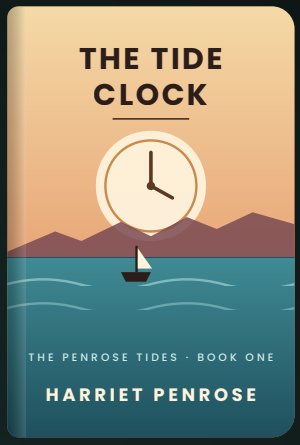
bookfluence.

SAMPLE REPORT

AMAZON PAGE OPTIMISER

Your Full Optimiser report

Keywords, categories, copy, A+ content, Amazon Ads and reviews: everything holding your listing back, and exactly how to fix it.



PREPARED FOR

The Tide Clock

A Novel · Harriet Penrose

Listing reviewed 3 November 2026 · Main marketplace: Amazon.co.uk

01 · AT A GLANCE

Your Amazon visibility score

A well-reviewed novel hiding on the wrong shelves. Readers who find it love it; the job is making sure more of the right readers do.



Get found 38 / 100

Paperback shelved in non-fiction; keywords repeat the title.

Get chosen 55 / 100

Description opens slowly; subtitle says only "A Novel"; no A+ content.

Get trusted 61 / 100

Strong ratings, but 9 Amazon reviews against 64 on Goodreads.

Your five biggest fixes, in order

1 **Move the paperback out of non-fiction History** — High impact

It sits in a Great Britain history category, so a novel is being shown to readers looking for history books.

2 **Replace all seven backend keywords** — High impact

The current set repeats words already in the title. The new set targets low-competition Cornish and smuggling fiction searches.

3 **Rewrite the description** — Conversion

The hook sits in paragraph three. Readers decide in the first two lines, before "Read more". A new version is on page 7.

4 **Add A+ content and the series name** — Conversion

No A+ panels, and Book One of a planned trilogy isn't linked as a series.

5 **Fix the audiobook categories** — Quick win

The audiobook sits in one broad category where it can't rank.

02 · WHERE YOU ARE NOW

Your listing, as readers see it

All three editions side by side. This is your "before" picture, so you can measure the difference later.

LISTING ELEMENT	KINDLE	PAPERBACK	AUDIOBOOK	STATUS
Title	The Tide Clock			Good
Subtitle	A Novel	A Novel (locked)	None	Improve
Series	Not set, though this is Book One of a trilogy			Missing
Categories	Literary Fiction; Historical Fiction	Historical Fiction; History > Great Britain	Fiction > Historical	Fix
Best category rank	#3,912 Historical Fiction	#6,240 Historical Fiction	#11,804 Historical	Baseline
Overall rank	#412,880 Kindle Store	#689,015 Books	#96,330 Audible	Baseline
Amazon reviews	4.6 stars, 9 ratings		4.8 stars, 4 ratings	Grow
Goodreads	4.32 average, 141 ratings, 64 reviews, 410 want-to-read			Strength
Description	Opens with the setting; the hook arrives in paragraph three			Rewrite
Backend keywords	All 7 filled, but repeat "tide", "clock" and "Cornwall"			Replace
A+ content	None		n/a	Missing
Editorial reviews	One trade review	Not shown	n/a	Add to print

The opportunity

Readers rate it highly: 4.6 stars and a 4.32 Goodreads average. What's missing is visibility, a sharper first impression and more Amazon reviews.

The trap

Choosing a category with "Cornwall" in its name led the paperback into non-fiction History. Fiction readers never browse there.

03 · COMPETITOR ANALYSIS

The books you're up against

Four books that share your readers and show up beside yours in search and "Customers also bought". Here's what their pages do that yours doesn't yet.

