting #1. . . .

If your book does hit #1 in a category, know that Amazon updates these categories every hour, which means that you could see the best seller ribbon one moment and then it's gone an hour later. It's worth grabbing a screenshot of your achievement to share on your social media.

Because Amazon does update their categories every hour, the sales % data shown below for each category we've chosen is always changing, as that is the nature of fluid markets with books coming and going all day long. But the categories we chose for your book will still be valid, because in the bigger picture they represent what we believe to be the best potential pathways for your book to break through and achieve ranking on Amazon.

Your Custom Categories

Here's a keycode for how to read the information below:

Sales to #1= Daily sales needed to rank number one (at the time this report was ran)

Sales to #10= Daily sales needed to rank number ten (at the time this report was ran)

Large Publisher % = this is the percent of books in the category that are from a significantly sized publisher

Kindle Unlimited % = this is the percent of books in the category that are enrolled in Kindle Unlimited

YOUR PAPERBACK CATEGORIES	SALES to #1	SALES to #10	LARGE %	KINDLE %	
Books > Children's Books > Action & Adventure	1003	238	88%	-	Check it out

Books > Children's Books > Literature & Fiction > Chapter Books & Readers > Chapter Books	480	94	85%	-	Check it out
Books > Children's Books > Literature & Fiction > Chapter Books & Readers > Intermediate Readers	192	34	49%	-	Check it out
Books > Children's Books > Literature & Fiction > Literary Criticism & Collections	13	3	66%	-	Check it out
Books > Children's Books > Geography & Cultures > Travel	140	13	71%	-	Check it out
Books > Children's Books > Geography & Cultures > Explore the World > Central & South America	22	3	72%	-	Check it out
Books > Children's Books > Fairy Tales, Folk Tales & Myths > Other	19	19	56%	-	Check it out
Books > Children's Books > Geography & Cultures > Pirates	367	2	41%	-	Check it out
Books > Children's Books > Mysteries & Detectives	245	72	64%	-	Check it out
Books > Children's Books > Science Fiction & Fantasy > Fantasy & Magic	1003	238	96%	-	Check it out

YOUR E-BOOK CATEGORIES

SALES to #1	SALES to #10	LARGE %	KINDLE %
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Kindle Store > Kindle eBooks > Children's eBooks > Fairy Tales, Folk Tales & Myths > Collections	59	2	27%	67%	Check it out
Kindle Store > Kindle eBooks > Children's eBooks > Fairy Tales, Folk Tales & Myths > United States	12	1	13%	73%	Check it out
Kindle Store > Kindle eBooks > Children's eBooks > Literature & Fiction > Literary Criticism & Collections	8	1	35%	79%	Check it out
Kindle Store > Kindle eBooks > Children's eBooks > Mysteries & Detectives	16	10	47%	38%	Check it out
Kindle Store > Kindle eBooks > Children's eBooks > Geography & Cultures > Action & Adventure	18	1	69%	62%	Check it out
Kindle Store > Kindle eBooks > Children's eBooks > Geography & Cultures > Explore the World > Central & South America	1	1	51%	31%	Check it out
Kindle Store > Kindle eBooks > Children's eBooks > Geography & Cultures > Explore the World > Fiction	13	3	61%	54%	Check it out
Kindle Store > Kindle eBooks > Children's eBooks > Science Fiction, Fantasy & Scary Stories > Fantasy & Magic > Mystery & Detective	13	2	65%	58%	Check it out
Kindle Store > Kindle eBooks > Children's eBooks > Literature & Fiction > Chapter Books	16	9	59%	80%	Check it out

Kindle Store > Kindle eBooks > Children's eBooks > Science Fiction, Fantasy & Scary Stories > Science Fiction	100	14	52%	74%	Check it out
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Seven Kindle Keywords

These are the seven keywords that Amazon allows you to enter when you upload your book to KDP. Each keyword may be a single word or a phrase. Simply copy and paste them into your KDP account. This section of your KDP account looks like this:

Keywords Enter up to 7 search keywords that describe your book. [How do I choose keywords?](#)

Your Keywords (Optional)

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	

These keywords are used to “tag” your book so that Amazon knows what search terms to match it with (aka things people type into the Amazon search bar)

Why are these important?

Amazon uses these keywords, along with your book description and title, to determine when to show your book to shoppers. Optimizing these keywords is critical to get your book shown in search results. We use powerful software to find the seven keywords that are a balance of high search volume and representative of your book and its genres and themes.

Your Custom Keywords

Below you will find your custom keywords, along with some search data to demonstrate that

they are high value. These are the words/phrases you will copy and paste into your KDP account.

KEYWORD	# OF COMPETITORS	AVG MONTHLY EARNINGS	GOOGLE SEARCHES PER MONTH	AMAZON SEARCHES PER MONTH	COMPETITION SCORE
Epic fantasy for young adults	52179	\$2815	120000	8991	85
YA kindle books	1962	\$2675	130000	11857	95
High fantasy epic	16053	\$19	89000	2805	90
Elves books	32301	\$963	n/a	389	70
Mages books	1466	\$755	n/a	771	70
Dark medieval fantasy	50352	\$831	55000	2352	85
Dark ages fiction	57962	\$848	1100	266	50

That's It!

Once you've entered your 7 keywords and asked KDP to add the categories, your book will be fully optimized.

We wish you great success as an author and good luck with your book launch.