How to set up your Amazon author page
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*Amazon’s Author Page can be a useful tool to connect with readers!*

Creating an Author Page allows you to group all your books under one profile, making it easier to see everything you have published on one page. This is great for your readers who will be able to find all your work in one place. You also have the option to add links to your social media accounts (such as Twitter) and share videos. It’s a simple and effective way to attract more followers and raise your profile online.

1. **Create an author page**
   - US & Canada: https://authorcentral.amazon.com
   - UK: https://authorcentral.amazon.co.uk/
   - Other: https://authorcentral.amazon.[country suffix]

2. **Keep your biography and bibliography up to date**
   - The style is up to you – some authors prefer a more personal approach; others more formal.

3. **Add an author photo**
   - This should be a clear headshot with a resolution of at least 300 dpi.

4. **Add links to your website and social media accounts, where applicable**
   - A dedicated author website is preferable, but you can also add a link to your university or organisation’s profile page as long as it is up to date.
   - If you are on Twitter, you can also add your Twitter name so that your latest tweets are displayed.

5. **Upload videos and other multimedia**
   - If you have filmed a short video about your book (no more than 2–3 minutes), or have done any media interviews, you can also embed them in your profile. (Also, don’t forget to share your videos, interviews, and other multimedia with us!)
Examples of Cambridge Author Pages:

- Yoram Hazony, Author of *The Philosophy of Hebrew Scripture*
- Elliott Abrams, Author of *Tested by Zion*
- William H. Janeway, Author of *Doing Capitalism in the Innovation Economy*
- Daniel S. Markey, Author of *No Exit from Pakistan* (includes multimedia and social media links)

How to make the most of your Amazon page

Adding a link to your email signature is a quick and easy way to share your work with colleagues and readers.

You can also share this page via social media (such as Facebook) and if you write for blogs, it’s a handy way of quickly directing readers to find and purchase your book(s).
Do you need advice on how to create any of your social media accounts?

If so, visit our Author Hub

Here you will find:

• A series of videos aimed at authors who have different levels of online experience, guiding you through the latest tools available and the impact they can have in raising the profile of your book

• Downloadable step-by-step guides to help you get started quickly

• Information on what Cambridge University Press is currently doing to support our authors

• Helpful hints and tips to guide you through each stage, plus much more!

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cambridge.org/authorhub