



The AI Search Revolution

Optimizing your books for the future of search





I'm Ricardo Fayet,
Founder at reedsy.com
ricardo@reedsy.com

Here's what we'll cover:

I. Search is changing (fast)

- Google goes all-in with AI Mode
- New players rise to challenge: ChatGPT, Claude, Perplexity
- Amazon introduces Rufus

II. How does AI search work?

- Longer, conversational searches
- Query fan-out & vector embeddings
- Creepy personalization

III. How can I maximize my books' visibility in an AI world?


- Secret findings from analyzing 300 ChatGPT recommendations






Search is changing (fast)






Google: AI Overviews and AI Mode


 best romantasy books with female protagoni X 🔍 🧪 ⚙️ 🖱️


 AI Overview  +3

Popular romantasy series with strong female protagonists include **Sarah J. Maas's A Court of Thorns and Roses and Throne of Glass**, Rebecca Yarros's **Fourth Wing**, and Carissa Broadbent's **Daughter of No Worlds**. Other highly-rated options feature diverse settings and themes, such as Naomi Novik's fairytale-inspired **Spinning Silver** and Lila Gwynn's fantasy romance **The Orc and Her Bride**. 



**A Court of Thorns and Roses**
by Sarah J. Maas: A very popular series that helped popularize the term "spicy fantasy" and features a high fantasy romance with a strong female lead. 

Show more 

 Reddit · r/fantasyromance
80+ comments · 2 years ago




Looking for fantasy romances with female leads who will ...



I love Kate Daniels and the Hidden Legacy series! I would say all the female main characters they write are very strong. I just caught up on the ...

Adult Fantasy with Strong Female Protagonist - Reddit 236 posts Jan 5, 2022


Fantasy books with strong (BUT likeable) female lead ... 35 posts Jul 1, 2023

More results from www.reddit.com

 AI Mode All Images Videos News More   [Sign in](#)



 

best romantasy books of 2025

While definitive "best of" lists for 2025 are still forming, several highly anticipated romantasy books have been published this year or are set for later release, including sequels from popular authors and promising new titles. 

Highly anticipated sequels

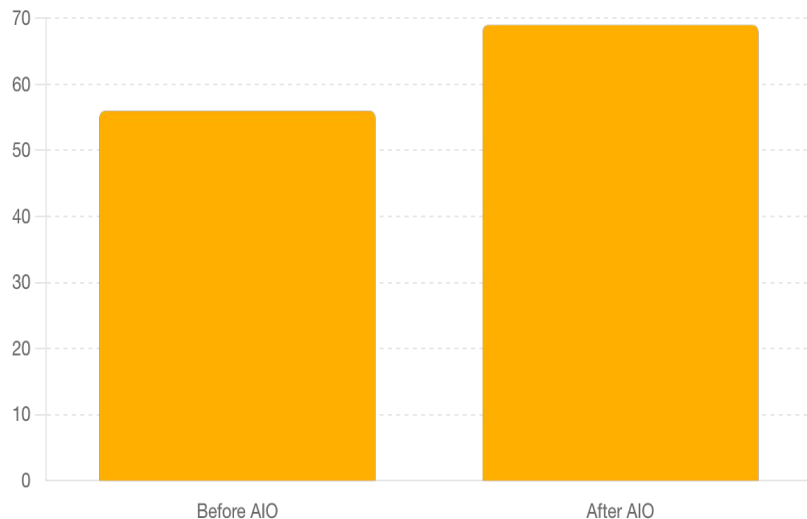
- **Onyx Storm** by Rebecca Yarros: The highly anticipated third installment of *The Empyrean* series, continuing the story of Violet Sorrengail's journey in the dragon-riding quadrant of Basgiath War College.
- **Fearless** by Lauren Roberts: The concluding installment of the *Powerless Trilogy* arrives in 2025. This series follows an Ordinary girl navigating a kingdom of powerful Elites.
- **Accomplice to the Villain** by Hannah Nicole Maehrre: The third book in the rom-com series about a villain's assistant, featuring magical mayhem and a slow-burn romance.
- **Rebel Witch** by Kristen Ciccarelli: The second book in the *Crimson Moth* duology, which follows a witch fighting for survival amid forbidden magic and romance.
- **Cursebound** by Saara El-Arifi: The sequel to *Faebound* continues the dark fantasy series, where a powerful curse threatens the Yeeran people.

Ask anything  

A significant rise in “zero-click” searches

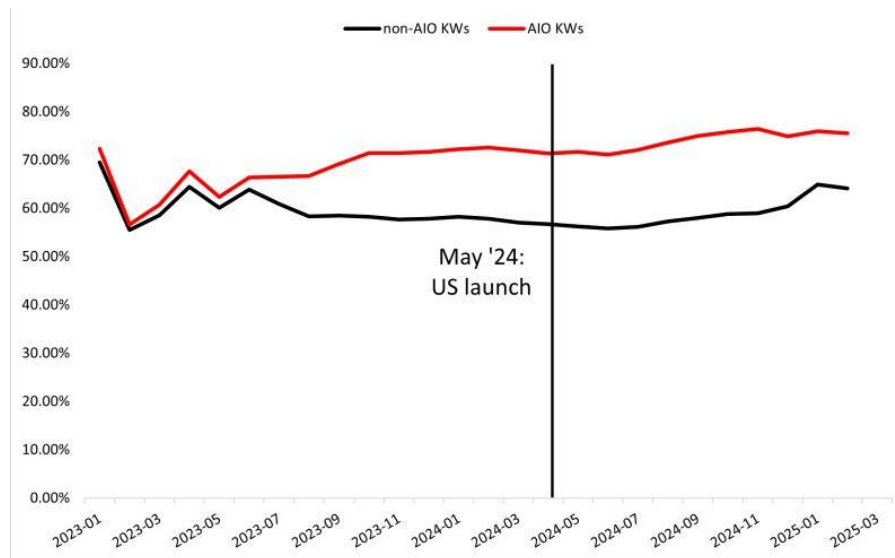
% of Google searches with “no click”

Data by Pew Research Center




Zero-click share for keywords showing vs. not showing AI Overviews

Datasource: Similarweb



Already a massive impact on publishers



REGISTER LOGIN


DIGITAL CONTENT NEXT
Advancing the Future of Trusted Content

Research / Insights on current and emerging industry topics

Facts: Google's push to AI hurts publisher traffic

DCN member data, which echoes Pew Research, shows what Google won't admit: AI overviews siphon attention, erode publisher traffic, and harm the open web's promise of discovery.

August 14, 2025 | By Jason Kint, CEO – DCN
@jason_kint



Search icon


User icon

Publishers fear AI summaries are hitting online traffic

2 days ago


Suzanne Bearne Technology Reporter

Share Save



Getty Images


Newspapers are banking on online revenue to replace falling circulation



US

News Opinion Sport Culture Lifestyle

UK US politics World Climate crisis Middle East Ukraine Football



Artificial intelligence (AI)

This article is more than 1 month old

AI summaries cause 'devastating' drop in audiences, online news media told

Exclusive: Study claims sites previously ranked first can lose 79% of traffic if results appear below Google Overview

