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## Amazon Category Search

Categories and subcategories help potential customers find specific types of books in groups that are organized by genre or subject matter. When customers click into subcategories, the route they follow is called a browse path. Amazon allows us to choose two categories per listing. Amazon may also place your book in additional categories over which we have no control.

- **Be accurate.** Choose the most accurate categories based on the subject matter of your book. Do not choose categories that are not relevant to your book's central topic or storyline. Inaccurate categorization can lead to unexpected or confusing search results and provide a poor customer experience. Amazon does not tolerate categorization that misleads or manipulates customers.
- **Be specific.** Choose specific categories instead of general ones, so customers looking for specific topics will find your book more easily. Amazon will display your book in the general categories as well. For example, a book in the "HEALTH, FITNESS & DIETING > Women's Health > Fibromyalgia" category will also show up in searches for Health, Fitness & Dieting and Women's Health (minus > Fibromyalgia). Choose a "General" category only if your book is a general book about a broad topic.
- **Do not be redundant.** Choosing a single category will display your book in a variety of searches, so don't list your book in a category and its sub-categories. One specific, accurate category is more effective than a redundant second one.
- **How to Find Categories.** To find out which categories are the best fit for your book, search for categories on Amazon. First, in the Amazon search bar, click on the down arrow and select books—then hit enter. Look for relevant browse categories in the left menu under Books (you may need to scroll down a bit). Find the general category/categories that fit your book and click on it to see subcategories. You can also search for books like yours and find the browse categories assigned to those books. To do so, scroll down to the book's detail page to the section "Products related to this item."