



## The book

Prepared for:

**Ariel Sanders**

copyright@arielsanders2013

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# INTRODUCTIONS

*I know what it's like to publish a book on Kindle only to watch the tumbleweeds blow through your account. Week after week, no sales. No reviews. No nothing.*

It can be frustrating when you look around and see that other people are not only making sales with their books (that aren't half as good as yours), but they are making a TON of sales! You figure if these people can do it, so can you (and that's true). If only you could discover their Kindle marketing "secrets", then you too could become a full-time Kindle publisher.

## **The thing is, there aren't any secrets...**

If you want to become a bestseller on Kindle, then the only thing you have to do is **get your book on the first page of Kindle.com** for high-paying, high-traffic keywords.

Believe it or not, is completely possible for you to rank your books within Kindle and make HUGE sales organically.

## *So, how to rank on Kindle?*

**We strive to be the best and offer:**





# 7 KEYWORDS

Add Categories

Search keywords (up to 7, optional) [\(What's this?\)](#)

**4. Upload or Create a Book Cover**

Upload an existing cover, or design a high-quality cover with Cover Creator (optional).

I have a book cover (designed) and ready to upload.  
Please read our [Cover guidelines](#).

## So, how to rank on Kindle?

*When you first publisher both in the Kindle direct publishing page, you'll find that you are asked to enter seven keywords for your book.*

Let's take a look at the official explanation from Amazon as to why you should enter these keywords:

"Search keywords help readers **find your book** when they search in Kindle Store."

This is the hidden secret to getting huge organic traffic.

Why? Because when you choose the correct keywords where you will be able to rank on **the first page of Kindle, your book will start giving organic sales** within hours of publishing. Rank on page one for the right keyword and you could become a bestseller nearly overnight.



# TITLE & DESCRIPTIONS

A screenshot of the Amazon Kindle Direct Publishing (KDP) '1. Enter Your Book Details' form. The 'Book name' field is highlighted with a red box and contains the text 'New Title 1'. Below the field, there is a note: 'Please enter the exact title only. Books submitted with extra words in the text will not be published.' The rest of the form is blurred.A screenshot of the 'Description (What's this?)' field in the KDP form. The field is a large, empty text box. Below it, the text 'Book contributors: (What's this?)' is visible. The rest of the form is blurred.

## So, how to rank on Kindle?

*There are other places that we can put our keywords as well. If you miss utilizing these points, you're going to miss out on a lot of extra sales.*

Placing keywords in the title and description will **give you the added vantage** of an increased keyword density which sends signals to the Amazon algorithm to rank your book more highly.

