



AMAZON KDP

Optimisation Checklist

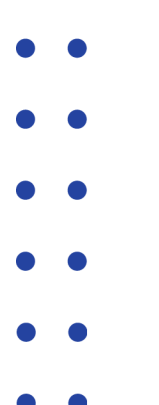
**Get your book seen, sold, and
searched for the smart way.**

Macro Pro Author



Publishing your book is exciting, but hitting “publish” on Amazon KDP is only half the job. If you want readers to actually find and buy your book, you need to optimise every detail. From keywords to categories to the tiny tweaks that make your book stand out in a crowded marketplace.

This checklist walks you through the exact steps to set your book up for visibility, discoverability, and sales success. Inside Macro Pro Author, these steps are already mapped out for you, but this guide gives you a sneak peek at the behind-the-scenes process that helps authors rank higher and sell smarter.



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1. BOOK METADATA

- ☐ Compelling title that's keyword friendly and reader focused
- ☐ Subtitle that communicates value or transformation
- ☐ Author name matches branding and platform consistency
- ☐ Keywords researched and added in all seven KDP slots
- ☐ Series name (if applicable) consistent across listings

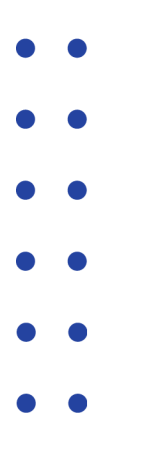

2. BOOK DESCRIPTION

- ☐ Start with a strong hook in the first two lines
- ☐ Include key benefits and outcomes
- ☐ Use short paragraphs and bullet points for readability
- ☐ End with a clear call to action inviting readers to buy or connect

3. CATEGORIES & KEYWORDS

- ☐ Selected two primary categories that fit the niche
- ☐ Add up to ten categories using the "contact KDP" method
- ☐ Included high-traffic, low-competition keywords
- ☐ Test your keywords using Amazon's autofill suggestions

4. COVER & INTERIOR FILES

- ☐ Cover designed to stand out as a thumbnail
 - ☐ Include genre-appropriate fonts and colour balance
 - ☐ Interior file formatted correctly for paperback and Kindle
 - ☐ All images are high-resolution (300 DPI)
 - ☐ Test both eBook and paperback previews before submitting
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5. PRICING & DISTRIBUTION

- ☐ Pricing aligned with your industry average
- ☐ Enrolled in KDP Select, if exclusivity fits your strategy
- ☐ International pricing reviewed for key markets
- ☐ Check royalty options (35% vs 70%)
- ☐ Enable expanded distribution if relevant

6. AUTHOR CENTRAL & BRANDING

- ☐ Amazon Author Page created and linked to all titles
- ☐ Profile photo and bio consistent with other platforms
- ☐ Website and social media links added
- ☐ Book series or collections grouped correctly

7. REVIEW & LAUNCH

- ☐ Soft launch plan prepared before public release
- ☐ Email and social posts scheduled for launch week
- ☐ Follow-up sequence to ask for reviews
- ☐ Media kit or promo assets prepared

FINAL CHECK

- ☐ Every field in KDP dashboard is complete
 - ☐ Preview looks perfect on desktop and mobile
 - ☐ All links and CTAs work correctly
 - ☐ Your metadata and keywords match your marketing message
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