RJAPEX Agency

SAMPLE BOOK VISIBILITY AUDIT

Where this book is *losing readers*

A review of how this book appears to a parent, grandparent or teacher searching on Amazon, based on the public listing.

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

BOOK	Nana Clementine and the Button Thief (sample title)
TYPE	Children's picture book
AUTHOR	Withheld for privacy
PREPARED BY	Olaoluwa Olumide, RJAPEX Agency

THE HEADLINE

A lovely, well-reviewed picture book whose listing does not yet show the goodwill behind it.

THE HONEST READ

No scores in this review, on purpose. A score would mean guessing at things that cannot be seen from outside the author's account. The book is well presented, and the opportunities below are small and specific.

WHAT THE BOOK ALREADY HAS

Finished books

A completed run of picture books and a written sequel give readers somewhere to go next.

Illustrated partnership

Colourful illustrations are credited on the listing and are a real selling point.

Real-world reach

Book fairs and copies given to schools mean children and teachers have already met these books.

AMAZON FINDINGS

What is holding the listing back

FIX

Very few ratings so far

All five stars is a good sign, but a parent comparing books sees a small number. Ask people who have read it with children for an honest review, without offering anything in return.

FIX

The description does not address the buyer

It tells the story well, but it never says who the book suits or why it works at bedtime or in class.

CHECK

Keywords and categories

These sit in the KDP account. Phrases parents really type can help the book appear in more searches.

CHECK

Author name and series page

The author name and every book in the series should link together so readers can find the rest.

CATEGORIES TO LOOK AT

Children's fantasy and magic · Children's adventure · Children's bedtime stories. Confirm the current options in KDP, and choose only those the book honestly fits.

A STRONGER DESCRIPTION OPENING

A button box has been emptied, and a crafty thief has taken every last one. Who could possibly get them back? Only Nana Clementine and her magic apron. A read-aloud adventure for ages 3 to 7, brought to life with colourful illustrations.

BEYOND AMAZON

Where readers could find it next

Channel	Status	Next step
Goodreads	Not checked	Claim the free author profile and link every book.
Schools and nurseries	Strongest channel	Send a short, friendly note asking for an honest review.
Facebook	Not checked	Join parent and teacher groups, following each group's rules.
Email	Not checked	Offer a sign-up sheet at book fairs, with people's agreement.

SEARCH PHRASES TO TEST

Phrase	Who might search it	Where to use it
story about a button thief for kids	Parents who like gentle fantasy	Keyword slot
bedtime story ages 3 to 7	Parents and grandparents	Description and keyword
children's fantasy picture book	General browsers	Keyword and category
read aloud adventure for 5 year olds	Parents and teachers	Description

FIRST PRIORITIES

1. Ask readers you already know for honest reviews.
2. Add the new opening to the description.
3. Check keywords, categories and series links in KDP.

Want this for your book?

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