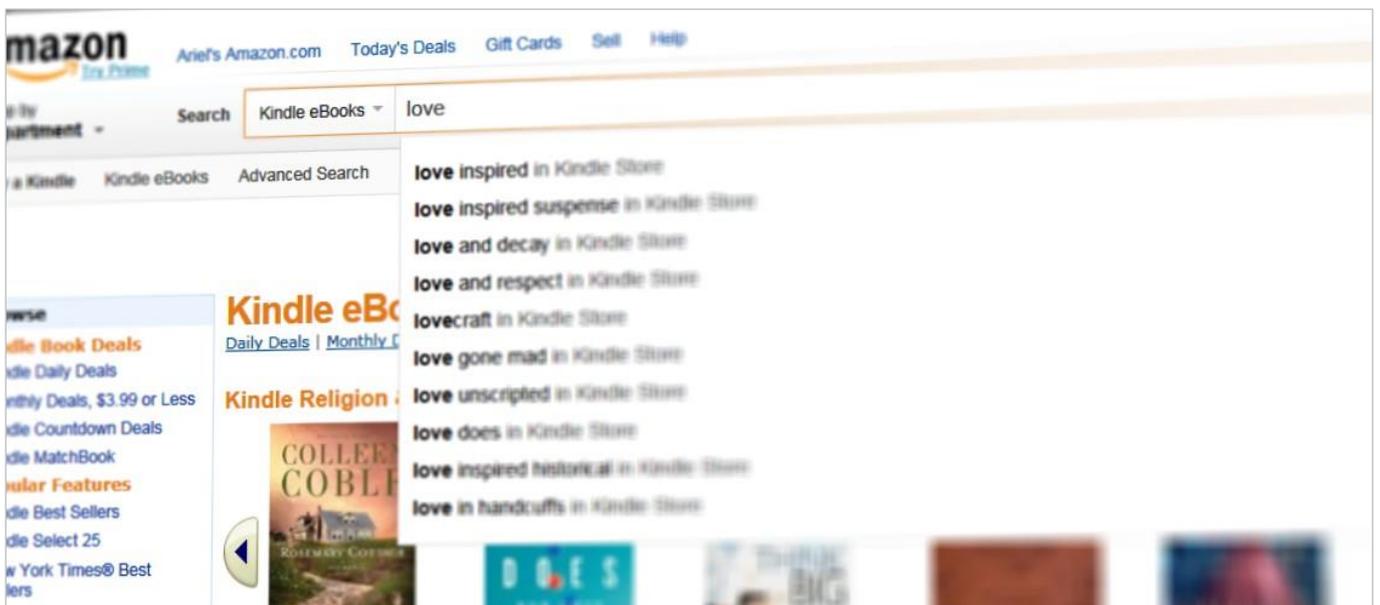


# HOW TO KNOW WHICH KEYWORDS TO CHOOSE?

*First we will try to **find many Hi traffic Keywords** in our book subject*



# SEARCH BARS



## Hi traffic Keywords

When you begin searching in the Kindle marketplaces search bar you will see that Kindle provides **suggested searches**.

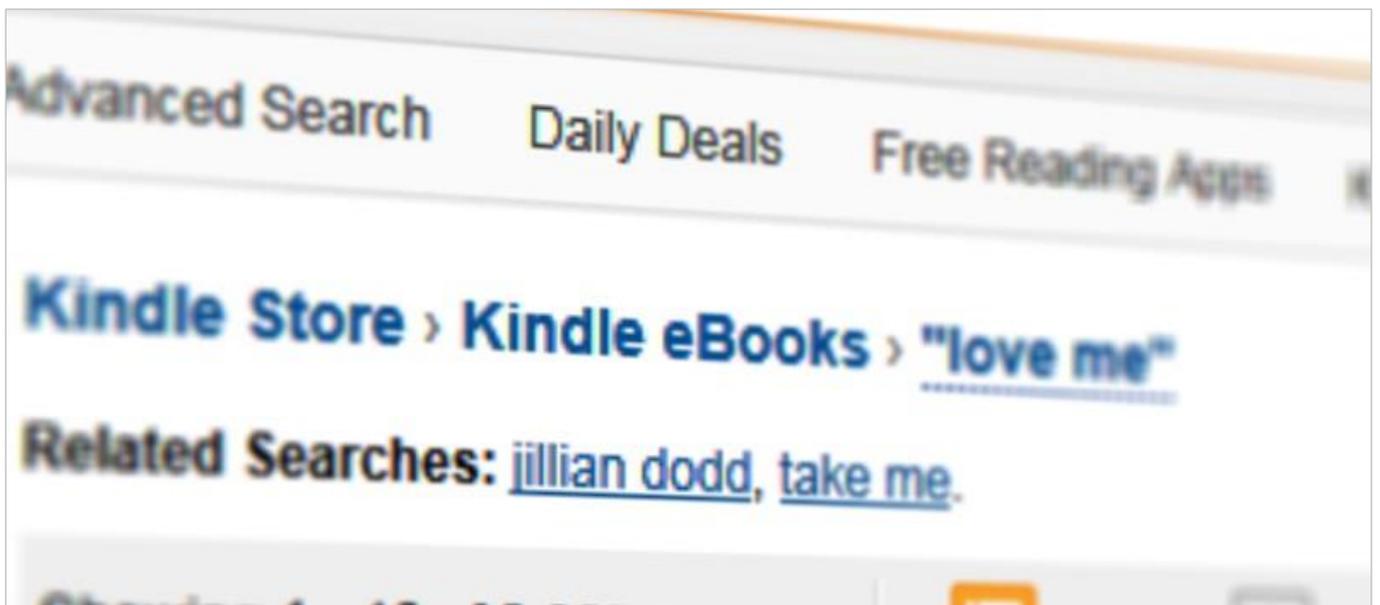
These suggested search terms are keywords that are the most commonly searched for by prospective buyers on Kindle.

