

Cheat Sheet

Getting Started with Author Platforms and SEO from the future of agency LLC

Use the free Amazon Keyword generator tool at ahrefs.com – start by searching for your genre, topic, themes, and comp books to see what related keywords are recommended. Know that not every keyword will be relevant, but this will give you ideas of what else to include.

Rewrite your online book description with as many of those related keywords as possible in the first paragraph (the keynote) of the description. Amazon prioritizes the first 30 words of your book description, so make sure the most important, relevant keywords are in those first 30 words. If you control your own Amazon listing, update this yourself in KDP. If your publisher controls the listing, ask them to update yours with your rewritten, keyword-optimized description.

Add some of the surprising or interesting keywords to the SEO tags on your website and in each book's off-the-page keywords on Amazon. You may attract additional readers looking for "historical fiction," "humor," "thriller," or "Action and Adventure," even if those aren't the primary ways that readers discover your books.

Claim all of your profiles – a lot of folks forget about Bookbub and the Google Knowledge Panel. This is low-hanging fruit for making sure you have taken advantage of every possible place where you can control your own online presence:

[Amazon Author Central](#) (when you have an ISBN)

Having an Amazon Author Central profile will help you sell more books by grouping them all on one page for your fans to find, builds your legitimacy as an author, and helps your fans connect with you in more places.

[Goodreads](#) (when you have an ISBN)

The Goodreads Author Program allows published authors to claim their profile page to promote their book and engage with readers. You can run a giveaway, connect your blog, advertise your books with the Goodreads Author Program, which gives you access to the marketing tools you need to build buzz around your books.



Bookbub (when you have an ISBN)

Any BookBub members who follow your author profile will be sent an email alert when you release a new book or when you run a BookBub Featured Deal.

Google Knowledge Panel (when you have a website and/or social media platforms set up)

By claiming your Google Knowledge Panel, you as an author can have greater control over your online presence. You can update your information, add images and videos, respond to reviews, and manage your online reputation, ensuring that you and your book is accurately represented online and that your readers can find and connect with you.

Engage with bookstagrammers: like and comment on posts; share what you're reading on your own social platforms. Look for cross-promotion opportunities with authors in other genres – your audience reads broadly and you may attract new readers from other genres that love your books just as much.

The golden rule of social media is: **"Pick one and do it well."** You don't need to be on every platform, especially if you don't intend to be actively posting on every platform. Pick your favorite (or the least objectionable) option, and go from there. For most debut authors, you will build a following after your book comes out. People will read the book, then want to learn more about you, and follow you to be informed of your next projects.

Pro Tip: Use a social media scheduling tool like [Buffer](#) or [Hootsuite](#) to post to Facebook, Instagram, and Facebook at the same time. You can still focus on creating content for just one, but you might capture a portion of other audiences on the other platforms.

Need help getting started with your author platforms or SEO? Overwhelmed by the idea of doing all this yourself? We can help. [Request a free consultation at thefutureofagency.com.](#)

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