

**Daniel Hall Presents**



## **Episode 79**

# **How to Title Your Book for Maximum Readership**

**with Daniel Hall**

Welcome to this episode of the Real Fast Results Podcast. I am happy you are here. I want to jump into a question I get all of the time from authors and that is: How do you title your book for maximum readership? Just like the cover of your book, the title of your book is equally important.

## **Promise: 4 Areas for Maximum Readership**

**I am going to discuss four primary areas of consideration when titling your book for maximum readership. The four areas are:**

1. Base your title on long-tail keywords.
2. Your title and your book web address should be the same.
3. Does your title fit your brand?
4. Does your title make sense?

## **1. Base Your Book Title on Long-Tail Keywords**

I have seen so many authors just come up with what they think is a good title without considering the nomenclature used by the marketplace to describe what they are writing about. **The pivotal question is: when a prospect goes to a search engine to**

## **find the same or similar content as covered in your book, what words and phrases are they searching?**

Once you make this determination, you then incorporate these words and phrases into your title. Alternatively, use them as a part of your sub-title.

For example, let's say you were doing a book on **do-it-yourself microdermabrasion**. A quick search of a keyword tool (I like to use SEO Book Keyword Research Tool at <http://tools.seobook.com/keyword-tools/seobook/>) tells me that 90 people a day are searching Google for "home microdermabrasion".

Compare that to what "do-it-yourself microdermabrasion" which is the name I thought of first. **Consider "Do it yourself microdermabrasion" does not even come up in the search engines.** The other interesting thing I noticed when I researched it was that there were many more related keywords with the word "home".

**The lesson is this:** do your keyword research to find out how your market searches for information such as yours; then look for trends within the keywords such as "home" and "microdermabrasion" and consider these when titling your book.

For example, instead titling my book "Do It Yourself Microdermabrasion" which would be a horrible pick in light of my market research, I might title my book: **"At Home Microdermabrasion Step-By-Step."**

Do you see how our research informed our choice of a title? You may wish to do the same. Why? ...Because you want prospects to find your title on Amazon.com, BN.com and your own website. A title that matches exactly what they are searching or substantially similar keywords leads to higher rankings in the search engines and more eyeballs. More eyeballs generally means more sales and an increased author's platform.

## **2. Your Title and Book Web Address Should Be the Same**

It goes without saying that your book should have its own website. But that web address or URL should match the title of your book. So as you are evaluating your title make sure that you can get the exact web address. I recommend using [www.namemesh.com](http://www.namemesh.com) to search for potential web addresses quickly. By the way, always choose a **.com** over any other domain extension like .net, .org, .name etc..

Also, if you cannot get the exact address of a title you really like, then try putting the word "book" on the end. For example, [www.yourtitlebook.com](http://www.yourtitlebook.com). Or if appropriate and/or needed use "the" on the front of the URL and "book" at the end. For example, [www.theyourtitlebook.com](http://www.theyourtitlebook.com).

Additionally, be ready to buy your URL **when** you are searching lest you may lose it. Do not wait.

**Typically what I will do is jump back and forth between keywords and URL searches to see if I can find an available title/URL with a .com extension.** For example, a partner and I were writing a book on the subject of making 6-figures a year as an adjunct professor. In conducting my keyword research I noticed that three words kept recurring: **Adjunct Teaching Online**. Eventually, I found a website address and snatched it – [www.adjunctteachingonline.com](http://www.adjunctteachingonline.com) and then titled our book similarly [Adjunct Teaching Online & On-Campus: How to Make Up To 6-Figures and More as an Adjunct Professor](#). Now here's the cool thing, our website is on the first page of Google for **Adjunct Teaching Online** and we get tons of traffic from it.

### 3. Does Your Title Fit Your Brand?

There are a bunch of people that know me from my “Real Fast” brand:

[www.RealFastBook.com](http://www.RealFastBook.com)

[www.RealFastProwebinars.com](http://www.RealFastProwebinars.com)

[www.RealFastHollywoodDeal.com](http://www.RealFastHollywoodDeal.com)

[www.RealFastLibraryMarketing.com](http://www.RealFastLibraryMarketing.com)

[www.RealFastIndieBookMarketing.com](http://www.RealFastIndieBookMarketing.com)

And of course [www.RealFastResults.com](http://www.RealFastResults.com)

(and more coming out all the time) .

So if I were to write a new book or create a new product, I would strongly consider making my title “Real Fast (Keyword Phrase)”. Now I don't recommend this from a search engine standpoint. It would be of little help in the search engines (unless your brand was already a searched keyword). The reason I suggest this is for easy cross-promotion and name recognition. That is, it's just easier to sell if your clients are familiar with and received good value from earlier branded products. Think “Chicken Soup” or “Rich Dad, Poor Dad” titles.

**Obviously you must have a brand to begin with. And if you don't have a brand you should consider starting one.**

### 4. Does Your Title Make Sense?

We have been covering titles from the standpoint of being found via the Internet and how important keywords are. But as you do these important things always keep in mind your end user. Or does your title make sense to a human?

It is conceivable that you uncover seemingly good keywords that don't really don't make sense as a title. That's OK because you can usually weave them into the subtitle. Or even split them up and rearrange the keywords so they make more sense.

For example, with my **Adjunct Teaching Online** keywords; let's say that they did not make sense in that order or made more sense if we rearranged them. Perhaps **Online Adjunct Teaching** would make more sense. So, change the order so that your title is more understandable to a human reader.

Now I warn you when you do this sort of keyword rearrangement you may (and probably will) lose some of the search engine benefit that you might receive if you kept the same keyword order – if there were an exact match. But I believe it is minimal and after all we write our books for people to read them, not machines.

So in the final analysis ALL of your titles need to make sense.

## Resoruces

**Keyword Research Tool:** <http://tools.seobook.com/keyword-tools/seobook/>

[www.namemesh.com](http://www.namemesh.com)

[Adjunct Teaching Online & On-Campus: How to Make Up To 6-Figures and More as an Adjunct Professor](#)

**Example of Brands: Real Fast Result Brand**

[www.RealFastBook.com](http://www.RealFastBook.com)

[www.RealFastProwebinars.com](http://www.RealFastProwebinars.com)

[www.RealFastHollywoodDeal.com](http://www.RealFastHollywoodDeal.com)

[www.RealFastLibraryMarketing.com](http://www.RealFastLibraryMarketing.com)

[www.RealFastIndieBookMarketing.com](http://www.RealFastIndieBookMarketing.com)

[www.RealFastResults.com](http://www.RealFastResults.com)

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