Meanwhile, other search engines emerge



ChatGPT



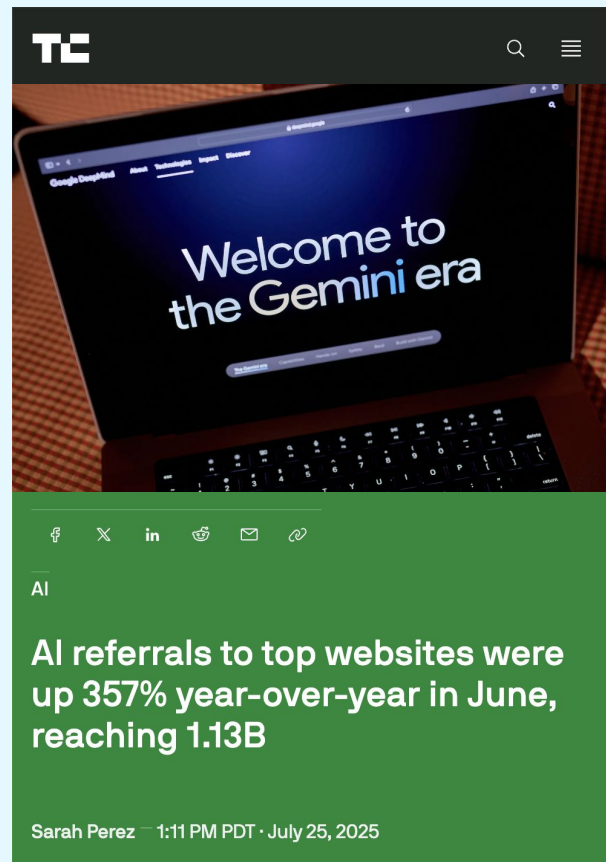
perplexity



Claude

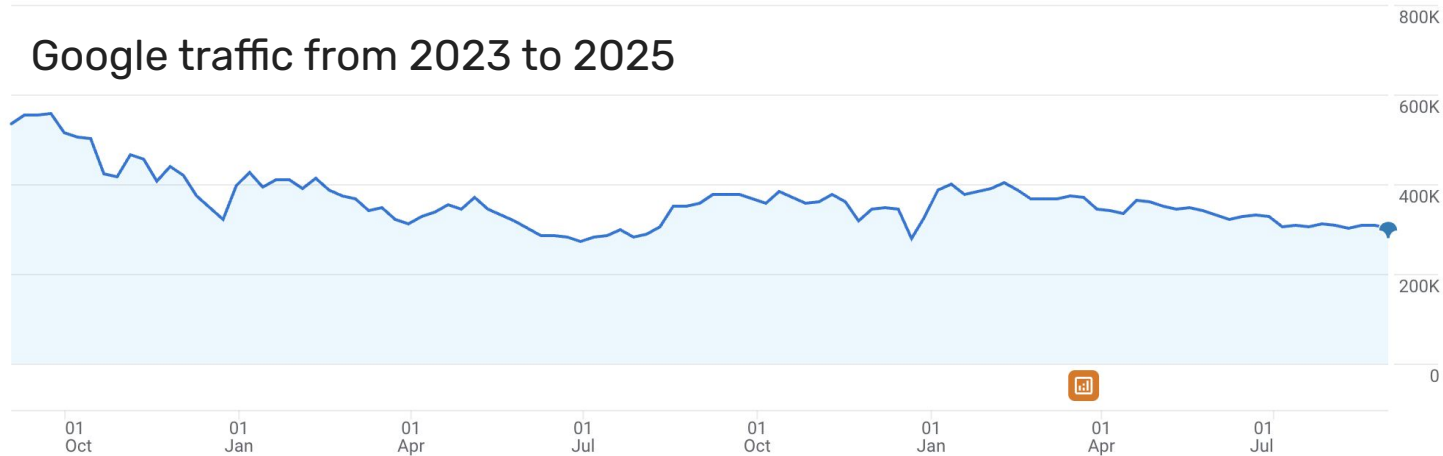


Gemini



**This not only affects big publishers.
It affects all of us.**

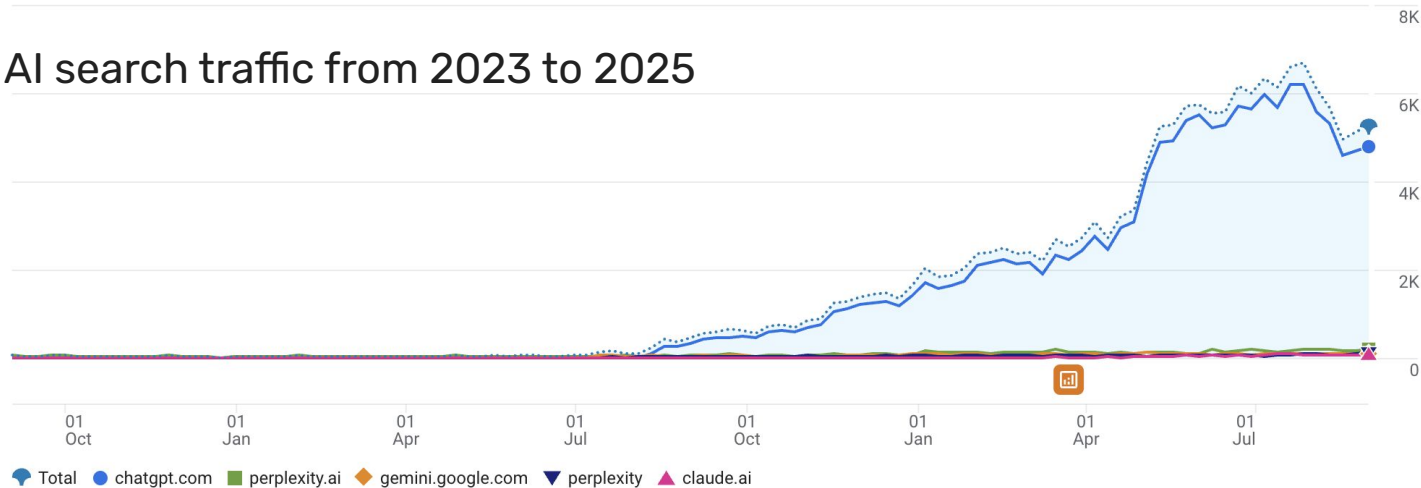
Google traffic from 2023 to 2025



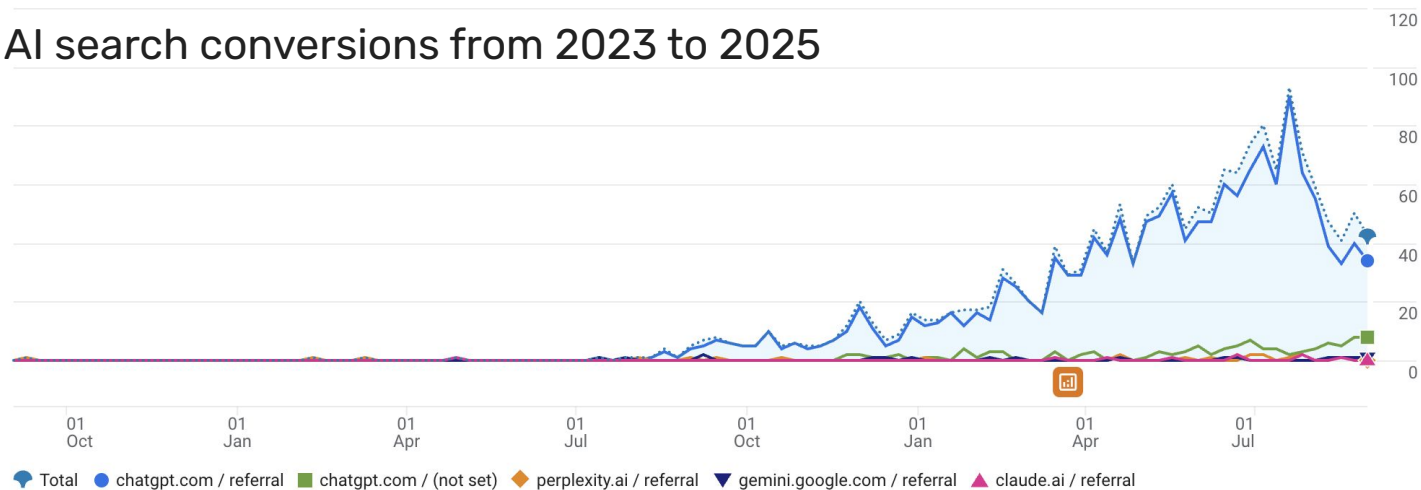
Google conversions from 2023 to 2025



AI search traffic from 2023 to 2025



AI search conversions from 2023 to 2025



AI search is coming everywhere... including Amazon

The screenshot shows the Amazon website interface. At the top, the Amazon logo is on the left, and navigation links like 'Amazon Locker', 'Hello, Ricardo', and 'Returns & Orders' are on the right. A search bar in the center contains the text 'how to market a book ricardo fayet'. Below the search bar, a navigation bar lists various categories like 'All', 'Amazon Haul', 'Same-Day Delivery', etc. The main content area shows search results for 'how to market a book ricardo fayet'. On the left, there are filters for 'Customer Reviews', 'Book Format', 'Condition', and 'Department'. The results list two books by Ricardo Fayet: 'How to Market a Book: Overperform in a Crowded Market (Reedsy Marketing Guides Book 1)' and 'Amazon Ads for Authors: Unlock Your Full Advertising Potential (Reedsy Marketing Guides Book 2)'. Each book entry includes its title, author, publication date, rating, and price. An overlay window for 'Rufus ai' is positioned in the lower-left corner. It displays the same search query and provides a summary of results, stating 'I found several excellent books by Ricardo Fayet and other authors on book marketing! Here are the top recommendations:'. It lists 'Ricardo Fayet's Marketing Guides' and shows a recommendation for 'How to Market a Book: Overperform in a Crowded Market' by Ricardo Fayet, including its rating and format. At the bottom of the Rufus window is a text input field labeled 'Ask Rufus a question'.

amazon Amazon Locker - Pink... Colorado ... 80906 All how to market a book ricardo fayet

5 results for "how to market a book ricardo fayet" Sort by: Featured

Customer Reviews
★★★★☆ & Up

Book Format
Kindle Edition

Condition
New

Department

Results
Check each product page for other buying options.