BOOK	RATING	REVIEWS	KINDLE PRICE	BEST RANK	PAGE STRENGTH
The Wrecker's Lantern Clara Venn	4.4	1,280	£2.99	#14 Family Sagas	Strong
A Smuggler's Tithe Joanna Hale	4.3	640	£3.99	#38 18th Century	Strong
Kittiwake Bay Rosalind Tamsin	4.5	210	£2.49	#122 Sea Stories	Mixed
The Revenue Man's Daughter Ellen Marsh	4.1	95	£1.99	#310 Historical Romance	Mixed
The Tide Clock (you) Harriet Penrose	**4.6**	9	£2.99	#3,912 Historical Fiction	Weakest page

What the strongest pages share

- ✓ A one-line hook in bold as the first line of the description
- ✓ "For fans of" lines naming famous comparison books
- ✓ Series name and book number in the subtitle
- ✓ A+ panels with atmospheric images

Where you already win

- ✓ The highest rating of the five (4.6)
- ✓ A distinctive title no one else is using
- ✓ Priced in line with the leaders, so no change needed
- ✓ An audiobook, which two of the four don't have

What to borrow

Your rating is better than theirs; your page just doesn't show it off. Lead with a hook, add a "for fans of" line and the series name, and build A+ content. All four are covered in this report.

04 · KEYWORD RESEARCH

What your readers are searching for

Real Amazon search data for your main store. We look for phrases with healthy monthly searches and low competition, that describe your book exactly.

SEARCH PHRASE	MONTHLY SEARCHES	COMPETITION	USE IT?
18th century historical fiction	1,410	34 med	Yes
cornish historical fiction	1,240	18 low	Yes
family saga historical fiction	1,180	31 med	Yes
smuggling historical fiction	980	14 low	Yes
historical fiction cornwall	910	22 low	Yes
historical romance cornwall	760	29 low	Yes
georgian era fiction	540	12 low	Yes
shipwreck novels	470	9 low	Yes
coastal village historical fiction	410	8 low	Yes
historical mystery fiction	2,300	48 med	Ads only

Phrases to avoid

SEARCH PHRASE	MONTHLY SEARCHES	COMPETITION	WHY NOT
cornwall travel guide	3,100	44	Non-fiction
free historical romance	1,920	39	Freebie-seekers

The sweet spot

Cornish and smuggling phrasing, plus the Georgian setting. Three strong phrases are barely contested: coastal village historical fiction (8), shipwreck novels (9) and georgian era fiction (12).

05 · CATEGORY RESEARCH

The right shelves for your book

KDP lets you choose up to three categories per edition. The best ones match your book exactly and need few sales to reach the top of the chart.

Recommended

Fiction › Historical Fiction
18th Century
An exact match for a Georgian novel, and far less crowded than general Historical Fiction.
~140 est. sales to reach #1
Add

Fiction › Sagas
Family Sagas
Where trilogy readers browse. A strong home for Book One.
~210 est. sales to reach #1
Add

Fiction › Historical Fiction
Historical Fiction (general)
Your best current rank. Keep it for now, but it's the most competitive of the three.
#3,912 current Kindle rank
Keep

Categories to remove

Non-fiction › History › Europe
Great Britain (History)
A non-fiction shelf. It puts your novel in front of readers looking for history books.
1 wrong-genre category on the paperback
Remove

Fiction › Literary Fiction
Literary Fiction (general)
Huge and dominated by prize-winners. You can't rank here yet.
~1,900 est. sales to reach #1
Swap out

Audiobook categories

AUDIOBOOK NOW
Fiction › Historical
One broad category.

ASK YOUR DISTRIBUTOR FOR
Historical Fiction › 18th Century
Literature & Fiction › Family Sagas
Audiobook categories are set through your audio distributor, not KDP.

06 · YOUR NEW COPY

Before and after, ready to paste in

Each change sits beside what's there now, so you can see exactly what to do.

Title

NOW

The Tide Clock

OUR ADVICE

Keep it. Short, memorable and intriguing. The searchable words belong in the subtitle and series name.

Subtitle (Kindle; the paperback's is locked)

NOW

A Novel

Tells readers nothing, and carries no search terms.

PASTE THIS IN

A Cornish Smuggling Saga (The Penrose Tides Book 1)

Setting, genre and series in one line.

Your seven backend keywords

#	NOW	PASTE THIS IN	CHARS
1	~~tide clock cornwall novel historical fiction~~	**cornish historical fiction saga**	31/50
2	~~cornwall book cornwall fiction tide~~	**smuggling historical fiction**	28/50
3	~~historical novel women cornwall clock~~	**18th century georgian era fiction**	33/50
4	~~sea story cornwall tide family~~	**shipwreck novels coastal village**	32/50
5	~~books like poldark~~	**historical romance cornwall**	27/50
6	~~cornwall historical fiction~~	**family secrets mystery 1780s**	28/50
7	tide	**wreckers revenue men cliffs**	27/50

Why these seven

They cover the strongest phrases from page 4 without repeating words in your title, and move "books like poldark" out of keywords and into your Amazon Ads list (page 9), where author names belong.

