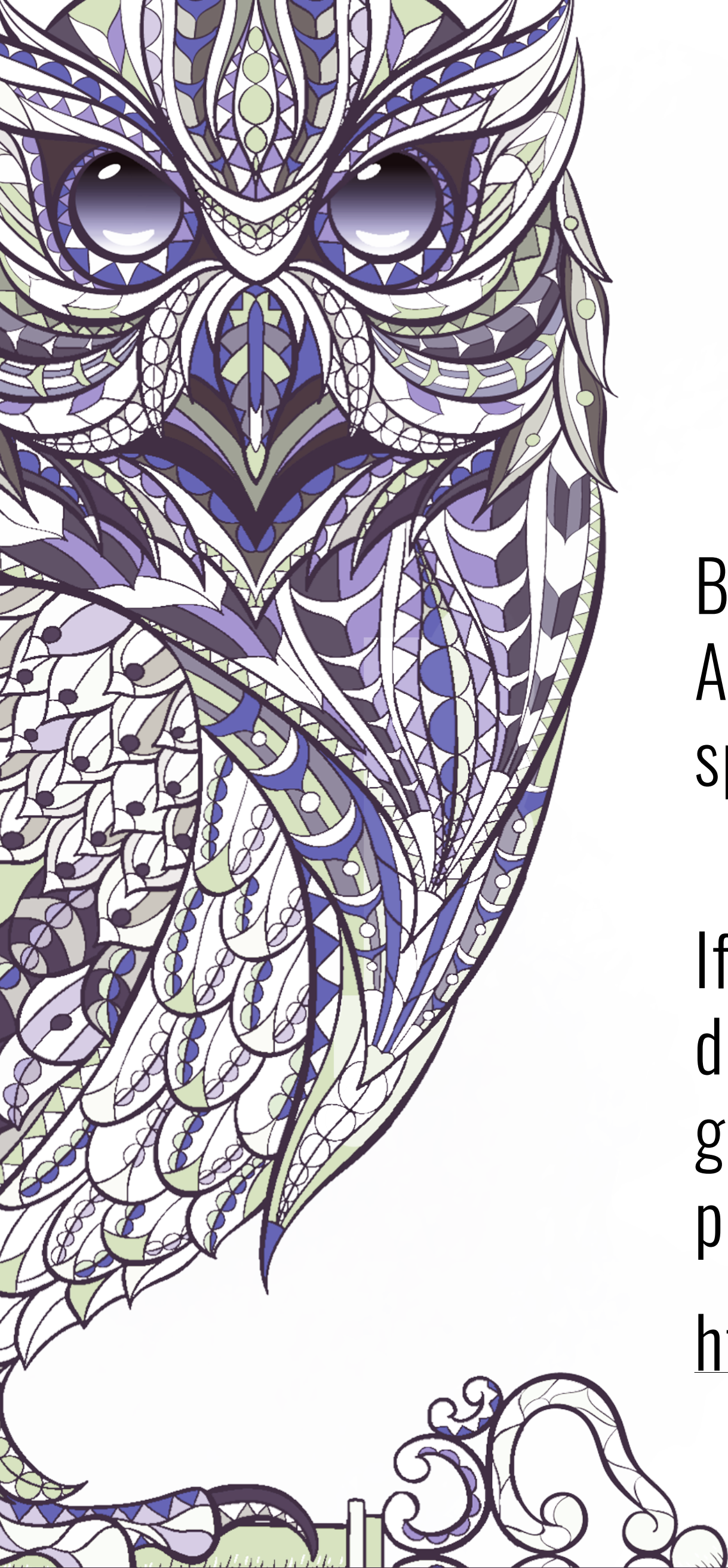# Google Play

Tips and Tricks

Hi there!

I'M ELLIS, AND I LOVE MAKING MONEY

Before we get started, please know that this presentation was first given at Romance Author Mastermind at the request of Skye Warren after a mutual friend I had been speaking to mentioned my upload method for updating my backlist to her.

If Skye hosts RAM again, go. Don't think about it, don't question if it's worth the cost, just sign up and go. If I was only able to afford one educational event per year, I would pick RAM hands down.

https://romanceauthormastermind.com/

ELLIS LEIGH

Why Bother With Google Play?

