

A well-loved picture book, and a few free changes to help more families find it.

A practical look at how this book appears to a parent, grandparent or teacher searching on Amazon. Everything is based on the public listing. Where something can't be checked from outside the author's account, it says so plainly.

SAMPLE REPORT · AUTHOR, TITLE & STORY DETAILS CHANGED

BOOK	Granny Bramble and the Sock Goblin (illustrated picture book, Kindle)
AUTHOR	Name removed for this sample
READING AGE	3 to 7
PREPARED BY	Olaoluwa Olumide, RJAPEX Agency

WHAT THIS REVIEW COVERS

What I checked, and what I couldn't see

Platform	Status	Note
Amazon listing	Reviewed	From the public listing details
Goodreads	Not yet seen	Worth checking together
Social media	Not yet seen	The author knows this best
KDP settings	Not visible	Only the author can check keywords and categories

NO SCORES IN THIS REVIEW, ON PURPOSE

A score would mean guessing at things I can't see from outside the author's account, so I haven't given one. What I can say honestly is that the book is well presented and well received, and the opportunities below are small, specific and free.

HEADLINE FINDING

A lovely, five-star picture book whose listing doesn't yet show the goodwill the author has built, and the most important fixes cost nothing.

The listing has real strengths: a charming hook, full-colour illustrations credited on the page, a clear 3 to 7 reading age and a perfect rating. What is holding it back is small: only a handful of ratings, a description that doesn't yet speak directly to parents and teachers, and a few settings worth checking.

AUTHOR PROFILE

What's already built, and what could be more visible

MAJOR ASSET

Several finished books

The author and illustrator have completed several books together, with a sequel written. Many authors never get that far.

MAJOR ASSET

A strong illustrated partnership

For picture books, parents and grandparents often judge by the pictures first, and the illustrations are credited clearly.

MAJOR ASSET

Real-world reach

Book fairs and copies given to schools and nurseries mean children and teachers have already met these books.

FREE FIX

That goodwill isn't visible online

A new visitor sees only a few ratings. Turning real-world reach into a few short, honest reviews is the most useful free step.

PLATFORM AUDIT · AMAZON

A lovely listing with a few easy wins

The hook is genuinely good: a granny with a magic umbrella and a goblin who has stolen every left sock in town, plus a favourite toy. Below are six things I noticed. None of them cost money.

FREE FIX

Only a few ratings so far

All five stars is a great sign, but a small number for a parent comparing books. Ask people who have read it with children for an honest review, with nothing offered in return, as Amazon's rules require.

FREE FIX

The description doesn't yet speak to the buyer

A line on who it's for (ages 3 to 7, read-aloud, bedtime) and what children will enjoy helps parents and teachers decide quickly. A suggested opening is below.

FREE FIX

Keywords and categories

Kindle books get seven keyword slots and up to three categories in KDP. Phrases parents really type, listed later, can help the book appear in more searches.

WORTH CHECKING

Author name and Author Central

Check the author name is identical across every book, and that the Author Central page has a photo, bio and all titles, so readers can find the rest.

WORTH CHECKING

Other formats linked?

If there is a paperback, make sure it is linked to the Kindle edition so ratings and reviews are shared across formats.

WORTH CHECKING

Series page

The series currently shows one book. That's accurate for now. When the sequel is published, it can join the same series.

RECOMMENDED AMAZON CATEGORIES

Children's fantasy and magic · Children's adventure · Children's bedtime stories. Amazon renames categories often, so pick the closest options shown in the KDP category picker.

SUGGESTED DESCRIPTION OPENING

Every left sock in town has vanished, and so has Milo's favourite rabbit! A sneaky goblin is behind it all. Who can possibly get them back? Only Granny Bramble and her magic umbrella. A gently thrilling read-aloud adventure for ages 3 to 7, brought to life with bright, colourful illustrations.

Written from the listing details only. The author should edit it freely, as they know the story best.

PLATFORM AUDIT · GOODREADS

Goodreads: free, and worth a look

I couldn't view Goodreads from here, so the "current state" column says what to check rather than what is there.

Metric	Current state	Target state
Author profile claimed	Not checked	Claimed through the free Author Program, with all books linked
Book description	Not checked	Same text as Amazon, using the improved opening
Genre shelving	Not checked	Children's picture book, fantasy, bedtime story
Ratings and reviews	Not checked	A few honest ratings from people who've read it
Giveaways	Not checked	Skipped for now: giveaways have a fee

TWO FREE QUICK WINS

1) Claim the Goodreads author profile and link every book. 2) Add the book to a few genuinely relevant Listopia lists, such as bedtime stories or fantasy picture books. I can't promise numbers; these steps simply put the book where readers are already browsing.

Your call, and only if you enjoy it

Channel	Status	Priority and fix
Schools and nurseries	Strongest channel: copies already given	Top priority: a short, friendly note asking for an honest review
Facebook	Not checked	Medium: parent, teacher and nursery groups (check each group's rules)
Email list	Not checked	Medium: a sign-up sheet at book fairs, with people's agreement
Instagram / Pinterest	Not checked	Low to medium: illustrations and printable colouring pages, with the illustrator's permission
TikTok / YouTube	Not checked	Low: an optional 60-second read-aloud clip

SEARCH AND DISCOVERY

Phrases a parent or teacher might type

I can't measure search volumes without paid tools, so there are no invented numbers here. Each phrase can be tested by typing it into Amazon and seeing where the book appears.

Phrase	Who might search it	Where to use it	Fit
goblin story for kids	Parents of 4 to 7 year olds	KDP keyword slot	Strong
bedtime story ages 3-7	Parents and grandparents	Description and keyword	Strong
children's fantasy picture book	General browsers	Keyword and category	Strong
read aloud adventure for 5 year olds	Parents and teachers	Description	Good
granny and magic children's story	Gift buyers	Keyword slot	Good
story books for nursery class	Teachers and nursery staff	Description	Good

ACTION ROADMAP

In order of effort. Skip anything that doesn't suit you.

1 Tidy the listing About 30 minutes

- Check the seven keyword slots and categories in KDP
- Edit the suggested description in your own voice and paste it in
- Complete the Author Central page with photo, bio and all books
- Link the paperback to the Kindle edition, if there is one

2 Ask for a few honest reviews Over the next few weeks

- Send a short, friendly message to schools, nurseries and parents who received copies
- Ask for honest reviews only, with nothing offered in return
- Collect one-line teacher comments you can quote
- Claim the Goodreads author profile

3 Link the books together When you feel like it

- Add an 'Also by' page to each Kindle book
- Add the book to relevant Goodreads lists
- Bring a sign-up sheet to the next book fair

4 Look ahead Only if and when you wish

- Decide what to do about the sequel
- Offer a story time at a local library or nursery
- Check again in a few months whether review numbers have moved

You've already done the hard part.

A few honest reviews and a slightly fuller description could make the page look a lot more like the book's real reputation. I can't promise sales, and nobody honestly can. These are simply the steps I would do first.

Olaoluwa Olumide · Founder, RJAPEX Agency

olaoluwaolumide@rjapex.online · rjapex.online

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.