**AMAZON AUTHOR PAGE  
AUTHOR CENTRAL**

Last updated: 9/30/25

🛠️ How to Set Up Your Amazon Author Page (via Author Central)

1. **Go to Author Central**  
   Visit [https://author.amazon.com](https://author.amazon.com/) and sign in with your Amazon account. If you don’t have one, create a free account.
2. **Claim Your Books**  
   Once signed in, search for your books using your name or ISBN. Click “This is my book” to add them to your profile.
3. **Fill Out Your Author Bio**  
   Write a short, engaging bio. You can include your background, writing interests, and links to your website or social media.
4. **Add a Profile Photo**  
   Upload a professional-looking headshot. This helps readers connect with you.
5. **Link Your Blog or RSS Feed (Optional)**  
   If you have a blog, you can link it so new posts appear on your Author Page automatically.
6. **Add Events (Optional)**  
   You can list upcoming book signings, talks, or virtual events.
7. **Check Your Page on Amazon**  
   Your Author Page will appear on your book listings under your name. Make sure everything looks good!

Now, let's optimize -- 

Perfect, Betty. Here's a refined version of the Amazon Author Page setup guide—this time with a focus on visibility and conversion. It’s still simple and friendly, but now it nudges the author toward strategic choices that help sell books and build audience trust.

🚀 How to Set Up Your Amazon Author Page for Maximum Visibility & Conversion

1. **Sign Up at Author Central**

Go to [https://author.amazon.com](https://author.amazon.com/) and sign in with your Amazon account. If you don’t have one, create one—it’s free.

2. **Claim All Your Books**

Use the “Add Books” tool to search by title, author name, or ISBN. Claim every edition (print, ebook, audiobook) to ensure your Author Page appears across all listings.

✅ *Visibility Tip:* Your Author Page link shows up on every book you claim—so the more books, the more exposure.

3. **Craft a Compelling Author Bio**

Write a short, engaging bio that speaks to your ideal reader. Include:

* Your genre or niche
* A personal hook or story
* Awards or credentials (if relevant)
* A call to action (e.g., “Follow me for updates on new releases!”)

💡 *Conversion Tip:* Readers are more likely to buy when they feel a personal connection. Make your bio warm, clear, and reader-focused.

4. **Upload a Professional Author Photo**

Choose a clear, friendly headshot. Smiling, well-lit photos build trust and recognition.

📸 *Visibility Tip:* Your photo appears next to your bio and on your Author Page—make it memorable.

5. **Link Your Blog or RSS Feed**

If you have a blog, connect it so new posts appear automatically. This keeps your page fresh and shows readers you’re active.

🔄 *Conversion Tip:* Blog posts can deepen engagement and drive repeat visits.

6. **Add Events and Media Mentions**

List upcoming book signings, talks, or virtual events. You can also mention media coverage or interviews in your bio.

📣 *Visibility Tip:* Events and press build credibility and show momentum.

7. **Use Keywords Strategically**

In your bio and blog titles, include keywords related to your genre or themes (e.g., “cozy mystery,” “historical romance,” “fitness for women over 50”).

🧠 *Conversion Tip:* Keywords help Amazon’s algorithm surface your page in search results.

8. **Encourage Followers**

Ask readers to click “Follow” on your Author Page. Amazon will notify them of new releases.

📬 *Conversion Tip:* Followers = free launch visibility.

9. **Check Your Page on Amazon**

Search your name on Amazon and review your Author Page. Make sure everything looks polished and consistent.