Previously viewed

How to Market a Book: Overperform in a Crowded Market (Reedsy Marketing Guides Book 1)
Book 1 of 2: [Reedsy Marketing Guides](#) | by [Ricardo Fayet](#) | Jan 25, 2021
4.5 ★★★★★ (1.4K)
Kindle "Thinking about where readers find books like yours is the first step toward marketing them."
Highlighted by 719 Kindle readers
Paperback
\$15⁹⁹
\$9.99 pickup **Wed, Oct 15**
More Buying Choices
\$7.99 (3+ used & new offers)
Hardcover
\$23⁹⁹
\$9.99 pickup **Wed, Oct 15**

Amazon Ads for Authors: Unlock Your Full Advertising Potential (Reedsy Marketing Guides Book 2)
Book 2 of 2: [Reedsy Marketing Guides](#) | by [Ricardo Fayet](#) | Jan 9, 2023
4.5 ★★★★★ (188)
Kindle
Paperback
\$15⁹⁹
\$9.99 pickup **Wed, Oct 15**
More Buying Choices

Rufus ai
how to market a book ricardo fayet

I found several excellent books by Ricardo Fayet and other authors on book marketing! Here are the top recommendations:

Ricardo Fayet's Marketing Guides [See more](#)

How to Market a Book: Overperform in a Crowded Market
by Ricardo Fayet
4.5 ★★★★★ (1.4K)
Kindle Edition

Ask Rufus a question

**Online search is about to become a
completely different experience**

Gemini

2.5 Flash

Can you recommend five romantasy books, released this year, that feature enemies-to-lovers but have NO explicit sex scenes? They should ideally be well-reviewed and if possible, feature faes or other magical creatures.

◆

Here's the plan I've put together. Let me know if you need any changes before I start researching.

Romantasy Books: Clean Enemies-to-Lovers

📄 Research Websites

(1) Identify newly released romantasy books in 2025.

🛡️ What do you want to research?

+

🔍

🔍 Deep Research

×

🎤

Gemini can make mistakes, including about people, so double-check it.

[Your privacy and Gemini](#)

🔍 Romantasy Books: Clean Enemies-to-Lovers

ContentsExportCreate

IV. Quick Reference Guide

Title	Author	Release Date	Enemies-to-Lovers (Confirmed)	Explicit Sex Scenes (Confirmed)	Magical Creatures/Elements (Confirmed)	Overall Review Sentiment
<i>A Language of Dragons</i>	S.F. Williamson	January 7, 2025	Yes	No	Dragons	Highly Praised, Well-Reviewed
<i>Immortal</i>	Sue Lynn Tan	January 7, 2025	Yes	No	Immortals, God of War, Magical Beings	Highly Praised, Well-Reviewed
<i>Rebel Witch</i>	Kristen Ciccarelli	February 18, 2025	Yes	No	Witches, Magic	Highly Praised, Well-Reviewed
<i>The Wind Weaver</i>	Julie Johnson	April 8, 2025	Yes	No	Halflings, Elemental Powers, Fae, Beasts	Highly Praised, Well-Reviewed
<i>Blood Beneath the Snow</i>	Alexandra Kennington	March 11, 2025	Yes	No	God-touched powers, Masked Enemy, Norse lore	Highly Praised, Well-Reviewed

How do we ensure our books remain visible in this new search era?



The main principles of AI search



The five main principles of AI search

I. Longer, conversational searches

- Search volume is about to become obsolete

II. Query fan-out

- One search triggers many searches

III. Vector relevance

- The age of “keyword matches” is over

IV. Personalization

- One search, many different answers

I. Longer, conversational searches

“According to our recent study on AI Overviews, queries showing an AIO with 8+ words have grown 7x since AIOs launched in May 2024.”

— BrightEdge

“We launched AI Overviews last year at I/O, and since then there's been a profound shift in how people are using Google Search. People are coming to Google to ask more of their questions, including more complex, longer and multimodal questions.”

— Google Blog

I. Longer, conversational searches

Best romantasy
books of 2025

Can you recommend five romantasy books, released this year, that feature enemies-to-lovers but have NO explicit sex scenes? They should ideally be well-reviewed and if possible, feature faes or other magical creatures.

Are there any romantasy series based on African mythology, with a slow-burn romance like ACOTAR, and published recently?

What are the best romantasy series published this year (based on Goodreads ratings and reviews)?

I. The implications on search volume

Best romantasy books of 2025

→ 1000 searches

Can you recommend five romantasy books, released this year, that feature enemies-to-lovers but have NO explicit sex scenes?

→ 1 search

Are there any romantasy series based on African mythology, with a slow-burn romance like ACOTAR, and published recently?

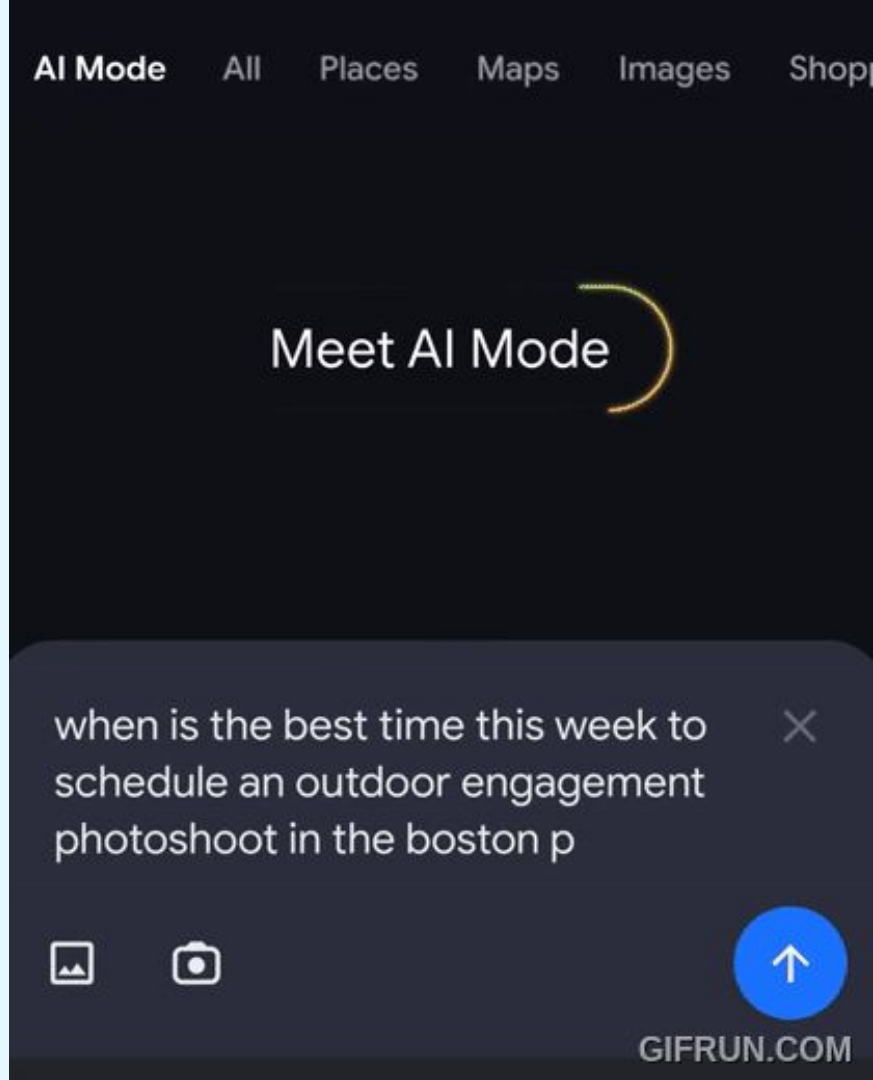
→ 1 search

What are the best romantasy series published this year (based on Goodreads ratings and reviews)?

