



Kindle Book Titles that Sell

Purpose

The purpose of this lesson is to give insight into choosing a title. It will cover the difference between choosing for ranking in Google and ranking in Amazon, how to choose the right title, and whether or not to use a subtitle.

Choosing Your Title

The title appears and is hyperlinked on either the Kindle device, Amazon or other places people are finding your books (e.g. Google).

There are a couple of things to think about when creating your title. First, you need to determine what your goal is with the book. A couple of example goals are:

- ranking in Google
- ranking in Amazon

While on the one hand these two are not necessarily distinct from one another, there are certain considerations that are specific to each.

Ranking in Google

If you're wanting to achieve some fast and solid rankings (e.g. good SEO results with Google), creating a title that has the keyword in the beginning of the title is very important.

This is true for a couple of reasons. One reason is long titles get cut off in Google SERPs (search engine results page), so if the book does have a long title, having the keyword in the beginning ensures it appears in the SERP title after the cut-off. This doesn't mean Google doesn't use the whole book title when determining ranking, but having long titles won't necessarily be the best thing for it. Ideally a shorter title (e.g. less than 70 characters, including spaces) with the keyword near the beginning of it should work well for both display and SEO purposes.

Another reason to use a shorter title and have the keyword near the beginning of it is that the title gets cut off in the URL. Another factor in how Google ranks is how the URL wording matches with the title so, if possible, use shorter titles to get the URL to match with the actual title.

A good example of this is Kindle book "Uncle Garfunkel's Winning Twinings Rhyme and Reason Quiz Book 2". The title displayed in SERPs shows the title cut off after "and". The URL appears as follows:

<http://www.amazon.com/Garfunkels-Winning-Twinings-Reason-ebook/dp/B0060UVA08>



Notice that not all words from the title are in the URL. As well, one's been added ("ebook").

Ranking in Amazon

All this applies if ranking in the search engines is your goal. If, however, your goal is simply to sell a lot of books within Amazon, length and keyword-stuffing of your title isn't that important. It is possible to get ranked in Amazon without your keyword in the title. You can include it in your product description and get people to include it in reviews, tags and that sort of thing. Amazon will simply take note that the book is related to the keyword without concern as to whether the keyword is in the title or not.

The Right Title

Now all that remains is to create a title that really sells. This means creating meaningful titles that tell exactly what the book is about. Short, snappy titles can do this and avoids the problem longer titles have, such as being cut off when displayed on Amazon or, in particular, your Kindle device. For example, "Vintage Cookie Recipes" is clear, concise, tells exactly what the book is about and displays well on Amazon and on your Kindle device.

Using Subtitles

Another tactic you can use to improve your title is to add a subtitle. By adding a subtitle, you can expand on the title, providing definition where the title alone might not.

For example:

Running SUCKS! How to Run for Fast Weight Loss – For Busy Women Who HATE Running

"Running SUCKS!" is a big and bold statement but lacks clarity. Running from? To? The subtitle provides the answer.

Another example:

The Holy Bible: Authorized King James Version KJV Holy Bible (ILLUSTRATED) (King James Bible – Church Authorized Version | Authorised Bible)

If all you had was "The Holy Bible" you wouldn't know what version, etc. The subtitle clears up the confusion.

Note: Having a subtitle doesn't mean your book will do better or worse, but if your title says enough about your book then adding a subtitle is not necessary.



Conclusion

As you can see, deciding on a title for your book really all depends on your specific niche, your competitors, and what you want you actually want the title to be. A good title is one that clearly defines what your book is and draws people's attention without you trying to be so clever with it that they end up having no idea what the book is about. You shouldn't have to keyword-stuff it unless you're trying to rank with Google, in which case the keyword may be the only thing you want in the title or at least have it appear at the beginning of it.