In other words, these are **high demand keywords**.

Take note of keywords that pop up in the related keyword section when you search on Kindle because these are some of the keywords you want to rank for.



# RELATES KEYWORDS



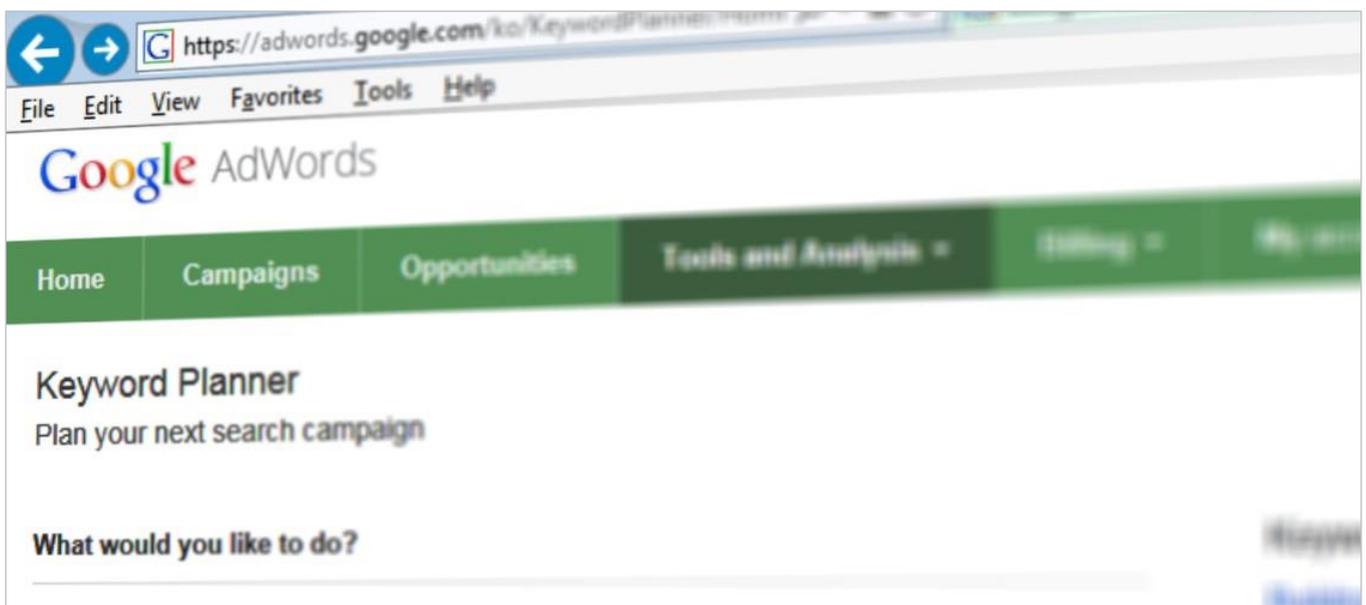
## Hi traffic Keywords

*These related keywords that Amazon provides means that these are keywords that have huge earning potential.*

You can take these keywords and **use them as variations** for your search term knowing that Amazon itself agrees with those connections.



# AD KEYWORDS



## Hi traffic Keywords

*Google can also provide us with traffic data through its Adwords Keywords Ideas tool.*

Generally speaking, if a lot of **people are searching for information** on a given topic, then there will likely be a demand for books of on the same topic.

