

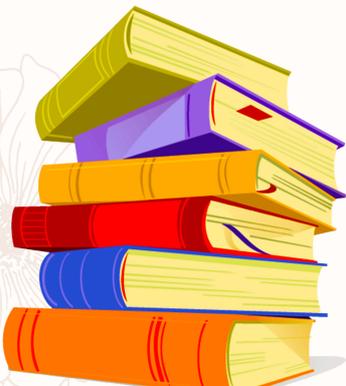


THE KDP PLAYBOOK: KEYWORDS EDITION

Did KDP just drop a plot twist on keyword rules? 😬
Yeah, it's like walking into your favorite bookstore and finding half the shelves rearranged... and no, there's no map.

But don't freak. I've done the digging so you don't have to spend hours decoding the new "what's allowed" and "what's banned" drama. Let's turn KDP chaos into clarity, and helping your book get seen without accidentally breaking the rules.

Make your keywords work smarter, not harder, and get your content front-row seats in the algorithm's spotlight.



Your marketing bestie
Max - The Bookish Brew



WHAT'S A KDP KEYWORD?

Imagine if your book had a Tinder
profile. ➡️📱

Swipe right =
Your ideal reader finds it.
Swipe left = crickets. 🦗

That's basically a KDP keyword:
It tells Amazon who your book is for
so it shows up in search results and
“books like this” suggestions.



WHY IT MATTERS?

Because no one wants their book hiding in Amazon like that one sock that disappears in the dryer. 🧦

Good keywords = instant visibility.
Your book pops up in front of readers who will obsess over it like Ross obsessing over his sandwich. 🥪

Bad keywords = crickets.
Your book gets ignored like Ross during the “pivot” scene...struggling, awkward, and slightly tragic. 😞



THINK LIKE A READER

Ask yourself

'If I were a reader, what would I search for a book like mine?'

“Fantasy” is a broad term and not exactly specific to your book.

Think “slow-burn fae romance with a prince who broods better than Damon Salvatore.



USE PHRASES, NOT SINGLE WORDS

Phrases are more specific and better for targeting.

“Fantasy” = meh.

“Cozy fantasy with a tea shop”
= jackpot!

Your readers are searching like Google detectives. 🔍



TROPES + YOUR TWIST

Combine classic + unique.

“Grumpy sunshine dragon shifter” or “arranged marriage fae court intrigue.”

Basically, your book’s elevator pitch... in a keyword. 🚀



SKIP FILLER WORDS

No “and,” “the,” “of”
unless needed.

Amazon ignores them
anyway.

Less fluff =
More search magic.



BONUS TIP

Keep a running keyword bank.

Notebook, spreadsheet, sticky notes... whatever.

Every TikTok, Bookstagram, or Amazon phrase that vibes with your book?

Add it.

Your future self will thank you. 🙌



XOXO

YOUR FAVOURITE
MARKETING WING WOMAN

The Bookish Brew