→ 1 search

II. Query fan-out

The AI search engine takes your search, analyzes it, and launches dozens of different *traditional searches* related to it to build a *corpus* of relevant documents.



II. Query fan-out

Configuration

Gemini API Key

..... 


Enter your query

should ideally be well-reviewed and if possible, feature faes or other magical creatures.”

Search Mode

☐ AI Overview (simple)

☒ AI Mode (complex)

Run Fan-Out 



Qforia: Query Fan-Out Simulator for AI Surfaces

✅ Query fan-out complete!



Model's Query Generation Plan

◆ Target Number of Queries Decided by Model: 28

◆ **Model's Reasoning for This Number:** *The user query is multifaceted, requiring exploration of several aspects: genre (romantasy), release year, plot element (enemies-to-lovers), content rating (no explicit sex), critical reception (well-reviewed), and specific magical creatures (faes). To comprehensively cover these aspects and explore potential variations, a higher number of queries is necessary to ensure a thorough and diverse set of results. This includes exploring different phrasing, related genres, comparative analyses, and expanding on the specified magical creatures.*

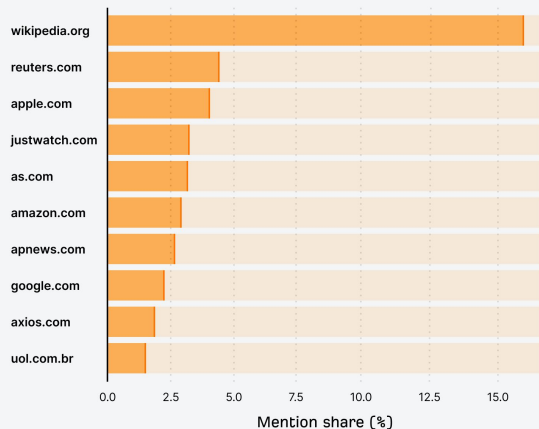
◆ Actual Number of Queries Generated: 26

II. Query fan-out

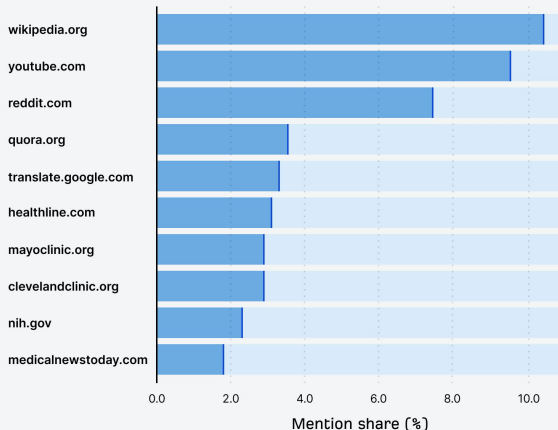
Query	Type	User intent
Top 3 romantasy novels with enemies-to-lovers trope, published in 2024, rated 4 stars or higher, and no explicit sex scenes.	reformulation	To find high-quality romantasy books fitting the criteria.
Best-reviewed 2024 romantasy books featuring enemies-to-lovers, suitable for mature young adults (clean romance).	reformulation	To filter out overly explicit content.
Romantasy novels with fae characters and enemies-to-lovers plot, released 2024: Goodreads reviews.	related_query	To leverage a specific review platform.
Compare and contrast 2024 romantasy books with enemies-to-lovers: fae vs. other magical creatures.	comparative_query	To compare different subgenres within romantasy.
2024 romantasy books: enemies-to-lovers without explicit content – recommendations from fantasy book bloggers.	related_query	To find recommendations from trusted sources.
Are there any 2024 romantasy novels with a slow-burn enemies-to-lovers plot and no explicit sex scenes, featuring selkies?	entity_expansion	To explore alternatives to fae.
Recommendations for clean romantasy novels released in 2024, featuring witches and an enemies-to-lovers dynamic.	entity_expansion	Explore alternative magical creatures.
I prefer heartwarming stories: suggest three well-reviewed 2024 romantasy books with enemies-to-lovers and no explicit sex.	personalized_query	To personalize the recommendations based on preference.

II. Where do AI engines pull their information from?

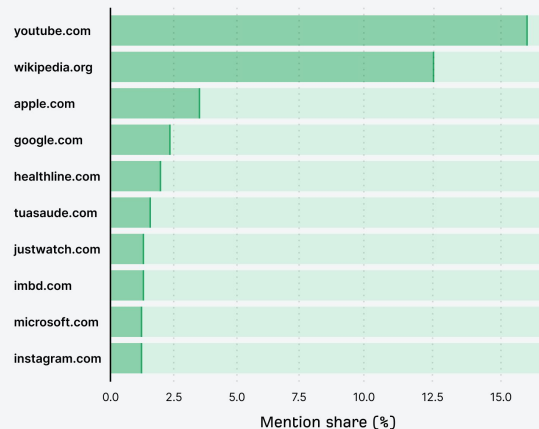
ChatGPT Top 10 mention share



AI Overviews Top 10 mention share



Perplexity Top 10 mention share



Top 10 websites by mentions for each AI assistant. Source: [Ahrefs](#).

III. Vector relevance vs keyword matches

Currently, the search algorithms of all retailers (including Amazon) rely on *keyword matches* in metadata.

This is terribly inefficient and will inevitably change.

The screenshot shows the Amazon website interface with a search for "small town romance". The search bar at the top right contains the text "small town romance" and a magnifying glass icon. Below the search bar, the results are displayed in a grid format. On the left side, there are filters for Department, Prime Reading, Kindle Unlimited, Word Wise, Customer Reviews, New Releases, and Language. The main content area shows three book results, each with a cover image, title, author, and rating. The first result is "The Wild Side: A Small Town Friends-To-Lovers Romance (The Wild Westbrooks Series)" by Cassie-Ann L. Miller, with a 4.2-star rating. The second result is "When We Break: A Small Town, Cowboy Romance (The Blackwells of Montana Book 2)" by Kristen Proby, with a 4.5-star rating. The third result is "Beautiful Thing: A Small Town Best Friend's Brother Romance (The Brighton Family Book 6)" by Cassie-Ann L. Miller, with a 4.5-star rating. The interface is in English and shows the user's location as Colorado.

amazon Amazon Locker - Pinku... Colorado ... 80906 Kindle Store small town romance EN Hello, Ricardo Account & Lists Returns & Orders Cart

All Rufus Same-Day Delivery Medical Care Saks Best Sellers Amazon Basics Pet Supplies Household, Health & Baby Care Amazon Home

books Categories New & Trending Deals & Rewards More Your Books Best Books of 2025 So Far

1-16 of over 50,000 results for "small town romance" Sort by: Featured

Department
< Any Department
Kindle Store
Kindle Active Content
Kindle eBooks
Kindle Newspapers
Kindle Newsstand
Kindle Short Reads
Kindle Singles

Prime Reading
☐ Prime Reading Eligible

Kindle Unlimited
☐ kindleunlimited

Word Wise
☐ Word Wise Enabled

Customer Reviews
★★★★☆ & Up

New Releases
Last 30 days
Last 90 days
Coming Soon

Language
☐ English
☐ Spanish
☐ German
☐ French
☐ Italian
☐ Afrikaans
☐ Dutch
See more