Ideally, any keyword that you find should have over 1000 exact match searches per month. Anything lower than this and you run into problems with not enough demand.



# NOW WE HAVE THE KEWORDS

*Now we have the traffic keywords from the Kindle suggested keyword exercise that we did earlier, the related keywords and the keywords from the Google keyword idea tool.*

*Next step is to analyze each “first page” for each of the keywords to see if it’s profitable and easy to rank for.*

# HOW ?

*The first thing that we want to do is **run these keywords in Kindle** to find out what their first page looks like.*



# PAGE REASULTS



## Analyze each "first page"

*The first thing that we want to do is take a look at the total **number of books** that currently show up in Amazon's search for the keyword that you are analyzing.*

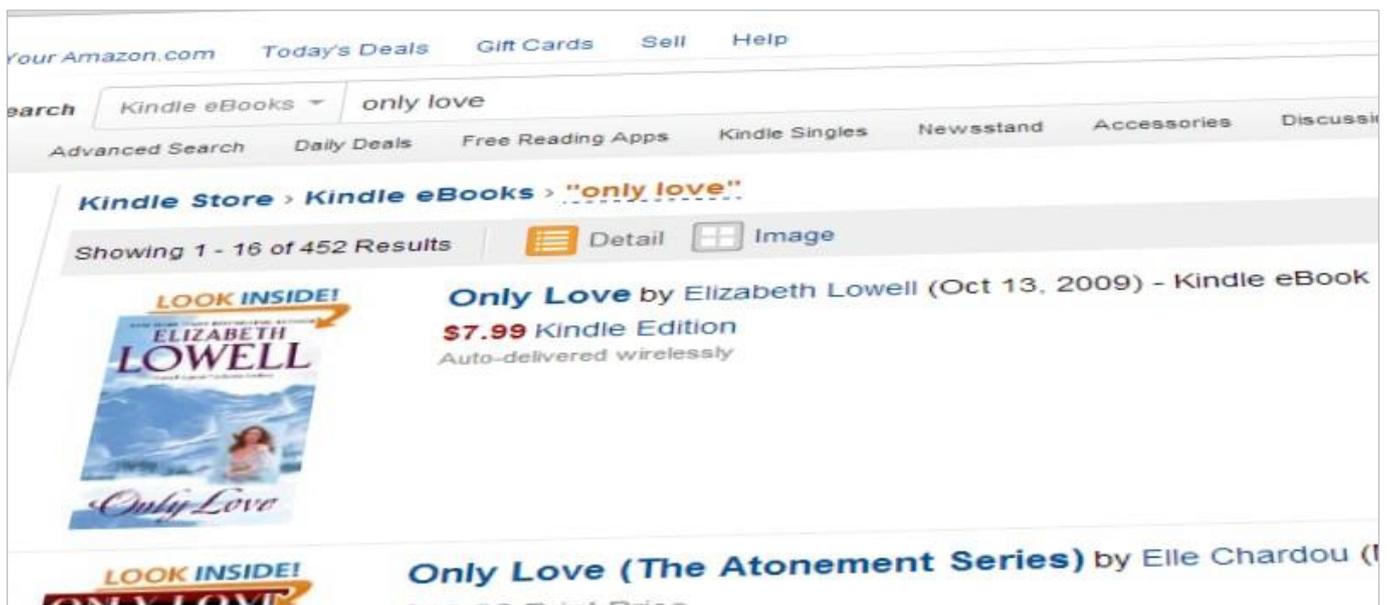
This is fantastic information for trying to gauge competition and saturation.

For example, if you were to search for the term "love" you would find that there are thousands and thousands of books that Kindle currently considers on the subject of "love".

Ideally we have to find a keyword with at least 40 results and no more than 500 results.



