

AMAZON VISIBILITY CHECKLIST

The 7 Things Amazon Looks For Before It Will Show Your Book to Buyers

Most authors have 3 or 4 of these in place. The ones who get consistent organic visibility have all 7.

Amazon does not promote every book equally. Its algorithm looks for specific signals before it decides to show your book to a buyer who is already searching for it. Work through each one and note where the gap is — that is where your visibility is being lost.

01 Keywords in the right place

Amazon indexes your title, subtitle, book description, and all seven backend keyword fields. If you are not using all seven backend keyword slots with distinct, buyer-intent phrases — not duplicates of your title — you are leaving organic visibility on the table.

Check this: Open your KDP dashboard. Count how many of your 7 keyword fields are filled. Check how many duplicate words are already in your title.

02 Category placement that matches how buyers search

A technically accurate category that is too competitive for your review count will bury the book. A better-matched category with lower competition can move you onto a visible list immediately.

Check this: Search your current category on Amazon. Find the #1 ranked book. Check its review count. If it has 10x your reviews, you are in the wrong category.

03 Verified Purchase reviews at 4 to 5 stars

Below 10 verified reviews, organic visibility is significantly limited. Below 20, Amazon ads rarely convert efficiently.

Check this: Count only the Verified Purchase reviews on your Amazon page. If fewer than 10 are verified at 4–5 stars, this is your first priority.

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04 Author Central profile — claimed and complete

The Editorial Reviews section sits above the fold on your book page. Most authors leave it empty. It is the highest-visibility real estate on the page and costs nothing to use.

Check this: Search your name on Amazon Author Central. Is your profile claimed? Is the Editorial Reviews section populated with at least 2 quotes?

05 A+ Content enabled

Amazon uses its presence as a signal that the publisher or author is invested in the listing. It is free to create in KDP and takes less than an hour to set up.

Check this: Scroll below your book description on Amazon. If you see only "Product details," A+ Content is not live. Log into KDP and check the A+ Content Manager.

06 Book description that opens with buyer benefit

The first sentence should answer the question every buyer is silently asking: is this book for me and will it give me what I came here looking for?

Check this: Read the first sentence of your description. Does it lead with what the reader gets — or with who you are? If it starts with **"I" or your name**, rewrite it.

07 Look Inside — enabled and delivering on the description's promise

If your description promises one thing and your opening pages deliver another tone, subject, or style, buyers will close the preview and leave. Look Inside should confirm the promise, not contradict it.

Check this: Click "Look Inside" on your own Amazon page. Does the opening match the energy and promise of your description? Is the formatting clean on the preview?

Want to know exactly which of these is hurting your book — and can be improved?

The Book Marketing Audit reviews all seven — plus your competitive position, your Amazon ads readiness, and your outside discovery path — and tells you what to fix first.

author.aa-services.co/audit

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