



## Search engine optimization (SEO) for authors

The most important rule of thumb for search engine optimized texts is: Write for your audience. The goal of search engines like Google is to provide users with the best and most relevant search results. If you want your book to be at the top of the search results, give people what they want. Search engine optimization (SEO) is more than just a series of tricks – it's about relevance. By following a few simple rules, you can help Google present your book to the right audience.

## Why is SEO important for book publications?

First of all, write your marketing texts for users, but remember that nowadays our website content is constantly crawled and indexed by search engines. With a few optimization measures you can help make your books easy to find, read, and use. Search engines rank websites according to a complex algorithm: More than 200 factors determine the order in which the search results are displayed. Therefore, we constantly optimize our websites to support search engines in searching and indexing and to make our content as easy to find as possible.

With the following tips you can support us in our work:

## Tips for keyword research

- Determine the search intention of the users. These 6 questions will help you:
  - How would I search for the title?
  - What kind of result do users expect when searching for these keywords?
  - Would my title be a useful addition to the existing search results?
  - Are there synonyms or other phrases I should use?
  - In which categories/disciplines would you expect the title?
  - Are there any questions that a user could ask, that the title answers?
- Define a main keyword and integrate it meaningfully into your book title, the USPs, the meta-description and the information text, but avoid the excessive use of the keyword. A pure sequence of words is unpleasant for the user to read and is therefore also "punished" by search engines ranking it lower.
- Define additional keywords (relevant general, more specific long tail keywords, synonyms, variations and abbreviations).
- Collect a total of 5-10 relevant keywords that reflect the content of your book and the way users would search for that content.
- Use one of these free keyword tools as support for your keyword research:
  - Check Google Suggestions and related searches
  - [Ubersuggest](#) (All possible combinations around your main keyword, from A-Z and 0-10)
  - [GoogleTrends](#) (Shows how often a specific search term is used relative to the total search volume – in different regions of the world and different languages)
  - [Answer the Public](#) (Tool for researching longtail keywords in question form)
  - [Keywords Everywhere](#) (Browser Add-On for querying the search volumes of certain keywords)

### SEO checklist for your book title:

Therefore, your titles (and subtitles) should:

- ✓ be **descriptive** so that users know immediately what it is all about.
- ✓ **not** be designed too **creatively or poetically**.
- ✓ necessarily **answer any questions users may have** instead of raising new ones.
- ✓ ideally be **no longer than 50 characters**.
- ✓ pick up the **main keyword** or the **main keyword phrase**.
- ✓ **not to be formulated too generally**. One-word titles or very generic titles (such as socialization) run the risk of drowning in the mass of search results.
- ✓ be as **unique** as possible.

### 7 Tips for Formulating the USPs

- ✓ Answer the question: Why should I read / buy this title?
- ✓ Write only 3 short and concise USPs per book.
- ✓ Stay between 60 and 120 characters.
- ✓ Use only one idea per USP.
- ✓ Remember: The USPs should emphasize the benefits for the reader.
- ✓ Answer questions instead of asking them.
- ✓ Formulate as actively as possible.
- ✓ Does your title solve a problem? Then make that clear.

## Notes on formulating the meta-description

The meta-description is a HTML tag, whose content is usually displayed under the blue clickable link on the search results page. Consider the meta-description as a kind of preview for the product page of your book.

Therefore:

- ✓ **Do not repeat the title** of the book.
- ✓ **Do not use quotation marks**, as search engines will cut off all descriptions that follow the quotation marks.
- ✓ **Insert the media** so that users know it is a book, manual, or reference work.
- ✓ Make sure that your meta-description is between **250 and 300 characters** long.

## 7 steps to a good information text

- ✓ Write an **advertising** text that offers **more than** just a **summary**.
- ✓ Formulate a **first sentence** that **encourages further reading** and contains the most important **purchase incentive**.
- ✓ It is **not necessary to describe the topic or field** again.
- ✓ Don't be unnecessarily modest. **Name the advantages of the book directly** instead of just hinting at them.
- ✓ **Explain the question** of your book, but just **teaser the solution**.
- ✓ Pay attention to a **natural use of** the appropriate **keywords**...
- ✓ .... and **avoid** at all costs **turning the text into a mere list of keywords**.

## Recommendations on format and style of the information text

Studies have shown that users have different reading habits on a screen. Instead of reading the contents of websites word for word, they scan the texts for the relevant information only.

Promote this behavior by:

- Using **lists** and **enumerations** in the appropriate place.
- Writing product texts with a length of **200 to 300 words**.
- Splitting the text into **several paragraphs**. This also makes it easier to read on the screen.
- Including longtail keywords within the text in the form of **questions and answers** and, if possible, arrange them systematically.

## 5 tips on the author's biography

- ✓ A good reputation counts: Make it clear why you are an expert on the subject.
- ✓ If necessary, refer to your previous publications in a similar area.
- ✓ Be sure to write different biographies when publishing in different subject areas.
- ✓ Limit yourself to the essentials. It is not necessary to reproduce your complete CV.
- ✓ With an interesting detail from your non-scientific life you can loosen up the biography and make yourself more accessible to the readers.