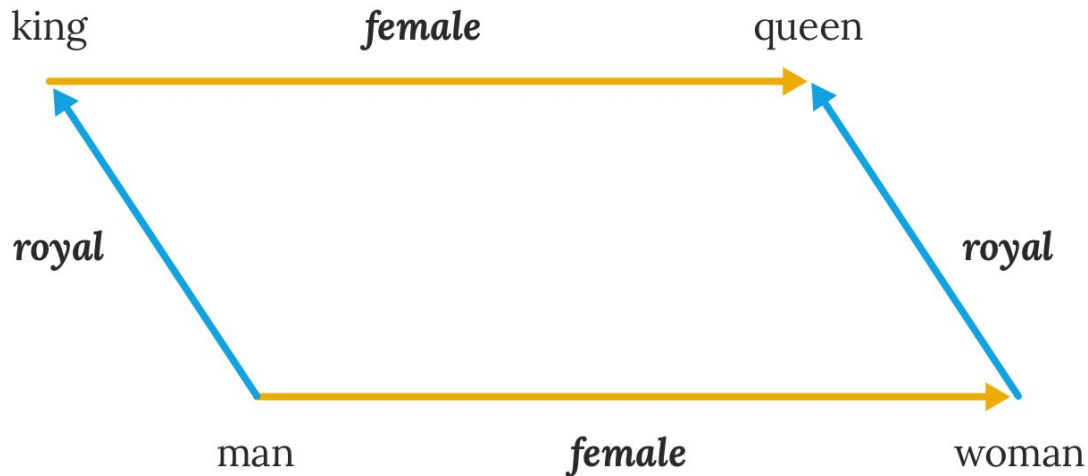
Results
Check each product page for other buying options.

The Wild Side: A Small Town Friends-To-Lovers Romance (The Wild Westbrooks Series)
Book 1 of 4: The Wild Westbrooks | by Cassie-Ann L. Miller | May 12, 2022
4.2 ★★★★★ (7.7K)
Kindle Edition
"I want to be with you, Meghan. In a relationship. I want you to be my girlfriend."
Highlighted by 462 Kindle readers

When We Break: A Small Town, Cowboy Romance (The Blackwells of Montana Book 2)
Book 2 of 5: The Blackwells of Montana | by Kristen Proby | May 8, 2025
4.5 ★★★★★ (3.9K)
Kindle Edition

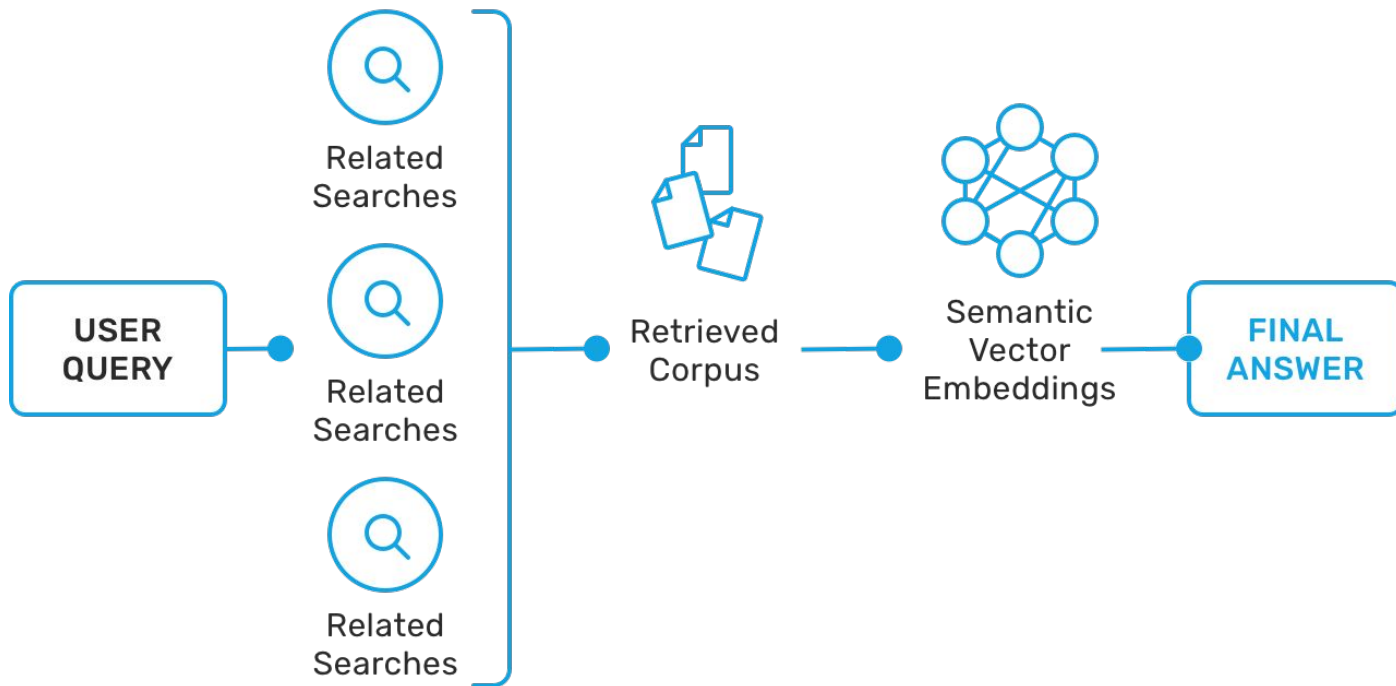
Beautiful Thing: A Small Town Best Friend's Brother Romance (The Brighton Family Book 6)
Book 6 of 6: The Brighton Family | by Cassie-Ann L. Miller | Feb 24, 2025
4.5 ★★★★★ (1.3K)
Kindle Edition

III. What the heck are “vectors”?



Vectors are numerical representations of data (typically words, phrases, or sentences) which capture semantic meaning and relationships.

III. Understanding vector relevance



IV. Personalization

"Can you recommend three Cold-War-era historical thrillers set in Berlin, released within the last three years?"



Book A
Book B
Book C




Book D
Book B
Book E



Book A
Book E
Book F

IV. Personalization: what do your results depend on?

- Your search (obviously)
- Your previous searches
- Your previous browsing history
- Your previous purchasing history
- Your social media history
- Etc.



These are all converted into user information *embeddings* and fed into the relevance scoring engine.

Personalized search results have a
massive implication on SEO:
ranking for a search doesn't mean
anything anymore.



A practical case study of 300 AI book suggestions



Sneak peek: 300 AI book recommendations

The methodology:

- 100 prompts in ChatGPT 5.
- Each prompt asks for 3 book recommendations.
- Varied prompts across all commercial and literary fiction genres.



The result: a list of 300 AI-recommended books. Let's analyze them!

Sneak peek: 300 AI book recommendations

Published by...	Percentage
Big Five	63%
Independent publisher	29.66%
Self-published	7.33%

Goodreads data	
Average # review	35,493
Average rating	3.9
% books with rating < 3.5	10%

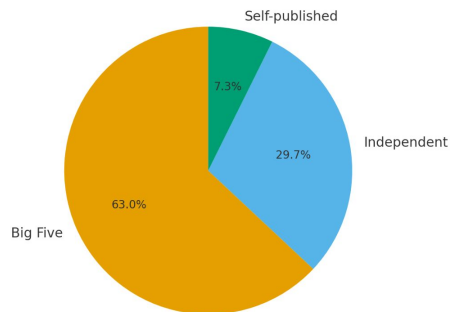
Published in...	% (recency bias)	% (no bias)
2024-2025	63.39%	6.84%
2020-2023	31.15%	17.95%
Before 2020	5.46%	75.21%

Google Books Library	Percentage
Available	99%
Not available	1%

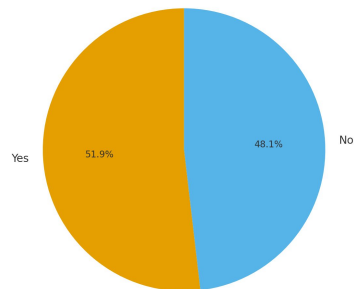
Wikipedia page?	Percentage
Yes	51.85%
No	48.15%

Sneak peek: 300 AI book recommendations

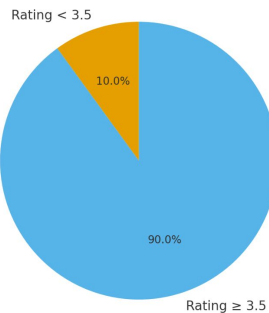
Published by



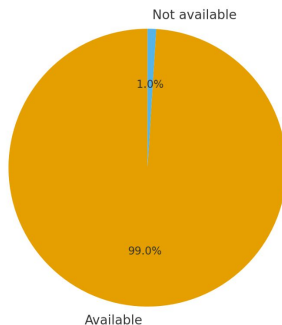
Authors with Wikipedia Pages (297 books)



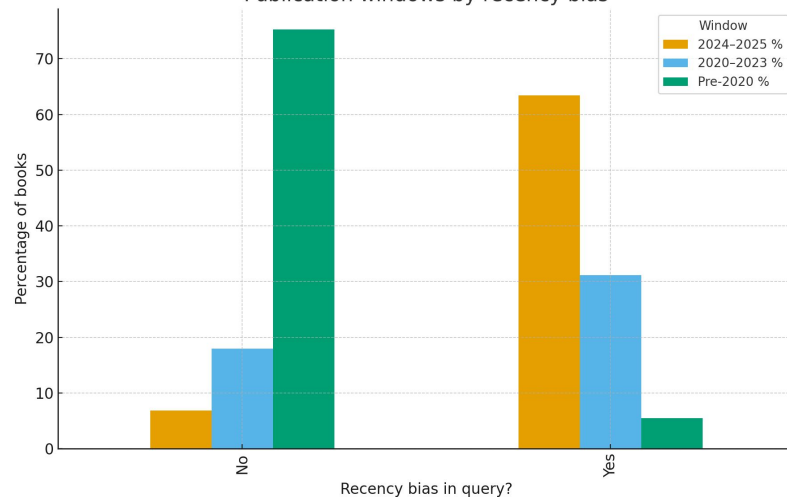
Goodreads Ratings



Google Books Library



Publication windows by recency bias

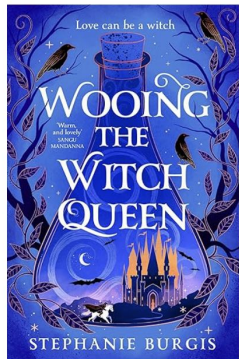




Tips to stand out in an AI search world



Tip #1: Keep consistent, descriptive metadata



Wooing the Witch Queen:
Maleficent meets romantasy in the
start of a hilarious new trilogy
(Queens of Villainy Book 1) Kindle

Edition

by [Stephanie Burgis](#) (Author) | Format: Kindle Edition

4.2 ★★★★★ (518)

3.8 on Goodreads 4,052 ratings

[Book 1 of 2: Queens of Villainy](#)

[See all formats and editions](#)

Wooing the Witch Queen by Stephanie Burgis is the start of a delightful, funny and seductive romantasy trilogy, set in a gaslamp-lit world where hags and ogres lurk in thick pine forests and genteel court intrigues can turn deadly . . .

'This is a warm and lovely story with a big heart' – Sangu Mandanna, bestselling author of *The Very Secret Society of Irregular Witches*

Queen Saskia is the wicked sorceress everyone fears. After successfully wrestling the throne from her evil uncle, she only wants one thing: to keep her people safe from the empire next door. For that, she needs to spend more time in her laboratory experimenting with her spells. She definitely doesn't have time to bring order to her chaotic library of magic.



Read sample

▶ Audible sample

Follow the author ⓘ



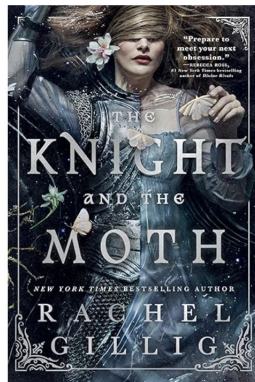
[Stephanie Burgis](#)

Follow

Make sure your book has the exact same title, subtitle, and series title everywhere on the internet.

Add a section to your book descriptions that clearly specify what your book is (or isn't): genre, tropes, themes, etc.

Tip #1: Keep consistent, descriptive metadata



The Knight and the Moth (The Stonewater Kingdom, 1) Hardcover – May 20, 2025

by [Rachel Gillig](#) (Author)

4.5 ★★★★★ (13,132)

4.3 on Goodreads 106,679 ratings

[Book 1 of 1: The Stonewater Kingdom](#)

Editors' pick Best Science Fiction & Fantasy

[See all formats and editions](#)

INSTANT #1 NEW YORK TIMES BESTSELLER!

"Prepare to meet your next obsession." — Rebecca Ross, author of *Divine Rivals*

From *New York Times* bestselling author Rachel Gillig comes the next big romantasy sensation, a gothic, mist-cloaked tale of a young propheticess forced on an impossible quest with the one knight whose future is beyond her sight. Perfect for fans of Jennifer L. Armentrout and Leigh Bardugo.

Sybil Delling has spent nine years dreaming of having no dreams at all. Like the other founding girls who traded a decade of service for a home in the great cathedral, Sybil is a Diviner. In her dreams she receives visions from six unearthly figures known as Omens. From them, she can predict terrible things before they occur, and lords and common folk alike travel across the kingdom of Traum's windswept moors to learn their futures by her dreams.

Just as she and her sister Diviners near the end of their service, a mysterious knight arrives at the cathedral. Rude, heretical, and devilishly handsome, the knight

[Read sample](#)

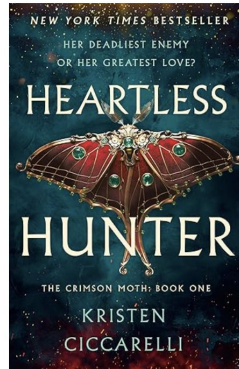
[▶ Audible sample](#)

Follow the author



[Rachel Gillig](#)

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Heartless Hunter: The Crimson Moth: Book 1 (The Crimson Moth, 1) Hardcover – February 20,

2024

by [Kristen Ciccarelli](#) (Author)

4.4 ★★★★★ (55,854)

4.2 on Goodreads 327,355 ratings

[Book 1 of 2: The Crimson Moth](#)

#1 Best Seller in Teen & Young Adult Dark Fantasy

[See all formats and editions](#)

AN INSTANT NEW YORK TIMES BESTSELLER!

"A steamy game of cat and mouse between witch and witch-hunter, played out against a backdrop of opulence, secrets, and bloody history. I couldn't look away." - Kendra Blake, #1 *New York Times* bestselling author of *Champion of Fate*

Enemies-to-lovers doesn't get more high stakes than a witch and a witch hunter falling in love in bestselling author Kristen Ciccarelli's latest romantic fantasy.

On the night Rune's life changed forever, blood ran in the streets. Now, in the aftermath of a devastating revolution, witches have been diminished from powerful rulers to outcasts ruthlessly hunted due to their waning magic, and Rune must hide what she is.

Spending her days pretending to be nothing more than a vapid young socialite.



[▶ Audible sample](#)

Follow the author



[Kristen Ciccarelli](#)

[Follow](#)

Tip #2: Claim all your author profiles and book pages

The screenshot shows Ricardo Fayet's Goodreads author profile. It includes a profile picture, a bio stating he is one of the four founders of Reedsy, a list of his books including '2024 Year in Books', and a section for 'Popular Answered Questions' where he has answered a question about his favorite team.

goodreads

The screenshot shows the Reedsy book page for 'How to Market a Book: Overperform in a Crowded Market' by Ricardo Fayet. It features a book cover, a 'Featured' badge for 'Writing & Publishing', a 5-star rating, and a 'Must read' badge. There are buttons for 'Uptvte 69' and 'Buy now'.

