

DAY 9



How To Help Readers Find Your Book Using Keywords And Phrases

- ✓ **Be relevant**
- ✓ **Use niche words where possible**
- ✓ **Avoid duplication**
- ✓ **Amazon will automatically rearrange keywords**

Go to Amazon and find three phrases that are relevant to your subject matter; pay attention to the results to ensure you create content that people want, and boost your ranking and online visibility.

1.)

2.)

3.)

Share the title of a physical book that you've read more than once (fiction or nonfiction), and tell us if you would honestly have looked at that book more than once if it was a digital version.

"THE MORE SPECIFIC YOU CAN BE IN YOUR KEYWORDS AND PHRASES, THE GREATER THE CHANCES ARE OF YOUR BOOK RANKING HIGHLY."

KAT LEWIS

