

Why this book isn't yet reaching the readers it was written for.

A full review of Amazon discoverability, Goodreads, social reach, audio, international reach and relaunch timing, with every fix ranked and sequenced.

SAMPLE REPORT · AUTHOR, TITLE & STORY DETAILS CHANGED

BOOK	Silver Ridge (Book 2 of a western series, Kindle)
AUTHOR	Name removed for this sample
GENRE	Historical western
PREPARED BY	Olaoluwa Olumide, RJAPEX Agency

VISIBILITY SCORES

Where this book stands right now

Provisional scores from the live Amazon listing. Anything that can't be seen from the public page is marked "to verify" and scored cautiously.

AMAZON

55_{/100}

Live listing, thin signals

GOODREADS

40_{/100}

To verify

SOCIAL

30_{/100}

To verify

LAUNCH

35_{/100}

Past new-release window

THE HONEST READ

A 4.8-star rating says this book delivers. A combined 160 out of 400 says few readers are being led to it. That gap isn't a verdict on the story. It's unclaimed visibility, and most of it is fixable.

Score	How it was built
Amazon (55)	Credit for a live, well-rated listing with a clear series tag. Deductions for very low review count, no visible editorial reviews or A+ Content, and unconfirmed category and keyword alignment.
Goodreads (40)	Provisional. Assumes a lightly built presence until verified.
Social (30)	Provisional. No public author presence surfaced from the listing.
Launch (35)	No visible evidence of advance review copies, podcast outreach or wider distribution.

AUTHOR AND BOOK PROFILE

MAJOR ASSET

A setting with built-in interest

A 1970s Colorado mining town turned ski destination gives readers who search for Western history and places a natural way in.

MAJOR ASSET

A story with unusual depth

A family ranch under bank pressure, a resort fortune built on uranium money and a fight over water rights. More than a standard western.

MAJOR ASSET

Reader-proven quality

A 4.8 average is exactly the signal that turns browsers into buyers. It just needs more voices behind it.

CRITICAL FIX

The strengths are invisible

Six ratings, no editorial endorsements and no confirmed presence beyond Amazon mean the story's depth isn't reaching readers who'd love it.

PLATFORM AUDIT · AMAZON

The book exists. Readers can't easily find it.

The premise and rating are strong, but the signals Amazon uses to decide who sees this book are thin. And as Book 2, readers who land here without a clear path to Book 1 may leave.

CRITICAL FIX

Review volume is too low

Six ratings is a strong score on a tiny sample. Target 25+ honest reviews through advance readers, newsletter readers and series fans.

CRITICAL FIX

Description is a summary, not a hook

It opens on a minor detail and lists names. It needs a stakes-led first line, short paragraphs and a reading-order note. New copy is below.

CRITICAL FIX

Category and keyword alignment

Likely too broad to rank. Needs Westerns plus Historical placement, and seven keyword fields built on real reader phrases.

NEEDS WORK

Series pathway

A clean series page, a reading-order line and clear links to Books 1 and 3 so browsers can start at the beginning.

NEEDS WORK

No editorial reviews or A+ Content

Review pull-quotes, a series banner and a short author section lift conversion on every visit with no ad spend.

NEEDS WORK

Also-bought connections

Targeted promotion to readers of Colorado and western historical fiction teaches Amazon which books this one belongs beside.

Recommended placement

Why

Kindle eBooks › Literature & Fiction › Westerns

Core genre shelf and a direct match to reader intent

Historical Fiction (American West / 20th-century US)

The 1970s setting suits historical readers

Action & Adventure (optional third)

The ranch-defence storyline suits adventure readers

RECOMMENDED DESCRIPTION OPENING

Colorado, late 1970s. The mines are dying, the bank loans are growing, and a ski-resort fortune built on uranium money is buying up the mountain. Wade Harlan has come home to save his family's ranch, and he won't be riding alone. Book 2 of the series. Pull on your boots.

Based only on details in the existing listing. Review quotes can be added once confirmed.

PLATFORM AUDIT · GOODREADS

Where western readers choose their next book

Metric	Current state	Target state
Author profile claimed	To verify	Claimed, with bio and photo complete
Book description	To verify	Hook-led rewrite with series order
Genre shelving	To verify	Western, historical fiction, Colorado, series
Listopia placement	To verify	On 5+ relevant, well-voted lists
Giveaway	To verify	Optional paid giveaway on the series entry point

PLATFORM AUDIT · SOCIAL MEDIA

Platform	Status	Priority and fix
Email newsletter	To verify	HIGH. A free short story as a reader magnet. This drives review growth.
Facebook	To verify	HIGH. Western and ranch-life reader groups are very active.
Instagram	To verify	MEDIUM. Mountain and ranch imagery with quote graphics.
TikTok / BookTok	To verify	MEDIUM. Short scene hooks, such as the water-rights fight.
Pinterest	To verify	MEDIUM. Evergreen 1970s Colorado and Old West boards.

AUDIO AND INTERNATIONAL REACH

A western with a strong sense of place suits audio well, and a royalty-share narrator avoids upfront cost. The lowest-cost international step is optimising the listing on Amazon UK, Germany, Canada and Australia before exploring translation.

SEARCH AND DISCOVERY

Phrases readers are likely typing

Search phrase	Intent (est.)	Difficulty (est.)	Current rank
Colorado historical western fiction	Medium	Medium	To verify
ranch western adventure series	High	High	To verify
1970s western historical fiction	Medium	Medium	To verify
water rights western novel	Low	Low	To verify
western series with strong female characters	Medium	Medium	To verify

Intent and difficulty are estimates for prioritising only. Ranks are confirmed with a keyword tool before any plan starts.

VISIBILITY RECOVERY PLAN

1 Fix the foundations Weeks 1 to 2

- Rewrite the description; add editorial reviews and A+ Content
- Realign categories and the seven keyword fields
- Build the series page and link all three books
- Add a review request and newsletter link to the back of the book

2 Build social proof Weeks 2 to 4

- Claim Goodreads and Author Central
- Recruit an advance review team from existing readers
- Launch the reader-magnet newsletter

3 Start the content engine Weeks 4 to 8

- Join and contribute to western reader groups
- Short scene videos for BookTok and Instagram
- Pitch podcasts and Colorado history communities

4 Scale and sustain Month 3 onward

- Run a coordinated series promotion
- Decide on audio and international storefronts
- Review progress monthly and adjust

Indicator	Conservative	Realistic	Best case
Amazon reviews	15+ honest reviews	25 to 40	50+
Listing	Rewritten and aligned	Plus A+ Content and series page	Ranking in a niche subcategory
Reader list	First 100 subscribers	300 to 500	500+ and growing

These are visibility indicators the plan aims to move, not guarantees. Sales can't be promised.

This book has already done the hard work.

The contrast between the story and the signals is the main finding, and it is the easiest kind of problem to fix. The readers are already searching; the listing just needs to meet them.

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This is a sample based on a real RJAPEX audit. The author, title, illustrator, characters and story details have been changed to protect the author's privacy. Audits are based on public listing details only. Nothing in an audit is a promise of sales, rankings or reviews.