AKA I GOOGLED THE STATS FOR YOU

I've heard all the excuses...

The Google Partner site is clunky.

Everyone owns an iPhone anyway.

I've never met anyone who makes good money there, so why bother?

They're all just what I said—excuses. Why bother with Google Play? Because worldwide stats show a very different story than what you may assume.

- Android and Apple's iOS own 98% of the market share in mobile operating systems—they DOMINATE the world

- Android controls 76% of that market share, with iOS controlling only 22%

- Experts theorize Android will control 87% of the market by 2022

- If you are publishing to Apple Books but not Google Play, you are missing out on millions of English speaking readers

ELLIS LEIGH

Adjust Your Expectations

DATABASES, SEARCH ENGINES, AND HELP

Google Play's platform is like an old database built in Microsoft Access, which means it has limitations. Once you understand those limitations and begin to work within the program instead of fighting against it, you'll gain back those frustrating hours you've been spending cursing at your laptop screen.

Here's how I'm going to help you:

- Google has excellent help resources and I'll show you how to use them

- How to treat your listing like a Google search—GENRE/SUBJECTS, BABY!

- How I update my entire backlist in fifteen minutes (yes, really)

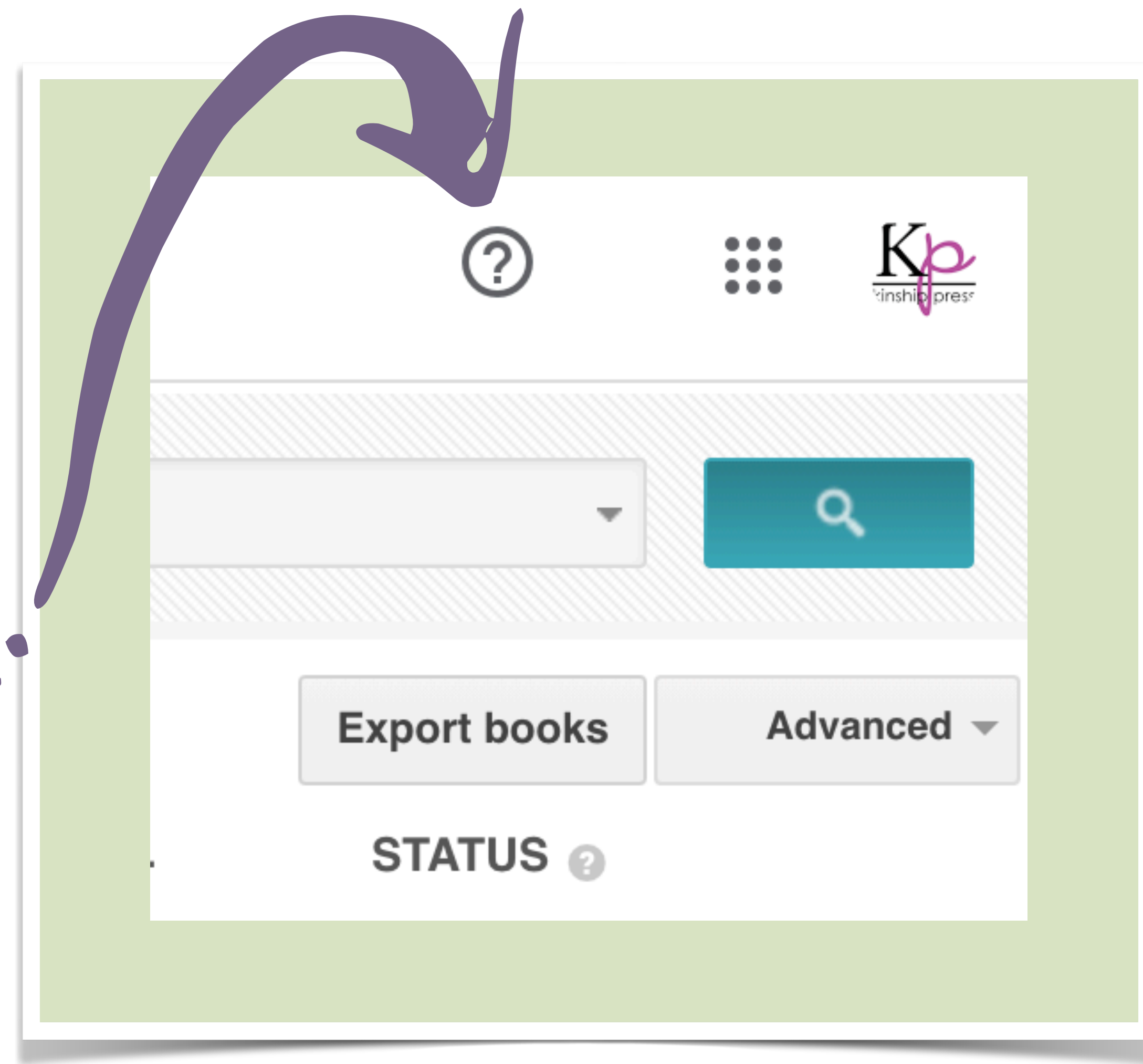- The easy way to see your listings and prices for more than just the US store
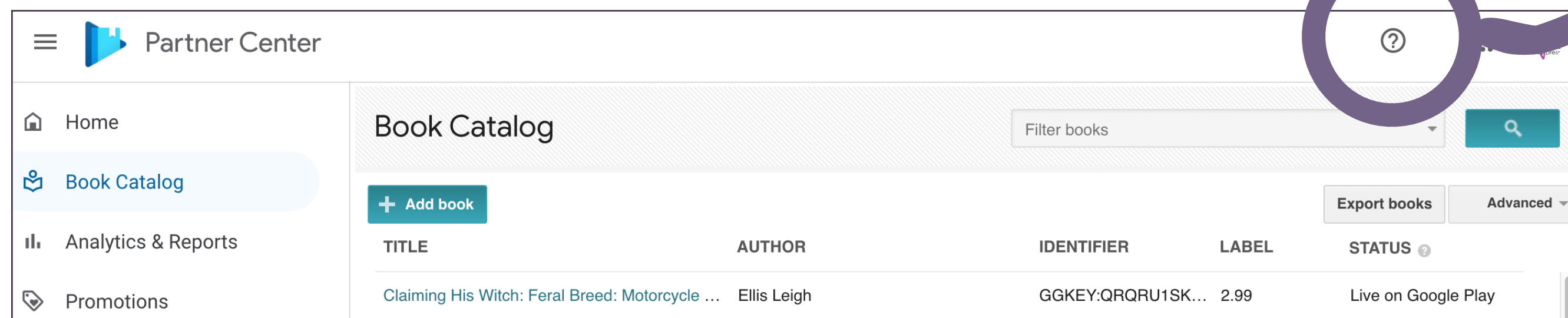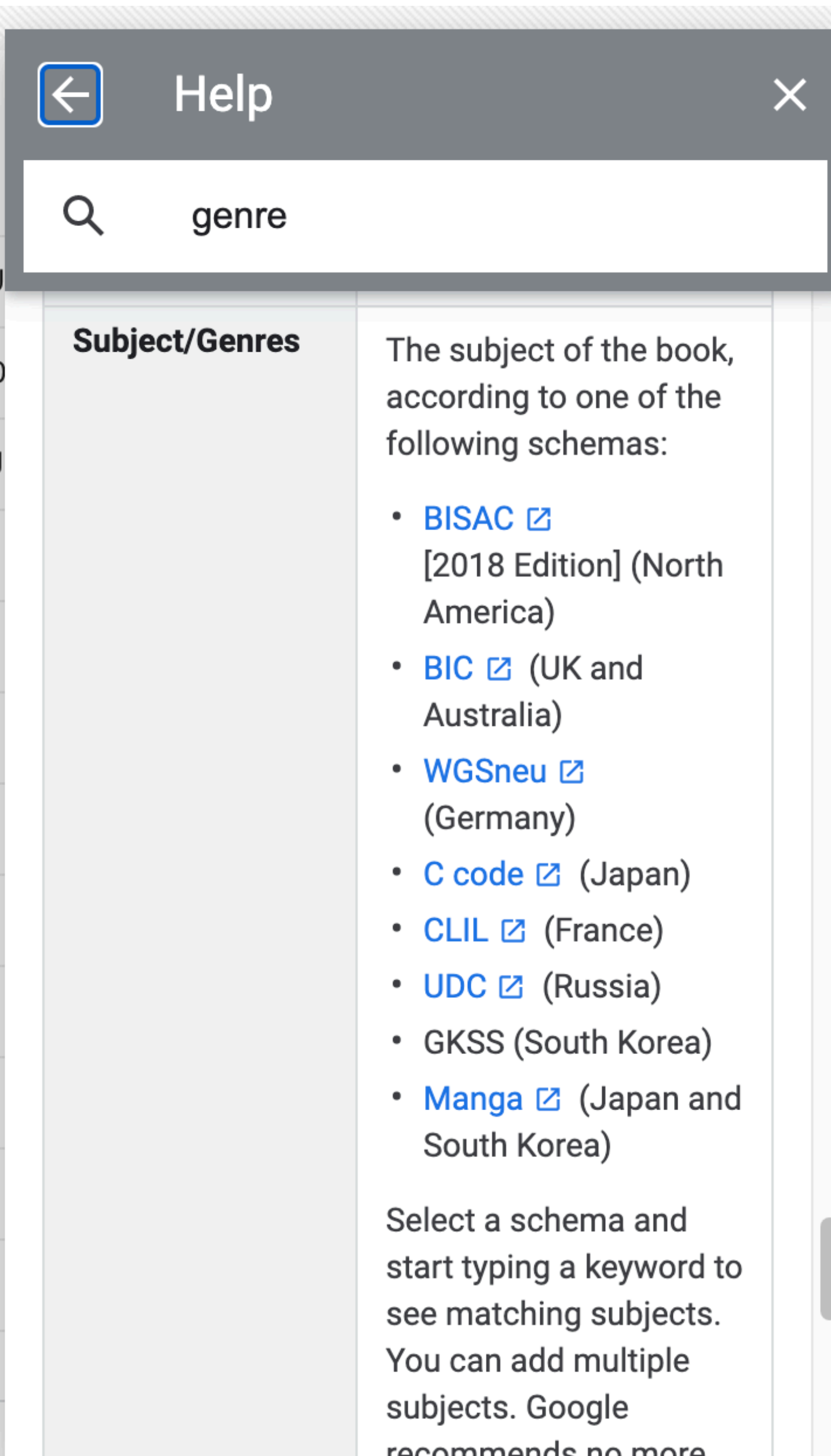
How to Find Help

