

Author Central Optimization Checklist

- ☐ Amazon Author Central account set up (AuthorCentral.Amazon.com)
- ☐ Custom URL created:
 - ☐ Custom Amazon link
 - ☐ Personally-owned domain name forwarded
- ☐ Blog RSS feed linked
- ☐ Social media accounts added
- ☐ Author bio uploaded
- ☐ Professional headshot uploaded
- ☐ Photos from events uploaded
- ☐ Book(s) linked to account
- ☐ Videos uploaded (optional)
- ☐ Events scheduled (optional)

Notes:
