

## WHAT IS AN AMAZON AUTHOR PAGE?

An Amazon Author Page is like your personal feature page on Amazon.

It's where people can learn more about you, see (and buy) all your books, and find your website, blog, or social media all in one spot on Amazon. It's basically an extension of your [author platform](#), which you're probably trying to build. (The above link is an example of a great author page.)

### WHAT GOES INTO A PROFESSIONAL AUTHOR PAGE:

To make a stellar author page, you should include the following:

- Compelling Biography
- Professional Author Photo(s)
- All of Your Books
- Book Trailers or Other Promotional Videos
- Feed to Your Blog Posts
- Follow Button
- Social Media and Website Information

## HOW TO SETUP YOUR AUTHOR CENTRAL ACCOUNT

- Go to <https://author.amazon.com/> and click "Join For Free".
- Sign in with your regular Amazon username and password. If you don't have an account, select I am a new customer. You'll need to give a little more information.
- Read the Terms and Conditions then click Accept.
- Enter the name your books are written under. A list of possible books appears.
  - Select any one of your books to create the account.
  - If your book is not in the list, you can search for it by title or ISBN. Your book must be available for purchase on Amazon in order to setup an Author Central Amazon Account.
  - Amazon will send you a confirmation email to finish creating the account.
  - Amazon may contact your publisher(s) as an additional measure to verify your identity, which may take three to seven days.

While you're waiting for verification, you can start adding information to your Author Page. You cannot add or make changes to your books or blog until your identity is confirmed, but don't let that stop you from getting started. You can start adding things like pictures and a bio right away.

## HOW TO SET UP YOUR AMAZON AUTHOR PAGE

This is an example of a good author page: [https://www.amazon.com/Michael-Hyatt/e/B001HOEX92/ref=sr\\_ntt\\_srch\\_lnk\\_1?qid=1512408209&sr=1-1](https://www.amazon.com/Michael-Hyatt/e/B001HOEX92/ref=sr_ntt_srch_lnk_1?qid=1512408209&sr=1-1)

### STEP 1. ADD AN INTERESTING BIOGRAPHY

Tell potential readers about yourself. You hopefully already have an author bio crafted with carefully selected keywords you want connected to you and your books.

Consider including interesting facts about your background, awards, hobbies, proud projects, and things that legitimize you as an author and connect you with readers.

Your bio should also mention where people can find you on social media and your website or blog.

HOW TO ADD YOUR BIOGRAPHY TO YOUR AUTHOR PAGE:

- On the Author Central Profile tab, click Edit biography next to “Personal Biography.”
- Click Preview biography to review your work, then click Save biography.
- You can type directly in Amazon Central, but it’s best practice to have your own copy of the information saved, so type it in Word, Evernote, or some other tool first, then copy and paste it into your profile on Amazon.
- You’ll need to keep it plain text (no fancy bold, italics, HTML...) and make it at least 100 characters to meet Amazon’s requirements.

### STEP 2. ADD PHOTO(S) TO YOUR PROFILE

Show potential readers who you are – a real and interesting person who writes books.

Some authors include one professional author headshot, while others include a variety of professional and personal pictures. You might add a picture of your family if that will resonate with your target audience, or add a picture of you speaking if you’re a professional speaker.

HOW TO ADD A PHOTO TO YOUR AUTHOR PAGE PROFILE:

- On the Author Page tab, click Add photo.
- Click Browse and select a picture.
- Click the box to confirm you own or have cleared all rights to the photo you are adding, and then click Upload photo.
- You can change the order of photos by clicking Manage and dragging the photo to your desired location.

## STEP 3. ADD YOUR BLOG FEED

You can show teasers of your latest blog feeds by connecting your blog to your Page on Author Central. When you add something to your blog, it will automatically update on your Amazon page. This should increase traffic to your blog and keep readers connected to you.

HOW TO ADD YOUR BLOG FEED TO YOUR AUTHOR PAGE:

- Next to “Blogs” on the Profile tab, click Add blog.
- Enter the feed address for your blog then click Add. **Note: Make sure you enter the feed address, not the blog address.**
- I use <https://feedburner.google.com> and it populated my most recent blog posts.

