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Mark LeGrand Messick

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What, Exactly, Does This Book Have To Offer?

As mentioned above, this book will teach you how to drive traffic to your book page, so that your hard-earned cover, description, and title can finally do their jobs. But more specifically, this book will teach you how to implement special SEO “tricks”, so that you can show up higher in the Amazon search results.

How Useful Is Amazon SEO, Really?

You're smart. As we established earlier, you've done thorough research, and know pretty much everything there is to know about Kindle marketing – or, at least everything that you can learn from the other Kindle

marketing books out there. But one topic that is only ever briefly mentioned, if at all, is Amazon SEO. And because of this quite apparent lack of information, you may be wondering how helpful Amazon SEO really is. Let me give you an example: Close your eyes for a moment (figuratively, of course) and imagine the vast number of Amazon customers that visit on a daily basis. How many do you think there are? While Amazon doesn't release any precise figures, we can assume that at least several million people visit Amazon on a daily basis. Now, each of these people has come to Amazon with a specific purpose in mind – generally to buy some product or another. And how do you think those people are going to find that product? Amazon search. And by implementing Amazon SEO on your book page, you can show up as the #1 result for pretty much any search term, and tap into the massive amount of people hungry for a book like yours. With this one simple technique, you can easily increase your book sales by 10, 20, even 50% or more.

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Anthony Green:

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