

# How to Set Up Your Amazon Author Page

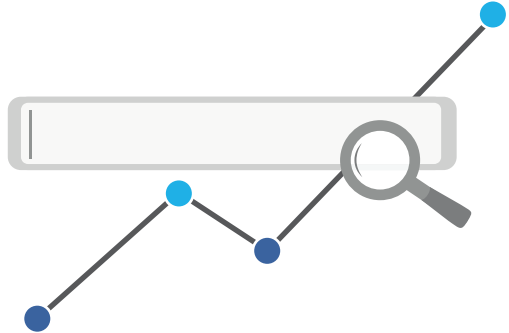


## 1

## Benefits of Creating an Amazon Author Page

*Amazon's Author Page can be a useful tool to connect with readers!*

- Amazon is one of the biggest channels for selling your book, so it's really worthwhile investing your time to develop an author page.
- Adding information and keywords to your page will enhance its SEO and help ensure the page appears high in search engine rankings.
- Adding information about you, and your work, helps readers get to know you and your subject area. These pages are also an ideal place to host additional information such as a biography, video and picture content.



## 2

## Author biography and bibliography

Once you've set up your page it is essential to include a biography and bibliography. This will not only help readers get to know you, but the keywords you add into here will influence search engine rankings.

### Other things you can add:

- Books you have written
- Biography and up to 8 photos
- Up to 8 videos
- A calendar of events, such as book signings
- Latest Tweets
- Most recent blog posts



## 3

## How to Set Up Your Amazon Author Page

Creating an Author Page allows you to group all your books under one profile, making it easier to see everything you have published on one page. This is great for your readers who will be able to find all your work in one place. You also have the option to add links to your social media accounts (such as Twitter) and share videos. It's a simple and effective way to attract more followers and raise your profile online.

### 1 Create an author page

Amazon has a variety of sites for different territories, and as you'll be addressing a global audience we strongly recommend you set up a page on both the UK and US & Canada sites at the very least. This will ensure your page is discoverable to a wide range of readers

US & Canada: <https://authorcentral.amazon.com>

UK: <https://authorcentral.amazon.co.uk/>

Other: [https://authorcentral.amazon.\[country suffix\]](https://authorcentral.amazon.[country suffix])

### 2 Keep your biography and bibliography up to date

The style is up to you – some authors prefer a more personal approach; others more formal.

### 3 Add an author photo

This should be a clear headshot with a resolution of at least 300 dpi.

#### **4 Add links to your website and social media accounts, where applicable**

A dedicated author website is preferable, but you can also add a link to your university or organisation's profile page as long as it is up to date.

If you are on Twitter, you can also add your Twitter name so that your latest tweets are displayed.

#### **5 Upload videos and other multimedia**

If you have filmed a short video about your book (no more than 2–3 minutes), or have done any media interviews, you can also embed them in your profile. (Also, don't forget to share your videos, interviews, and other multimedia with us!)

#### **6 Account is verified by Cambridge University Press**

We regularly review requests from individuals who wish to set up an Amazon author page in association with Cambridge University Press. This is so we can verify the credentials of each request before confirming the individual is one of our authors (you will not need to do anything else at this stage).

## 4


## How to make the most of your Amazon page

Adding a link to your email signature is a quick and easy way to share your work with colleagues and readers.

You can also share this page via social media (such as Facebook) and if you write for blogs, it's a handy way of quickly directing readers to find and purchase your book(s).



## Notes

 [authorhub@cambridge.org](mailto:authorhub@cambridge.org)

 [cambridge.org/authorhub](https://www.cambridge.org/authorhub)



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