reedsydiscovery

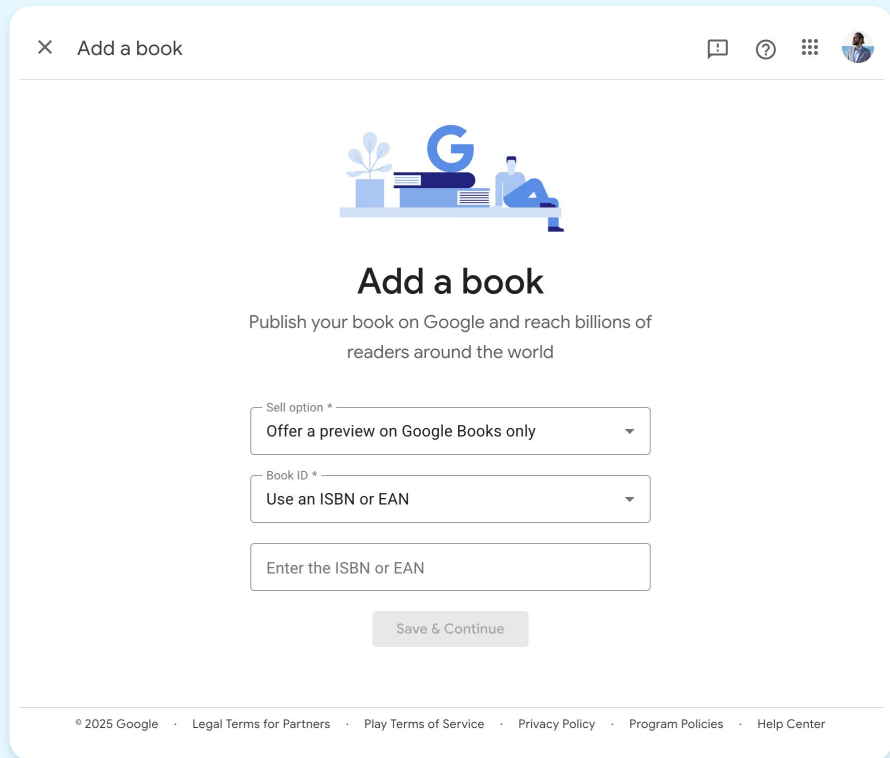
The screenshot shows the BookBub book page for 'How to Market a Book: Overperform in a Crowded Market Guides, #1' by Ricardo Fayet. It includes a book cover, a 5-star rating, a publisher description, and buttons for 'Save to Wishlist', 'Buy From...', and 'Review'.

BookBub

The screenshot shows the Direct to Readers book page for 'How to Market a Book' by Ricardo Fayet. It includes a book cover, a price of \$0.00, a description of the book, and a 'Share' section with social media icons. The category is 'Books - Direct Link'.

DIRECT
to
READERS


Tip #3: Make sure your book exists on Google Books



The screenshot shows the 'Add a book' interface. At the top, there's a header with a close button, the title 'Add a book', and icons for help, a question mark, a grid, and a user profile. Below the header is a decorative illustration of a desk with a plant, books, and a person reading. The main heading is 'Add a book', followed by the text 'Publish your book on Google and reach billions of readers around the world'. There are two dropdown menus: 'Sell option *' with the selected option 'Offer a preview on Google Books only', and 'Book ID *' with the selected option 'Use an ISBN or EAN'. Below these is a text input field labeled 'Enter the ISBN or EAN'. A 'Save & Continue' button is at the bottom. The footer contains copyright information and links to legal terms, privacy policy, and help center.

×

Add a book



Add a book

Publish your book on Google and reach billions of readers around the world

Sell option *
Offer a preview on Google Books only

Book ID *
Use an ISBN or EAN

Enter the ISBN or EAN

Save & Continue

© 2025 Google · Legal Terms for Partners · Play Terms of Service · Privacy Policy · Program Policies · Help Center

Search for your book on books.google.com.

If it doesn't show up, fix it ASAP!

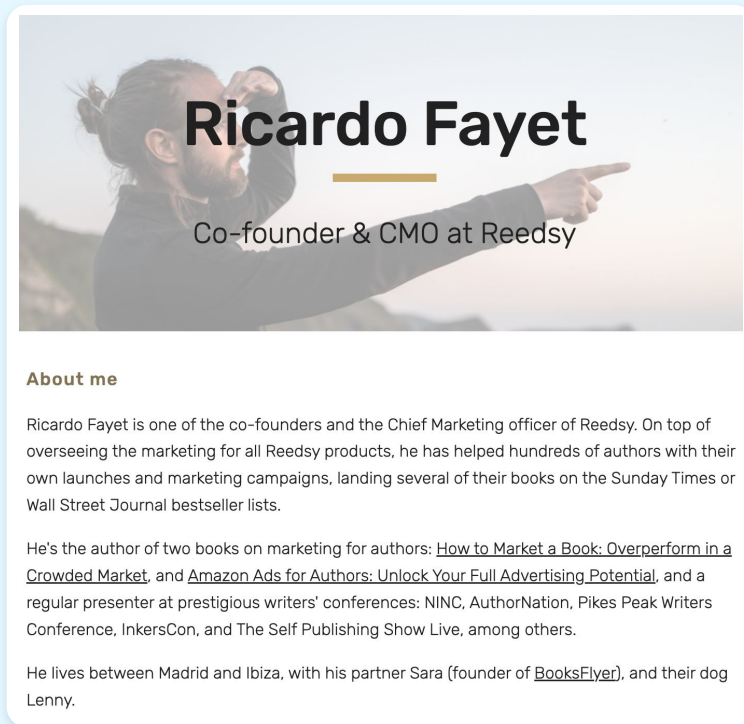
1. Sign up to Google Books Partner Center
2. Add a book (either publish it on Google Play, or just offer a preview)

Important: you can do this even if the book is in Kindle Unlimited!

Tip #4: Get an exact match domain for your website

1. Have an author website (BookBub, Tertulia, or self-built).
2. Host it on a domain you own that exactly matches your author name (or potentially book/series title).

Pro tip: if you know nothing about this, just ask your favorite AI assistant for a step-by-step.



Tip #5: Foster online reviews

Online reviews and discussion of your book are more important than ever. Consider shifting your marketing time/spend towards:

- Paid reviews: NetGalley co-op, Reedsy Discovery, BookSprout, Edelweiss, etc.
- Influencer marketing: send physical ARCs and boxes (act like a Big Five).



Tip #6: Leverage your existing readership

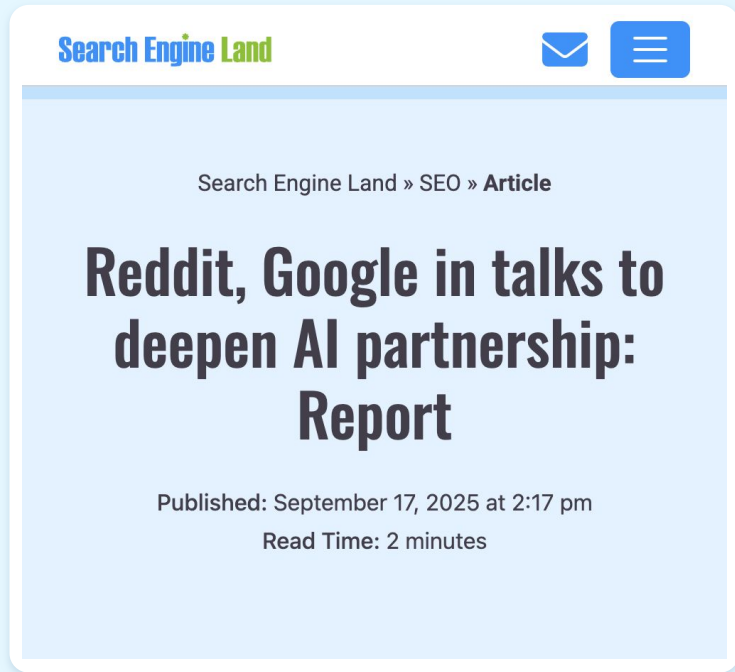


Consider asking your readers for reviews, mentions, posts, or videos on Reddit, Quora, YouTube, Instagram, TikTok, Facebook, etc.

