Book Visibility Audit

A practical example of how to turn an author's public presence into a focused improvement plan.

DEMONSTRATION PROJECT

The Lantern & the Lost Teacup

Fictional cozy-mystery example • Intended audience: readers seeking a warm coastal setting, an amateur sleuth, and a puzzle-led story.

This sample uses the supplied concept title with an invented story brief and hypothetical listing and website observations. It demonstrates an audit format. All recommendations below respond to that example scenario.

The example finding

The book has a recognizable creative direction. Its imagined description gives readers little sense of the central mystery, and the proposed author website makes the next step difficult to find. The first priority is to clarify the promise and make the route to the book easy to follow.

THREE PRIORITIES

1. Clarify the story promise. Introduce the protagonist, setting, central problem, and stakes in the opening description. See page 2.

2. Connect the reader journey. Give the book one clear page with a visible sample or retailer link. See page 3.

3. Establish a useful baseline. Record available visits and book-link clicks before making changes. See page 4.

What a personalized audit would review

Your supplied book link and author website, visible listing content, reader-facing presentation, and the next steps a visitor can take. Findings should identify the page, observation date, and evidence used.

Make the promise clear

Sample finding • Book description and presentation

HYPOTHETICAL OBSERVATION

The example listing opens with “A captivating tale of secrets, friendship and discovery.” This introduces themes but gives the reader little information about the story’s distinctive problem.

Suggested description

When a treasured teacup disappears from Misty Cove’s annual lantern festival, newcomer Nora Vale expects a simple misunderstanding. Then a message hidden inside the lighthouse points to a secret the village has kept for decades.

With a curious cat underfoot and festival night approaching, Nora follows a trail through seaside tearooms, old letters, and neighbors with reasons to stay quiet. Finding the cup could save a friendship. Asking the wrong question could unravel the town’s carefully kept peace.

For readers who enjoy coastal villages, amateur sleuths, and mysteries steeped in warmth.

Illustrative copy based on an invented synopsis. A real rewrite must match the manuscript, tone, and actual reading experience.

How to apply this finding

Lead with the specific problem. Replace broad praise with a character, a disruption, and a reason to keep reading.

Check the visual promise. View the cover at a small size. Check title legibility and whether imagery and description suggest a consistent tone.

Keep details consistent. Compare title, author name, edition, series information, description, and links across the pages you control.

A simple reader check

Show the cover and opening description to a few readers who enjoy the intended genre. Ask what kind of story they expect and what feels unclear. Record their own words before revising.

Make the next step easy

Sample finding • Author presence and reader journey

HYPOTHETICAL OBSERVATION

In this example, the author biography describes the writer's background but does not link to the featured book. The book page has a large cover image, while the retailer link appears near the bottom. A newsletter invitation says only "Subscribe for updates."

Recommended page structure

Book introduction. Show the cover, title, author name, a concise hook, and one visible action such as "Read a Sample" or "View the Book."

Useful supporting information. Include a relevant synopsis, available formats, series order if applicable, and a brief author introduction.

Optional reader connection. Explain what subscribers receive. Offer a resource or bonus only when it exists and you can deliver it.

Example newsletter invitation

"Join my reader newsletter for new-release news, occasional behind-the-scenes notes, and stories from Misty Cove."

Confirm the actual content and frequency before using this wording. Keep subscription optional and provide a clear way to unsubscribe.

Reader-path checks

- Open each retailer and sample link on a phone.
- Check that the destination matches the book and edition.
- Make button labels describe the action.
- Keep the main action easy to find when text is enlarged.
- Test signup confirmation and delivery with a test address.
- Keep author names and official social links consistent.

Evidence to capture

For a real audit, record the reviewed URL, the date, the specific issue, and a screenshot or written observation. Mark questions that require account access or additional client information for follow-up.

A focused two-week plan

Suggested schedule for this example • Adapt it to your resources and publishing stage.

Days 1–2 / Record the starting point

Save the current description and page screenshots. List working links. Record available website visits and book-link clicks for a defined period, including the source of each number.

Days 3–5 / Improve the book message

Rewrite the opening description from the real synopsis. Review the cover and copy together. Gather a few reader reactions and resolve unclear expectations.

Days 6–8 / Improve the path to the book

Update the author biography link and the book-page action. Check the mobile journey. Test any reader signup and the resource promised after signup.

Days 9–11 / Prepare relevant outreach

Choose one channel you can maintain. Prepare useful genre-relevant posts or personalized outreach suited to that community. Record activity and any associated spending.

Days 12–14 / Review and choose the next test

Check links again, record the changes made, and review available signals. Select one further improvement. Allow more observation time where visits or responses are sparse.

What to measure

Discovery — visits to the book page and their sources, where available.
Interest — clicks to a sample or retailer and voluntary replies.
Relationship — confirmed newsletter signups, if offered.
Commercial context — sales and campaign spending from the author's own records, when supplied.

Compare like-for-like periods and record other changes, such as a promotion, price adjustment, or new release. Small samples and overlapping activity limit conclusions. This two-week plan provides an implementation rhythm; measurement may need a longer period.

Your book's next chapter

Use this worksheet to choose a practical first improvement.

A five-minute self-check

- [ ] My cover and description communicate a consistent reading experience.
- [ ] The opening description introduces a specific character, problem, or benefit.
- [ ] My author page connects visitors to the correct book page.
- [ ] My main book link works on phone and desktop.
- [ ] Any newsletter offer explains what readers will receive.
- [ ] I can identify the source and period of each metric I report.

Choose one action

The reader I want to reach

The first change I will make

How and when I will check it

Request your own Book Visibility Audit

Share your book link, author website if available, and your main marketing goal. Contact AuthorCrest to confirm the audit scope and next steps for your project.

Request an assessment at authorcrest.world

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This educational sample demonstrates the audit approach. Individual findings depend on the actual book, available evidence, and project scope.