RJAPEX Agency

SAMPLE BOOK VISIBILITY AUDIT

Where this book is *losing readers*

A review of the Amazon listing, measured against how readers search for and shop holiday and clean romance.

Sample audit based on real RJAPEX work. The author, title, story and identifying details have been changed for privacy.

BOOK	A Duke for Christmas (sample title)
TYPE	Holiday romance
AUTHOR	Withheld for privacy
PREPARED BY	Olaoluwa Olumide, RJAPEX Agency

THE HEADLINE

A well-rated Christmas romance with a ready-made hook, on a listing with very few ratings and a seasonal window that is closing.

AMAZON	GOODREADS	SOCIAL MEDIA	LAUNCH
55 /100	35 /100	30 /100	35 /100

COMBINED PROVISIONAL SCORE **155 / 400**

THE HONEST READ

For a book with a tight premise and a strong blurb, this score is not a verdict on the story. It measures how much visibility has been left unclaimed.

WHAT THE BOOK ALREADY HAS

A story built for pace

A clear deadline, a concrete money problem and a secret that must come out keep the stakes obvious.

A strong early signal

The first readers who rated it loved it. That is the most valuable thing to build on.

A seasonal hook

Holiday readers actively build their lists every autumn.

AMAZON FINDINGS

What is holding the listing back

CRITICAL

Very few ratings

A perfect score from a handful of ratings can read as friends and family next to titles with hundreds. Build an honest review team now.

CRITICAL

Time is running out

Holiday readers choose early, so every step needs to be finished before the season peaks.

CRITICAL

Categories and keywords are unconfirmed

The book should sit in the smaller holiday, clean and contemporary romance fields it honestly fits.

NEEDS WORK

Author page and enhanced content

A complete author page and listing images can show the setting and tropes at a glance.

CATEGORIES TO LOOK AT

Romance, holiday · Romance, clean and wholesome · Romance, contemporary. Confirm the current options in KDP, and choose only those the book honestly fits.

A STRONGER DESCRIPTION OPENING

Three weeks. A community theatre about to go dark. And a quiet visitor who left out his title. A warm, wholesome Christmas romance about secret identities, promises kept and finding home in more than one place.

BEYOND AMAZON

Where readers could find it next

Channel	Status	Next step
Goodreads	Not confirmed	Add the book to relevant holiday and royal romance lists.
Instagram	Not confirmed	Share winter setting visuals, quote cards and early reviews.
TikTok	Not confirmed	Post short clips on the secret-identity hook.
Email	Not confirmed	Add a back-matter sign-up with a short holiday extra.

SEARCH PHRASES TO TEST

Phrase	Who might search it	Where to use it
clean christmas romance	Holiday readers	Keyword and category
secret identity romance	Trope-led readers	Keyword slot
small town christmas story	Seasonal readers	Description
wholesome holiday romance	Clean romance readers	Description and keyword

FIRST PRIORITIES

1. Start the review team immediately.
2. Confirm holiday categories and keywords.
3. Line up seasonal reader lists and promotion.

Want this for your book?

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