07 · YOUR NEW DESCRIPTION

Your book description, rewritten

Readers decide in the first two lines, before Amazon's "Read more" cut-off. Your current description spends them on scenery. The new one leads with the hook.

NOW

Cornwall, 1783. The fishing village of Porthlenn clings to the cliffs above a restless sea, and life follows the rhythm of the tides.

Morwenna Tregear mends nets, cares for her mother and keeps her head down. Like everyone in Porthlenn, she knows better than to ask where the brandy comes from.

But when a stranger arrives asking about the wreck that took her father ten years ago, Morwenna begins to wonder whether the sea was really to blame…

The Tide Clock is a novel about family, loyalty and the secrets a village keeps.

Hook buried in paragraph 3
No keywords
No social proof

PASTE THIS IN

The night the clock stopped, a ship went down with her father aboard. Ten years later, Morwenna Tregear learns it was no accident.

Georgian Cornwall, 1783. In the smuggling village of Porthlenn, everyone owes the free traders something, and nobody asks where the brandy comes from. Morwenna has spent a decade mending nets and minding the one thing her father left behind: a battered tide clock that hasn't ticked since the wreck of the *Kestrel*.

Then a stranger arrives asking questions, the revenue men close in, and the clock starts ticking again.

Now Morwenna must choose: protect the village that raised her, or uncover a truth that could tear it apart.

Perfect for readers of Poldark and Jamaica Inn, and anyone who loves a sweeping family saga with a mystery at its heart.

★★★★★ *"Salt-soaked, atmospheric and impossible to put down."* Goodreads reader

Book One of The Penrose Tides. Start the saga today.

Hook first

The bold first line sits above the "Read more" cut-off, so every visitor sees it.

Keywords, naturally

Georgian, Cornwall, smuggling and family saga, worked into the story rather than listed.

Proof and a next step

A "for fans of" line, a reader quote and the series name, ending on a clear call to action.

How to apply

KDP › Bookshelf › each edition › Edit details › Description. Paste it in, then use the editor's bold and italic buttons to match the formatting above. About 900 of 4,000 characters used.

08 · A+ CONTENT BLUEPRINT

The visual panels that win the sale

A+ content sits lower on your page. It doesn't change your search ranking, but it turns more visitors into buyers. Here's what to build, module by module.



MODULE 1 · HEADER BANNER

"Some debts are paid in salt water"

Your cover over a stormy Cornish cove, with the one-line hook.



MODULE 2 · MEET MORWENNA

Your heroine and what she's up against

A character portrait in three short lines. Readers buy people, not plots.

MODULE 3 · THE WORLD

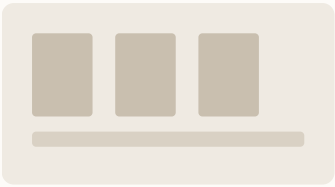
Three panels: the cove, the wreckers, the revenue men

Atmosphere for readers who love a strong sense of place.

MODULE 4 · PRAISE

Your best review line, pulled up large

The trade review and your 4.6-star rating as pull-quotes.



MODULE 5 · THE SERIES

The Penrose Tides, books 1 to 3

Show the trilogy, with "coming soon" for books two and three, so readers know there's more to come.

Assets to gather

An author photo, a coastal image you have the rights to, and your series covers or mock-ups.

09 · AMAZON ADS STARTER LIST

Keywords for your first ad campaign

When you're ready to try Amazon Ads, start here. These are the readers most likely to buy, grouped the way Amazon's ad tool expects. We don't set up or run your ads; this list gives you a confident start.

GROUP 1

Readers of similar authors

- winston graham
- poldark
- daphne du maurier
- jamaica inn
- susanna kearsley
- kate morton
- rosamunde pilcher
- victoria hislop

Author and title names can't go in your KDP keywords, but they work well in ads.

GROUP 2

Genre and setting

- cornish historical fiction
- smuggling novels
- historical mystery fiction
- georgian historical fiction
- shipwreck novels
- historical family saga
- cornwall novels

Includes "historical mystery fiction", too competitive for your keywords but worth testing here.

