Amazon Category Changes: Quick Takes

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1. This is GOOD for most authors.
2. Makes it easier than ever to make changes to your categories and select the ones you want.
3. Saves categories from "pollution".
4. I would make your category updates/changes as soon as possible UNLESS you recently launched, running a promotion, or otherwise enjoying high volume of sales. If that's the case, you may want to wait rather than risking the loss of your momentum.
5. This has been written in the sand for months now, starting in September 2022.
6. Future changes to Amazon will be built on what comes before it.

https://kdp.amazon.com/en_US/help/topic/G200652170

To provide feedback on the new categories experience, take our survey and share your thoughts with us!

Note: The survey is hosted by Qualtrics, so you'll visit their site to fill it out.

Key terms

Categories can be **made up of** multiple classifications, which together form a path:

- **Category:** the top-level classification, which is typically very broad. For example, History.
- **Subcategory:** a more descriptive classification that appears underneath a category. For example, if History is the category, US History is one of its subcategories. There can be multiple layers of subcategories.
- **Placement:** The most granular classification in the category path where no further subcategories exist. It's where your book is "placed" in the Amazon Store. For example, if History is the category, US History is the subcategory, and 19th Century is the last available classification in that path, then History > US History > 19th Century is the placement.

Important: We reserve the right to change the categories of a book at any time to ensure a positive customer experience. The categories you add and the categories shown online may not always match. Your book may be added to additional or different categories to improve the customer experience.

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Tips for choosing categories

Book categories are intended to offer readers the highest-quality search results to make purchase decisions. To make it easier for readers to find your book, we recommend that you:

- **Choose accurate categories.** Choosing categories that accurately describe your book's central topic or storyline helps readers find your book where they'd expect it to be. Do not mix fiction and nonfiction categories. For example, if you publish a werewolf romance book, choose Romance > Fantasy instead of Nature > Animals > Wolves.
- **Add fewer categories.** Being selective with fewer categories that relate more specifically to your book helps readers find your book in their area of interest. Our analysis of customer activity on books shows that having more than a few categories decreases the relevancy of those categories and does not improve discoverability. For example, if you publish a historical travel journal from a famous traveler, choose Travel > Travel Writing as a category instead of History > World.
- **Focus on subcategories.** Categories typically contain subcategories, for example the History category has many subcategories including United States, which has its own subcategories including 19th Century. We recommend you focus on the most granular subcategory that relates to your book because we automatically display your book in the top-level categories. Therefore, a book placed in the History > United States > 19th Century will also show up in searches for general history and United States history.
- **Select eligible categories.** To ensure a positive customer experience, your book might not be eligible for certain categories. Eligibility depends on a variety of factors including availability of a category in the Amazon Store and book details including primary audience, primary marketplace, and keywords. For example, a book with a "Motorcycle" keyword, may not be eligible for Travel › Food, Lodging & Transportation › Auto & RV Travel category.
- **Give your categories time to perform.** After you choose categories for your book, we recommend limiting changes to allow time for your book to gain momentum with readers. If you frequently change your categories, historical customer activity for your book may be recalculated based on your new categories, which could impact your sales rank.

Important: After you add or update your book categories, we will review your changes to ensure we provide a positive customer experience to our customers. We do not tolerate inaccurate or unexpected categorization that misleads or manipulates our customers. Your book categories must comply with our Guidelines.