

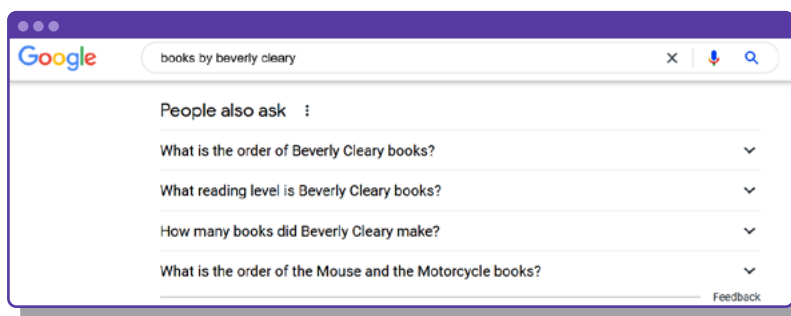
Top Search Tips for Bookshop.org Lists

On Bookshop.org, your store's lists are like its storefront windows—people may be passing by, so to speak, while searching for more books like *The Handmaid's Tale*. We've compiled some SEO tricks to get your lists noticed, and help bring eager readers inside.

Get Inspired

Need help coming up with list ideas? Choose what you're passionate about or expert in. A **narrower subject has a better chance** of ranking high on Google, because there's less competition. *Graphic Novels for Fans of Fun Home* is a better topic than a generic one like *Best Books of 2021*, for which there are already many other lists.

You can use **search engine optimization tools to research** what common phrases readers use when trying to find their next book. Think of the most frequently asked questions readers ask at your store, and how your list popping up could provide the best answer.

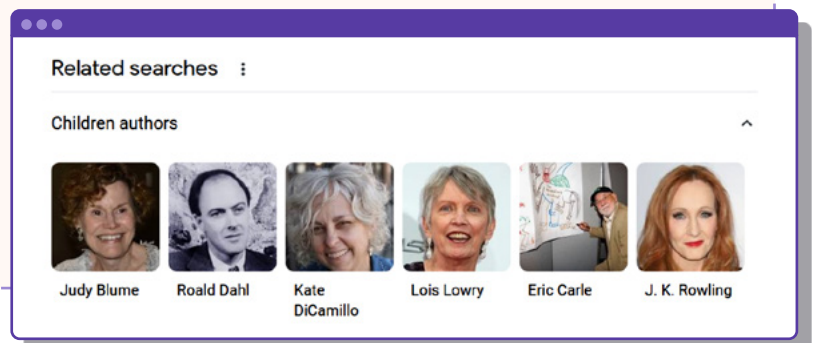


PEOPLE ALSO ASK

For many searches, Google will populate related questions People Also Ask. As you click on questions, more will appear, giving a sense of what readers tracking down a topic like *YA high fantasy* might also be trying to find.

RELATED SEARCHES

At the bottom of the first page of search results, Google will also list **related searches**. These can be great sources of keyword phrases, list topics, and unexpected connections readers make when seeking out books.



Get Listed

Your **Title** is the key ingredient to get your list popping up on any search engine. Think of it like the **attention-grabbing headline** to an article. Keep it succinct and snappy.

LIST TITLES

- Should be **less than 80 characters, and front-loaded** with the most important information
- **Your list’s title is also its URL.** The URL should be short and literal, but not overly keyword-stuffed. It’s going to look something like this:
/books-like-where-the-crawdadd-sings/

HEADER TEXT

- Short description of the contents of your list
- Informative
- **Ideally around 160 characters** and front-loaded with important info (the first 160 characters appear in search results!)



*We Love These Books:
Black Women Writers*

Unlikely many people are searching for “we love these books” on Google



*Black Women Writers:
We Love These Books*

Optimized for more likely search query “Black women writers”

Get Creative

Most importantly, use your lists to let readers know who you are and what you love. Like Staff Recommendations or table displays, your lists are the heart and soul of your Bookshop.org page.

Use the above tools to get ideas and fine-tune your message, but don’t forget that **the most successful lists are the ones that best reflect your store!**