GROUP 3

Story and theme

- family secrets novel
- strong female lead historical
- coastal village books
- wreckers
- historical romance cornwall
- dual timeline cornwall

Theme searches from readers who don't yet know which author they want.

How to start

SETTING	OUR SUGGESTION
Campaign type	Sponsored Products, manual targeting, one campaign per group above
Daily budget	Start small, around £3 to £5 per campaign, and review after two weeks
Starting bid	Use Amazon's suggested bid, then lower bids on keywords that get clicks but no sales
Which edition	Advertise the Kindle edition first; it's in Kindle Unlimited, so page reads count too

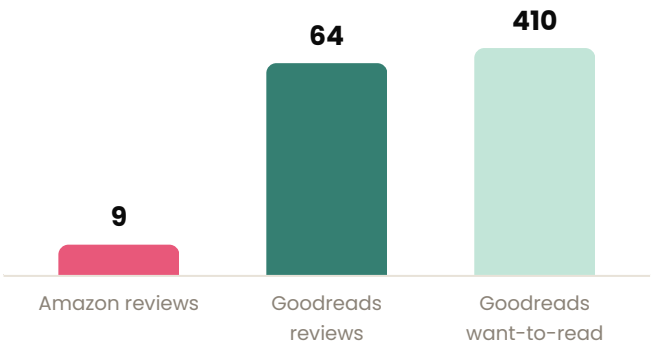
Fix the page before you pay for clicks

Ads send readers to your page. Make the changes on pages 5 to 7 first, so you're not paying to send people to a listing that doesn't convert.

10 · REVIEWS AND GOODREADS

Your warmest readers are on Goodreads

You have seven times as many reviews on Goodreads as on Amazon. Pointing some of those readers at Amazon is the fastest way to more reviews.



Want-to-read bar not to scale.

4.6
AMAZON STARS

4.32
GOODREADS AVG

410
WANT TO READ

25–40
AMAZON REVIEW GOAL, 3 MONTHS

Your review plan

- ✓ **Ask your Goodreads readers.** A Goodreads update, a newsletter line and a back-of-book request asking for an honest Amazon review.
- ✓ **Add a review request to the audiobook's closing credits**, read by your narrator.
- ✓ **Send review copies** to historical-fiction book bloggers ahead of Book Two.
- ✓ **Ask your trade reviewer** if you can show their quote on the paperback page too.

Goodreads lists to join

LIST	BOOKS ON LIST	FIT
Best Novels Set in Cornwall	84	Best bet
Smugglers and Wreckers	52	Strong
Georgian Era Fiction	163	Strong
Best Historical Fiction	5,000+	Skip, too big

Keep it honest

Reviews must be unpaid and unincentivised. Review copies for an honest review are fine; anything traded or paid can get reviews removed.

11 · YOUR ACTION PLAN

Your KDP checklist, in order

Work through these for each edition. Most take minutes; the whole list fits into an afternoon.

- [ ] **Fix the categories**
  Paperback: remove Great Britain (History). Both: add 18th Century and Family Sagas; swap out Literary Fiction.
  KDP › Edit details › Categories

- [ ] **Replace the seven keywords**
  Paste the new set from page 6 into both editions.
  KDP › Edit details › Keywords

- [ ] **Update the Kindle subtitle and add the series**
  Series name: The Penrose Tides, Book 1.
  KDP › eBook details

- [ ] **Paste in your new description**
  From page 7, with the bold and italics.
  KDP › Description

- [ ] **Ask your distributor to change the audiobook categories**
  18th Century and Family Sagas.
  Audio distributor

- [ ] **Build your A+ content**
  Five modules, from the blueprint on page 8.
  KDP › Marketing › A+

- [ ] **Start the review push and join three lists**
  Goodreads update, newsletter line, back-of-book request.
  Goodreads, email

- [ ] **Two weeks later: start your first ads**
  Using the three groups on page 9.
  Amazon Ads

What to expect

Days 1–3
Changes go live and Amazon starts re-indexing.

Weeks 1–2
New category placements appear. The paperback leaves the History shelf.

Weeks 2–4
Search visibility shifts. Compare with page 2.

Months 1–3
With reviews and ads working together, rank and reach build.

> **One honest caveat**
> Better keywords and categories bring more of the right readers to your page. Whether they buy still depends on your cover, description, A+ content and reviews, which is why this report covers all of them.