# KEYWORD IN TITLS



## Analyze each "first page"

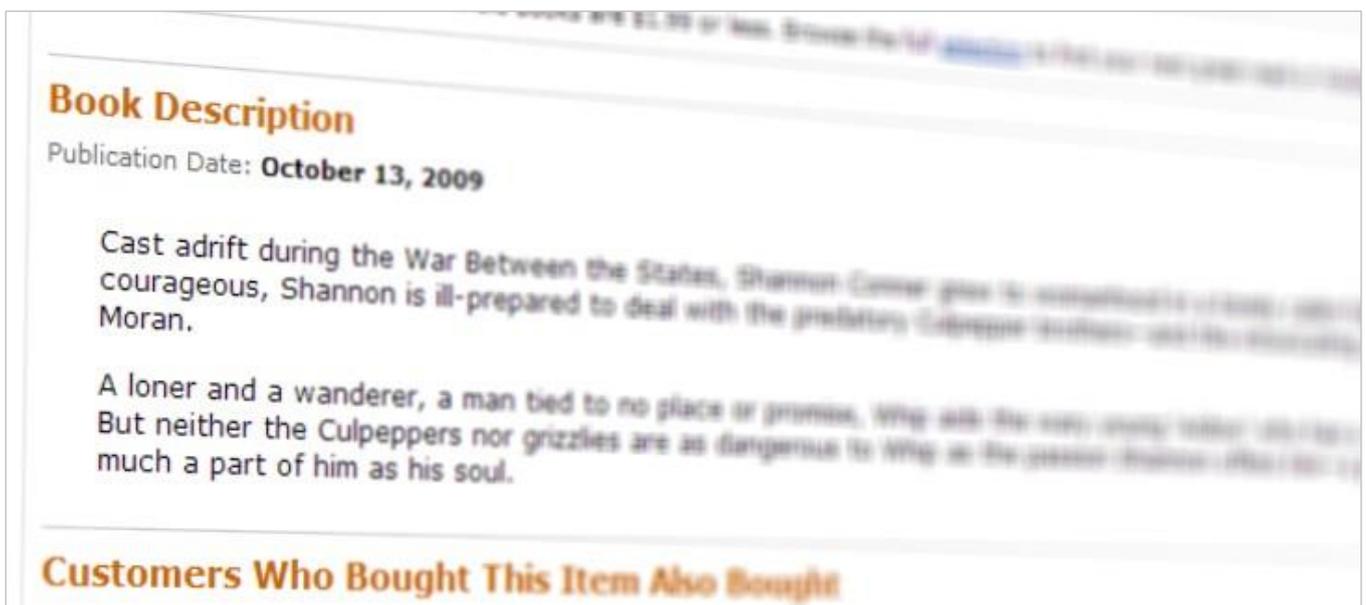
Next we want to take a look at **how many** of the books on the first page of our search result have the keyword in the title.

As you may already know, if the keyword exists in the title it has **more weight** with in Kindle's algorithm and will therefore rank more highly for any given search result. Keep an eye out for titles with keywords in them.

Less books with the keyword in title, more easy for us to rank, because just by putting the keyword in the title in our book we have the upper hand in ranking on the first page.



