

## Guidance on setting up an Amazon Author Page

Amazon allows authors to have an **Author Page** under their name. It is a free service that “allows authors to reach more readers, promote books, and help build a better Amazon bookstore. Author Pages improve Amazon searches and connect authors with their readers”.

### Connecting with readers and customers

The Author Page on Amazon provides a way of bringing all your published book(s) together in one place (even across publishers). It also allows customers to learn a little more about you through a biography section and through multimedia you can load to the site (from an author photo to videos of events, interviews etc).

### Improving Discoverability

It is also worth noting that when Amazon ranks its search results it looks for completeness of information and features on titles (such as cover image and Search Inside content). The Amazon Author Page is another feature that can help raise a title up the search results onsite. Beyond Amazon, a search for an author name in Google, can bring up the Amazon Author Page, providing a quick way for people to arrive at your book(s).

### Setting up an Author Page

Authors set up their Author Page through an online portal, **Amazon Central**. This portal allows the author to upload a photo, copy for the biography, video content, and, importantly, link all your books to the page. Here you can also view all customer reviews for your books in one place and some simple sales information.

Publishers can set up Author Pages on behalf of the author, but to have full control and flexibility, it is better for the author themselves to do this. SAGE can certainly help and support you with this as necessary.

Amazon requires authors to set up an Author Page on their UK and US sites separately; unfortunately the information is not currently shared when set up in one location. Amazon also requires you to have or to set up an Amazon account to proceed.

The starting points for set up are:

<https://authorcentral.amazon.co.uk/>

<https://authorcentral.amazon.com/>

Many SAGE authors have already set up an Author Page; take a look at [Andy Field](#), [Ann Gravells](#) and [Andy Kirk](#) for some examples. Given the importance of sales on Amazon, and the benefits described above, we would encourage you to set up a page for yourself.

Please do not hesitate to contact your Editor or Marketing Manager if you require any further assistance.