- Get more out of your ARC team, but at the same time...
- Offer them extra cool rewards (hello, special editions!)
- Ask for *honest* reviews only (don't alienate your readers)

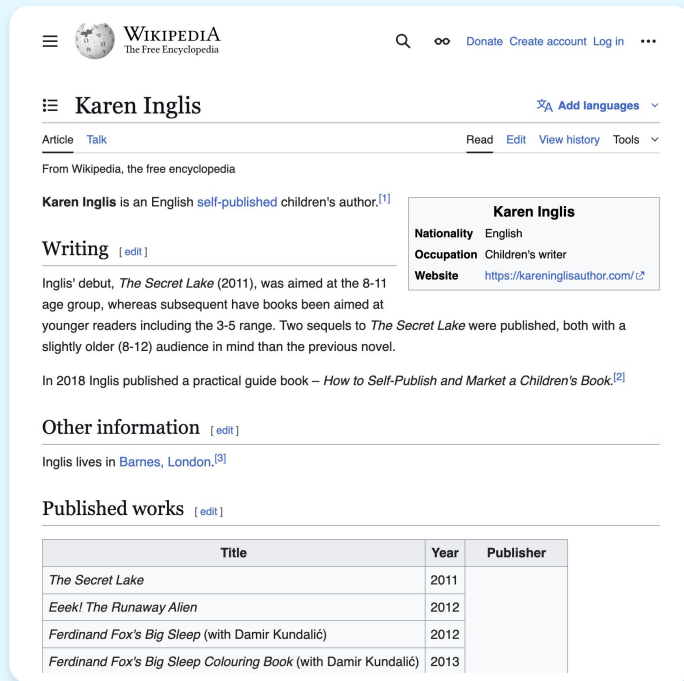
Tip #7: Boost your visibility on Reddit

- Be active in relevant genre/niche subreddits
- Offer to do an AMA in a relevant subreddit
- Look into Reddit Advertising
- If notable enough, create your own subreddit
- Ask your favorite AI assistant for more ideas!



Tip #8: If you can, get a Wikipedia page

- **Meet notability standards:** Multiple published books + significant independent coverage
- **Show recognition:** Awards, bestseller lists, or other evidence of influence/impact
- **Gather reliable sources:** Collect 3–5+ substantial press references – avoid self-published or promotional sources.
- **Draft neutrally:** Write in an encyclopedic tone, cite every claim, and submit via Wikipedia's Articles for Creation (AfC).
- **Don't rush it:** If you don't yet qualify, focus on building your profile and media coverage first.



The screenshot shows the Wikipedia page for Karen Inglis. The page includes a summary, a 'Writing' section, and a table of published works.

Karen Inglis is an English [self-published](#) children's author.^[1]

Writing [\[edit \]](#)

Inglis' debut, *The Secret Lake* (2011), was aimed at the 8-11 age group, whereas subsequent have books been aimed at younger readers including the 3-5 range. Two sequels to *The Secret Lake* were published, both with a slightly older (8-12) audience in mind than the previous novel.

In 2018 Inglis published a practical guide book – *How to Self-Publish and Market a Children's Book*.^[2]

Other information [\[edit \]](#)

Inglis lives in [Barnes, London](#).^[3]

Published works [\[edit \]](#)

Title	Year	Publisher
<i>The Secret Lake</i>	2011	
<i>Eek! The Runaway Alien</i>	2012	
<i>Ferdinand Fox's Big Sleep</i> (with Damir Kundalić)	2012	
<i>Ferdinand Fox's Big Sleep Colouring Book</i> (with Damir Kundalić)	2013	

Tip #9: Get (or generate) mentions on listicle posts



Ryan Law • 2nd

Director of Content Marketing at Ahrefs
2mo · 🌐

+ Follow ...

just discovered that Forbes has listed my amateur, unfinished, self-published book series as one of its "best post-apocalyptic book series", alongside some of the most talented and prolific authors of the past five decades 😊

i'm sure this has everything to do with my immense literary talents and NOTHING to do with all the AI-generated "best post-apocalyptic books" listicles i published on a personal website as an experiment

anyway, thanks for the DR94 link :)

(and if you see this and want a good read, please, for everyone's sake, choose Kim Stanley Robinson over me)

F | 20 Gripping Post-Apocalyptic Books To Read

What Are Good Post-Apocalyptic Book Series? ^

Good post-apocalyptic book series begin with a gripping premise and play it out over multiple editions, keeping readers on the edges of their seats. Three popular options are:

The Three Californias Trilogy (1984) by Kim Stanley Robinson, which looks at three possible post-apocalypse fates for Orange County, California.

The Walking Dead (1977) by Robert Kirkman, which famously depicts survivors in a zombie-infested world.

The Green Priest (2019) by Ryan Law, about a mystical order called to action when a secret threatens to escape in a society where it has rained for centuries.

LOL



The 128 Best Post Apocalyptic Books

BEGINNER'S GUIDE AUG 19 | WRITTEN BY RYAN LAW



From nuclear armageddon to bio-engineered super plague, humanity has a timeless fascination with the end of the world.

Since the golden age of [post apocalyptic fiction](#) in the 1950's, the literary landscape has grown darker and more bleak by the year; and fans of all things post apocalyptic now have an incredible selection of plagues, explosions and invasions to choose from.



The 11 Best Post Apocalyptic Book Series

AUG 19 | WRITTEN BY RYAN LAW



[Best Post Apocalyptic Books](#) → [The 11 Best Post Apocalyptic Book Series](#)

You're totally immersed in an end-of-the-world story - you can virtually *smell* the decay and hear the shuffling of zombie footsteps - and then you turn the page to discover... the end. The book has finished, the journey is over, and you're left feeling a sense of loss.

Here's my solution: ditch the standalone stories and pick



The 11 Best Young Adult Post-Apocalyptic Books

BEST BOOKS ABOUT...

AUG 19 | WRITTEN BY RYAN LAW



[Best Post Apocalyptic Books](#) → [The 11 Best Young Adult Post-Apocalyptic Books](#)

The world is a scary place - so it's no wonder that so many people are drawn to post-apocalyptic stories. These tales offer a glimpse into a world where everything has gone wrong, and often focus on the human spirit as it strives to survive. They're dark, intense, and often full of mystery and suspense. Not to

Tip #9: Get (or generate) mentions on listicle posts

"We've been hard at work curating custom book lists on Goodreads by genre. We're using our team's internal Goodreads accounts to place our authors' books next to big-name bestsellers."

Why?

Because platforms like ChatGPT, Google, and other AI engines are increasingly scraping Goodreads to inform their recommendations. If your book is consistently showing up alongside top titles in your niche, you're future-proofing your visibility."

— Alex Strahdee, Before the Bestseller newsletter

Listopia > Book Lists Voted on by Laura Skulman (54 Lists)



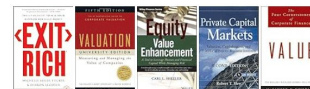
Best Books for Entrepreneurs Planning the Perfect Business Exit

15 books — 1 voter — you voted for 15 books ✓



Top Books on Mergers, Acquisitions, and Exit Deals

15 books — 1 voter — you voted for 15 books ✓



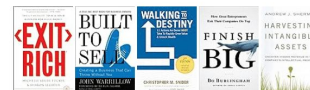
Essential Reads on Business Valuation and Wealth Building

15 books — 1 voter — you voted for 15 books ✓



Smart Exit Strategies for Entrepreneurs and Business Owners

15 books — 1 voter — you voted for 15 books ✓



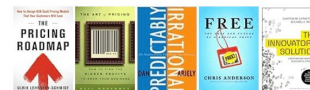
Best Books for Selling Your Business at Maximum Value

15 books — 1 voter — you voted for 15 books ✓



No-Guesswork Pricing: Books for Founders Who Want a Clear Path

15 books — 1 voter — you voted for 15 books ✓



Rethink Your Pricing Gameplan: Big Ideas for Product-Led Teams

15 books — 1 voter — you voted for 15 books ✓



The Go-To Reading List for B2B Pricing and Scalable Growth

15 books — 1 voter — you voted for 15 books ✓

Why do LLMs seem to favor traditionally published books?

The advantages of the big publishers

- Traditional review outlets and influencers also tend to favor trad pubbed books
- All big publishers have high-authority websites where they list all their books
- Deals get a lot of press/mentions (Publishers Marketplace, Query Tracker, PW, etc.)

All this creates high-authority *traces* of the books on multiple places online, which is exactly what the LLMs want to see.



My free book & marketing newsletter

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[blog.reedsy.com/books/
How-to-market-a-book](https://blog.reedsy.com/books/How-to-market-a-book)

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Thank you!

ricardo@reedsy.com

