RJAPEX Agency

SAMPLE BOOK VISIBILITY AUDIT

Where this book is *losing readers*

A review of the Amazon listing text, measured against how romance readers search for and choose books.

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

BOOK	The Walls She Built (sample title)
TYPE	Contemporary romance
AUTHOR	Withheld for privacy
PREPARED BY	Olaoluwa Olumide, RJAPEX Agency

THE HEADLINE

A romance with a clear audience and a strong hook, on a listing that does not yet show heat level, proof or what makes it different.

AMAZON	GOODREADS	SOCIAL MEDIA	LAUNCH
45 /100	30 /100	25 /100	30 /100

COMBINED PROVISIONAL SCORE **130 / 400**

THE HONEST READ

This provisional score is not a verdict on the book. It reflects what could be seen from the listing text and how much is still unconfirmed.

WHAT THE BOOK ALREADY HAS

A hook that works

The tagline sets up both leads and the conflict in two sentences.

A theme readers return to

Healing, learning to trust again and love that is fought for are themes romance readers actively look for.

A clear reader

The closing line tells readers exactly who the book is for.

AMAZON FINDINGS

What is holding the listing back

CRITICAL

Heat level is never stated

Romance readers choose quickly by trope and heat level. Vague words about passion do not tell a shopper what to expect.

CRITICAL

Proof is not confirmed

In a crowded category, ratings are the main proof a stranger sees. Build an honest advance-reader and review team.

CRITICAL

Categories and keywords are unconfirmed

Narrower, accurate subcategories give a book a better chance of being seen.

NEEDS WORK

Format and author page

Only one format was shown. A paperback and a complete author page make the book easier to trust and find.

CATEGORIES TO LOOK AT

Romance, contemporary · A narrower subgenre that matches its heat level · A category that fits its main trope. Confirm the current options in KDP, and choose only those the book honestly fits.

A STRONGER DESCRIPTION OPENING

She built walls high enough that no one could hurt her again. He never planned on letting a distraction in. Rebuilding her life is all she wants, until a driven, fiercely protective man refuses to be kept out. When old secrets threaten to tear them apart, they will have to fight for each other.

BEYOND AMAZON

Where readers could find it next

Channel	Status	Next step
Goodreads	Not confirmed	Claim the profile, then join relevant trope and theme lists.
Instagram and TikTok	Not confirmed	Create short trope-led posts and clips built on the tagline.
Email	No list found	Add a sign-up link to the back matter, with a bonus scene.
Audiobook	Not shown	Consider audio, since emotional romance suits listening.

SEARCH PHRASES TO TEST

Phrase	Who might search it	Where to use it
protective hero romance	Trope-led romance readers	Keyword slot
healing romance novel	Readers of emotional stories	Keyword and description
guarded heroine love story	Trope-led romance readers	Description
emotional contemporary romance	General browsers	Category and keyword

FIRST PRIORITIES

1. Confirm rating count, categories and keywords.
2. Add heat level and a hook-led description.
3. Start an honest review team and a reader list.

Want this for your book?

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