# KEYWORD INDESCRIPTION



## Analyze each "first page"

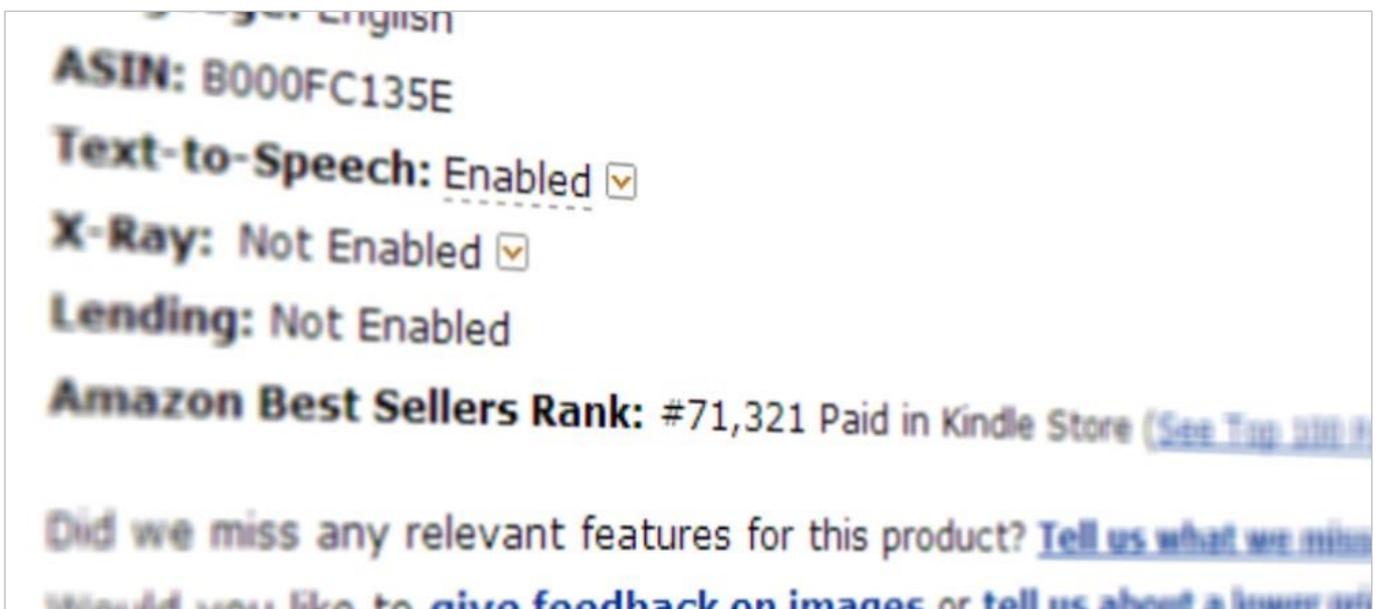
For this next part, we have to click through each individual book and **read their descriptions**.

This can be incredibly time-consuming. What you are looking for is the **keyword densities** within the descriptions of the books.

And again, less books with the keyword in the description, **more easy for us** to rank in this page



# BEST RANK



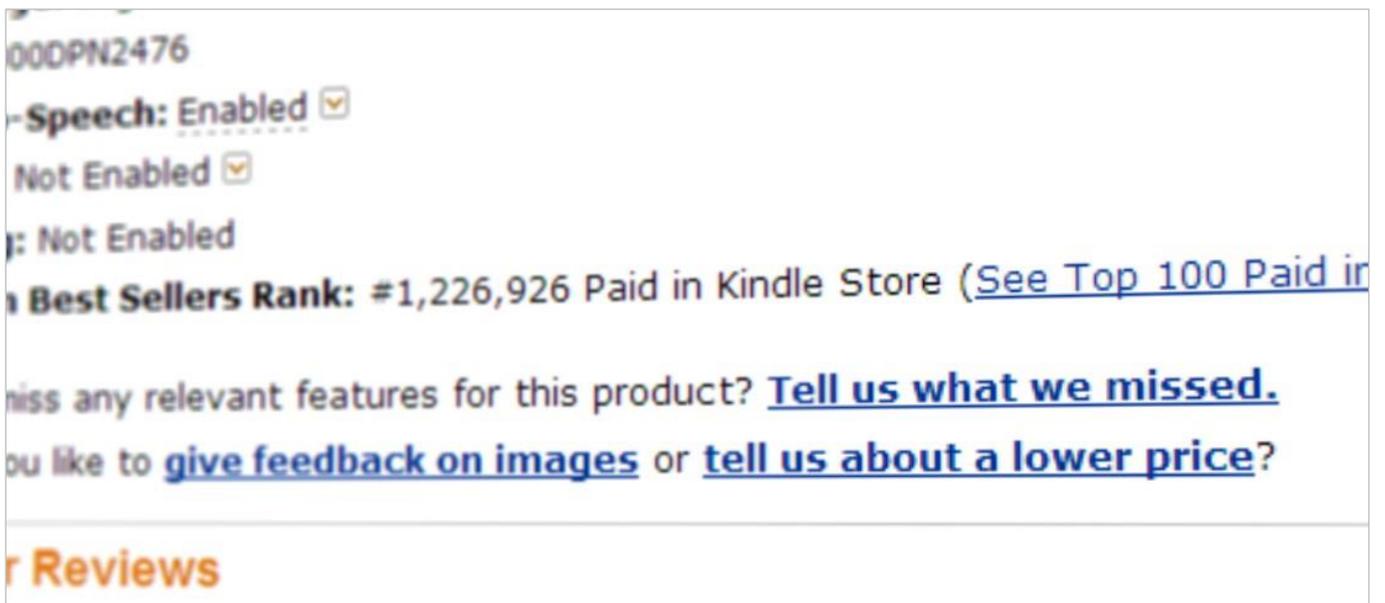
## Analyze each "first page"

