

Optimize Your Amazon Book Listings

A step-by-step guide
to optimizing Amazon book listings
to maximize conversions



Automated Advertising
That Sells Books

Hello!

I'm Searsha,
A Shimmr Founder and
our Chief Product Officer.



Using Shimmr to drive high-quality traffic to your Amazon book listings gives you a major advantage. To truly maximize conversions, you need to ensure your listings are fully optimized. This guide covers all the crucial areas to focus on - reviews, product descriptions, A+ content, categories, and additional conversion optimization tactics.

These guidelines are already helping our customers to maximize the traffic we're driving for them. I hope you find it valuable too!

Contents:

1. Compelling Book Descriptions
2. Unlock A+ Content's 5%+ Conversion Boost
3. Master the Power of Reviews
4. Strategic Category Optimization
5. Additional Fine Tuning:
 - Compelling Headline Optimization
 - Selective Review Placement
 - Focus on Traffic Quality
 - Monitor Net Pure Profit Margin



1 Compelling Book Descriptions

Your book's description is its critical sales pitch to prospective buyers – it's the moment where customers are about to hand over money for a product, and therefore justifying the cost is paramount. Optimize each element to maximize conversions.

Hooking opening

Open with a premise, rhetorical question, compelling quote directly from the book, or other attention-grabbing hook that instantly intrigues people to keep reading. This opening line or two can make or break capturing someone's interest in those crucial first few seconds of landing on your page. If you don't get their attention here, they will not read anything else.

Leverage emotional triggers

Don't just describe the book's plot, characters, or contents in a dry, matter-of-fact way. Use vivid sensory descriptions and tap into universal human emotional drivers to create a connection. Speak directly to your target audience's interests, passions, desires, fears, and intellectual curiosities.



Motivating benefits

Clearly convey the benefits and takeaways the reader will experience as part of their purchase and reading experience. What key problems will the book help them solve? How will their lives be different and better after reading it? What will they ultimately gain? Whether it's functional or emotional, highlight what they will get from reading. Selling the beneficial outcomes is ultimately what compels buyers.

Include persuasive Calls-to-Action

Actively sell and persuade with strategically interspersed calls-to-action like "Don't miss out on this suspenseful thrill ride" or "Buy now and uncover the shocking secrets." Calls-To-Action create urgency and compel action from customers.

Design for scannability

Format your description with reader-friendly elements like short paragraphs separated by white space, bulleted lists, bolded sub-headers, and succinct sentences. Bullet points particularly are favored by Amazon's machine – they will prioritize pages that have this structure. This improves scannability for readers to quickly digest key details in bite-sized sections.



Prioritize Keyword Optimization

The first 75–100 words act as critical metadata that influences search rankings, so be sure to incorporate relevant keywords and search terms in a natural way. Research popular keywords and include semantic variations. This is also true of A+ content.

Minimize excessive formatting

While bulleted lists, bold text, and italics can help guide readers, avoid going overboard with excessive variations in fonts, colors, and text sizes as Amazon penalizes descriptions that are over-formatted.

How Shimmr helps with all of this

As a Shimmr customer, we aim to make this easier for you. Shimmr automatically takes the above guidelines into account when creating assets and descriptions from your book. Our machine reads your book, extracts all these elements and creates a product description that is perfectly tailored to sell your book. If you'd like, you're welcome to use it on your Amazon page.



Unlock A+ Content's **5%+ Conversion Boost** 2

High-quality A+ content with rich multimedia and the right keywords have been shown to increase conversions by over 5%, according to Amazon themselves. Here's our advice on making sure that you 'get it right':

Engaging images

Text-only listings are limited in their ability to truly grab attention and immerse readers. Grab the reader's attention by adding eye-catching images that bring the book to life. You can also try designs that are graphic or illustrative. Try to reuse existing material to do this, as this can quickly become a huge task that ultimately isn't worth spending hours or lots of cash on.

Optimized mobile experience

With over 50% of Amazon's traffic now coming from mobile devices, your A+ content and overall listing must be formatted for a seamless experience on small screens.



Unlock A+ Content's 5%+ Conversion Boost

Searchable text

When crafting your A+ content, it's crucial to ensure your text is in a standard text format, not embedded within images. Amazon's systems scan and analyze the actual text content to evaluate listings and determine their relevance for customer searches. Strategically incorporate your target keywords throughout the A+ content sections in a natural, readable manner. Using your keywords judiciously yet accurately in the visible text areas signals to Amazon what your product is about, and will improve your listing's discoverability for customer searches.

Full series merchandising

For authors with multiple books in a series, A+ content modules allow you to showcase all related titles in one listing. This increases visibility of your full series and drives future sales after readers complete the initial book.

Use Shimmr content

Creating custom A+ content for each book listing is incredibly time-consuming. By automating the process, Shimmr allows you to reap the conversion rewards without the excessive manual effort. You are welcome to use the text and imagery provided by Shimmr to optimize the area. Our images are designed to grab your audience's attention and our text is rich in keywords.



3 Master the Power of Reviews

Customer reviews provide vital social proof that can make or break sales. Prioritize both quantity and quality in your review strategy.