## STEP 4. ADD VIDEO

Having a book video or author video can definitely kick your Author Page up a notch and make it look more authoritative and legit!

You can upload up to eight videos and choose the order they appear on your page. There are three big rules to follow. Your video must be less than 10 minutes long; in one of these formats: avi, wmv, flv, mov, or mpg; and smaller than 500 MB.

HOW TO ADD A VIDEO TO YOUR AMAZON AUTHOR PAGE:

- On the Author Central Profile tab, click Add video.
- Click Browse and choose your video.
- Click the box to confirm you own or have cleared rights to the video you are adding, and then click Upload video. (This can take up to 24 hours to completely process, and Amazon should send an email when the video is ready to go.)
- When it's ready, review and approve your video. Check the box that you've reviewed the video, then click Approve video.

## STEP 5. CHECK YOUR +FOLLOW BUTTON

The yellow +Follow button should be on your Author Page by default, unless you've changed your settings. This follow button lets those who are interested in your work get updates when you've released new products or made big announcements.

Only your biggest fans will probably click the +Follow button, but what's better than your avatar (aka target audience) showing their eagerness to know the second you've released a new product on Amazon?

This is one of those things to check is working right on your profile when you review your final Author Page.

## ADVANCED AMAZON AUTHOR CENTRAL TACTICS & STEPS

The above steps will absolutely create a legitimate looking author page that will no doubt help with your sales...but there are a couple of obstacles you may face as an author, such as being a co-author or writing under pen names. We address those and some extra steps that you should consider and in the list below:

### 1. INCLUDE ALL VERSIONS OF YOUR BOOKS

Make sure you have all versions of your books. Past editions. Audio. Kindle Edition. Paperback. Hardcover.... If any titles or versions are missing, it's easy to fix this and claim your books.

HOW TO INCLUDE ALL VERSIONS OF YOUR BOOK IN AUTHOR CENTRAL:

- On the Author Central Books tab, scroll to the bottom of your bibliography and click Add more books.
- In the search bar, type your author name, book title, or ISBN, and click Go.
- Once you've found the missing title, click This is my book below the book. If Amazon lists your name as the author, you're done.
- If your name is misspelled or you're not listed as an author, you'll have to do a little troubleshooting here to get the book on your author central page.

### WHAT TO DO IF YOU CO-AUTHOR A BOOK

If you are a co-author of any book, listen up. There are no shared author pages, rather, each individual co-author who is listed as a contributor can set up their own page and claim the book under their account. You can reference and give a link to each other's Author Pages in your biography or a blog post to share the love.

You will see some of the author's name hyperlinked to their Author Page, which means the other non-hyperlinked authors are missing out on the marketing potential of that product...#AuthorFail!

### 2. CUSTOMIZE YOUR AUTHOR PAGE URL

You can add your Amazon Page URL to your author email signature, your website, or your social media. You might want to customize your URL with something that looks more professional, such as <https://www.amazon.com/author/christieruffino> instead of <https://www.amazon.com/Christie-Lee-Ruffino/e/B00ITRP7N6>

This can create even more opportunities to get potential fans directly to your Amazon page filled with your Amazon books.

## HOW TO CUSTOMIZE YOUR AUTHOR PAGE URL:

- On the Profile tab, click add link next to "Author Page URL."
- A recommended URL will appear, but you can choose your own
- If the URL you typed is available, click Save.

## 3. MAKE YOUR INTERNATIONAL AUTHOR PAGES

Once you have your professional Author Page set, don't forget to setup and optimize your page for international markets.

You could miss out on heaps of sales if you ignore the international book market. There are 13 Amazon markets worldwide. Not all of them have Author Central yet, but there are at least four, in addition to the U.S. Amazon site.

Visit the sites below, translate (if you're using a Chrome browser, there's a translate option at the top of the page), and repeat the steps above starting with setting up your Author Central account.

- UK – <https://authorcentral.amazon.co.uk>
- German – <https://authorcentral.amazon.de/>
- France – <https://authorcentral.amazon.fr/>
- Japan – <https://authorcentral.amazon.co.jp/>