*Now we want to analyze each individual books ranking within Amazon.*

This may seem a little bit backwards, but the **lower the ranking the better the book** is selling. For example, the rank #1 book in Amazon currently sells thousands of copies per day. But the #1,000,000 rank book in Amazon probably doesn't even sell one book a day.

Again, you need to click through each individual book and find out what their rankings are. What you are looking for are keywords that have **one or more books with high rankings**.

This means that those books are getting organic traffic and making a lot of sales from the keyword that you are looking to rank for. Is a sign, that **this first page is profitable**.



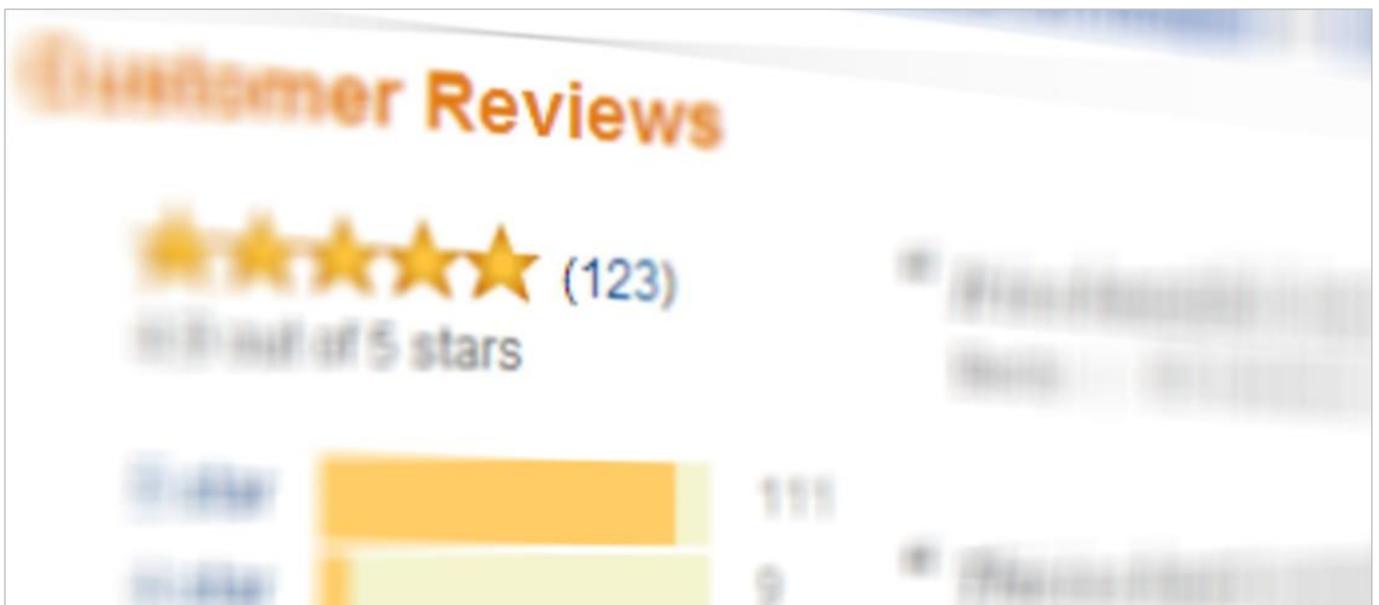
### Analyze each "first page"

*This is important to find in the page.*

If there are books doing a poor job, it means that we can easy **take over their place.**



# RIVIEW



## Analyze each "first page"

Finding **many reviews** on the first page means that this keyword might be more **difficult to rank for**.