Quantity drives confidence

More reviews help overcome scepticism and increase buyer confidence. Consistently reach out and request reviews through automated follow-up email sequences after purchases. Consider incentivizing reviews by offering entry into giveaways or product bundles for those who leave feedback.

Quality builds credibility

While lots of reviews are important, a few insightful, well-written reviews carry much more weight than dozens of vague or shallow ones. When requesting reviews, provide prompts with specific guidance to encourage customers to leave detailed feedback that dives into the book's strengths, core themes, and overall experience. These thoughtful reviews help sell the book's merits.



In the reviews section, a steady stream of new reviews signals momentum and active engagement. Aim for consistently acquiring new reviews to maintain a total of 25–50+ to create strong social proof. Always respond promptly and professionally to negative reviews to address concerns.

Where to drive reviews from

There are different places that you can use to drive reviews of the book, depending on your budget:

- **Kindle** – making your eBook free a few days a month as allowed by KDP will drive more reviews
- **Email list** – if you have an email list, email them to give honest reviews of the book. You can set up automated emails to send out when people join to make sure that everyone is asked.
- **Social media following** – ask your followers for honest reviews of the book, too. Don't be shy to post every week for a few weeks to remind people – they aren't likely to see every one because of the algorithm and limited attention.



- **Identify influencers** in your space and submit your book to them for review. You can identify them through #booktok and #bookstagram. Personalize your application to each one to maximise the chance of being accepted.
- **LibraryThing** – This social cataloging site is a hotbed of active readers leaving reviews and adding books to recommendation lists. Apply to their Early Reviewers programme where they give free copies for honest reviews.
- **Creating more traffic** drives more purchases, which drives more reviews. Make sure there is a clear call to action at the end of your book, reminding people to leave a review!

The more positive, authentic reviews you can amass across multiple major book platforms, the more you overcome scepticism and build credibility with prospective buyers.



Strategic Category Optimization 4

Where your book is categorized on Amazon has a major impact on its visibility and discoverability. The key thing is to make sure the category is relevant and appropriate for your book's content. As you only get to select 3 categories, getting them right is critical to being found. Ensure your listing is in all applicable categories, but also:

Ensure category-keyword-content alignment

Amazon checks that your keywords and actual book content align with the categories you select. If there is significant disconnect, your listing could get penalized or suppressed. Make sure you choose categories that are a true fit.

Look at competitor selections

What categories are people selecting with books similar to yours? Go through the top 10 competing books and keep a running list of potential categories.



Strategic Category Optimization

Review bestsellers in that category

Look at the top 10 books in that category, and see if any are similar to your book. If so, check what categories they are using, in case that can help your book.

Find your niche

Use a spread of 'parent' categories and 'drill down' categories that sit underneath them. You want to create the most optimal spread of choices to get the most, and the most relevant, traffic. You are more likely to rank higher in the smaller categories.

Prioritize less competitive categories

Perform analysis to identify categories where the competition is less intense and you have a better chance of breaking through. Hyper-popular categories are often oversaturated so don't ignore opportunities in adjacent or more niche categories that match your target readers.

Use duplicate categories to your advantage

54% of Amazon categories are duplicates. Don't worry – Amazon doesn't let you select multiple duplicates, it greys them out. But good performance in one of these will lead you to be automatically listed well in the duplicate categories.



Strategic Category Optimization

Here's an example of a duplicate category:

- Books › Mystery, Thriller & Suspense › Mystery › Historical
- Books › Literature & Fiction › Historical Fiction › Mysteries
- Books › Literature & Fiction › Genre Fiction › Historical › Mysteries

Amazon ultimately chooses which categories you are in – it's in their terms of service. They don't guarantee you the three you pick, and can change them to ensure 'positive customer experience'. They change them based on keywords, description and book content.



5 Additional Fine Tuning

Compelling Headline Optimization

Make sure that your listing title is the name of your book, and the author if relevant. Avoid misleading claims like "bestseller" or "new release" as Amazon will punish listings for upsetting their search function with 'hacks' like this.

Selective Quoted Review Placement

While quoted reviews are important, you never want more than 5 review excerpts included in your listing as it creates a cluttered experience. If including any review excerpts, place no more than two at the end of the product description, and not more than 3 in your A+ content. It's important that in neither does the quote come first!

Focus on Traffic Quality

Optimizing your listing is only part of the equation. The more high-quality traffic and engagement your listing receives from the right target audience, the higher Amazon will prioritize it in search and recommendation algorithms. This is what Shimmr specializes in delivering – precisely targeted traffic.



Monitor Net Pure Profit Margin

Amazon prioritizes visibility for books that have a high Net Pure Profit Margin (NPPM) for Amazon's bottom line, not the seller's profits. Be aware that this is their 2024 priority and will influence their prioritisation of books in their algorithm.

By optimizing every aspect of your Amazon listing, you'll turn Shimmr's high-quality traffic into steadily compounding book sales momentum. Consistent monitoring of key metrics is essential to iterate and refine your strategy.

Thank you for reading!



shimmr.ai