RJAPEX Agency

SAMPLE BOOK VISIBILITY AUDIT

Where this book is *losing readers*

A review of the public Amazon listing, covering search, conversion, Goodreads, social media, audio and launch activity.

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

BOOK	Silver Creek Rising (sample title)
TYPE	Western series, Book 2
AUTHOR	Withheld for privacy
PREPARED BY	Olaoluwa Olumide, RJAPEX Agency

THE HEADLINE

A highly rated western in a recognisable setting, with too few readers saying so and no clear route into the series.

AMAZON	GOODREADS	SOCIAL MEDIA	LAUNCH
55 /100	40 /100	30 /100	35 /100

COMBINED PROVISIONAL SCORE 160 / 400

THE HONEST READ

A strong rating says the book delivers. A low combined score says too few readers are being led to it. That gap is not a verdict on the story.

WHAT THE BOOK ALREADY HAS

A setting readers know

A well-known mountain region gives the book a built-in discovery channel.

A story with depth

A family ranch under bank pressure gives it more than the usual western hooks.

A series structure

Every new reader could become a buyer of the full series.

AMAZON FINDINGS

What is holding the listing back

CRITICAL

Too few reviews to convert

A strong score on a very small sample does not persuade a new visitor. Build honest reviews through advance readers and series fans.

CRITICAL

The description is a summary

It needs a stakes-led first sentence and short paragraphs instead of a run of names.

CRITICAL

Categories and keywords

Placement should combine western, historical and regional terms that real readers use.

NEEDS WORK

The series path

Book 2 needs a clear reading-order note and links, so a browser can start at the beginning.

CATEGORIES TO LOOK AT

Westerns · Historical fiction, American West · Action and adventure (optional). Confirm the current options in KDP, and choose only those the book honestly fits.

A STRONGER DESCRIPTION OPENING

The mines are dying, the bank loans are growing, and an outside fortune is buying up the mountain. A rancher comes home to keep his family's land from being swallowed whole. Together with unlikely allies, he fights for the land, the water and one of the last wild places in America.

BEYOND AMAZON

Where readers could find it next

Channel	Status	Next step
Goodreads	To verify	Claim the profile and join western and historical lists.
Facebook	To verify	Join western and regional history reader groups, following their rules.
Email	To verify	Offer a series sign-up in the back matter.
Audiobook	To verify	Check audio rights, then consider a series edition.

SEARCH PHRASES TO TEST

Phrase	Who might search it	Where to use it
western series set in the mountains	Series readers	Keyword slot
historical ranch fiction	Historical readers	Keyword and category
1970s american west novel	Period readers	Description
family ranch saga	Western readers	Description and keyword

FIRST PRIORITIES

1. Confirm who controls the listing fields.
2. Add the new description and reading order.
3. Build honest reviews, starting with series fans.

Want this for your book?

rjapexpublishing.com · olaoluwaolumide@rjapexpublishing.com · WhatsApp +234 810 990 9809