It means that many of the book authors have marketing skills, are actively trying to sell their book and probably invested a lot of time and effort to get their books to rank.

If you can find a keyword that has first page rankings with a bunch of books that don't have many reviews, you're **looking at untapped territory** and a potential gold mine.



# PRICE



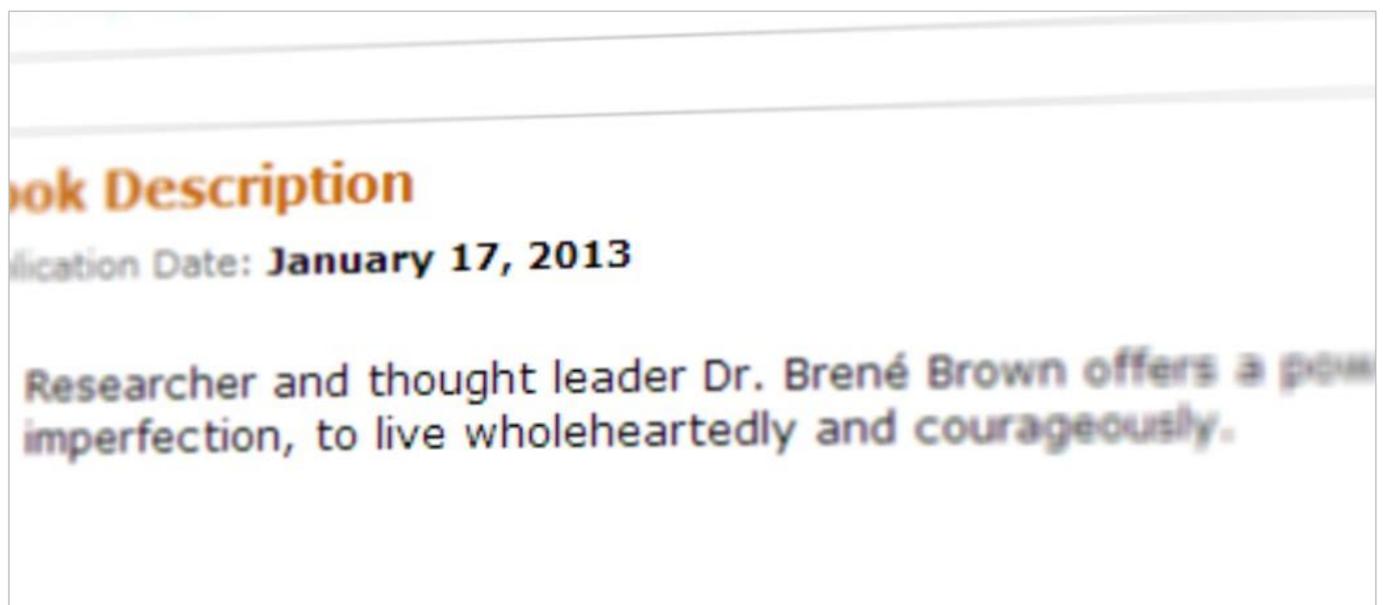
## Analyze each "first page"

*It's good to analyze rankings for the variety of prices that you might find within the first page.*

If you see that the majority of **books on the first page are free, this is a bad sign.** It is very difficult in Kindle organic rankings to sell books when there are so many free offerings available.



# PUBLISH DAY



## Analyze each "first page"

*Just like in search engine optimization, if you see a first page full of books that are brand-new you know that you will **be able to compete with them.***

If you see a first page full of books that are older ( the longer it has been published ), you know you're can have a hard time ranking and beating them for rankings.

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