

Castellan Press – KDP Author Guide (What Actually Matters)

Keywords (Search Terms)

You can add multiple keyword phrases. These help readers find your book.

Use phrases, not single words (example: 'magic school adventure', not just 'magic').

Think like a reader: what would someone type to find your book?

Avoid repeating the same words or using author names.

Use all available keyword slots.

Book Description

Your description is your sales page.

Start with a strong hook (1–2 lines).

Explain the main character, conflict, and stakes.

Keep paragraphs short and easy to read.

End with a strong closing line that creates curiosity.

Do not summarize everything—leave the reader wanting more.

Categories (BISAC)

Choose categories that match your story.

Primary category = where your book belongs.

Secondary category = helps discovery.

Do not choose categories that don't match just to get more visibility.

Be consistent across a series.

Pricing Strategy

Choose a price that matches your genre.

Lower prices can help new authors gain readers.

Check similar books in your category for guidance.

Avoid constantly changing your price.

Final Tips

Always preview your book before publishing.

Check for formatting issues and typos.

Make sure your cover matches your genre.

Keep everything simple and clean.