GOOGLE GOOGLED THAT FOR YOU

The Google Partner Center has intense help documentation available at the click of an icon. Want to know what every single option is when setting up your book and what all those radio buttons mean? Google will tell you.

Help

🔍 genre

Subject/Genres

The subject of the book, according to one of the following schemas:

- BISAC ⧉ [2018 Edition] (North America)
- BIC ⧉ (UK and Australia)
- WGSneu ⧉ (Germany)
- C code ⧉ (Japan)
- CLIL ⧉ (France)
- UDC ⧉ (Russia)
- GKSS (South Korea)
- Manga ⧉ (Japan and South Korea)

Select a schema and start typing a keyword to see matching subjects. You can add multiple subjects. Google recommends no more...

How to Find Help

GOOGLE GOOGLED THAT FOR YOU

This is an example of a search in the Help Menu—notice the detail and the links. You can click on any link and be taken to a supporting webpage. If you click BISAC, you're directed to the main page of the Book Industry Study Group...aka the people responsible for BISAC codes, which help book sellers and algorithms determine what readers to show your books to. Helpful info.

BISG
BOOK INDUSTRY STUDY GROUP

ABOUT ▾   **COMMITTEES** ▾   **BISAC CODES** ▾

Complete BISAC Subject Headings List, 2019 Edition

Speaking of Subjects

SMOOTH TRANSITIONS FOR THE WIN

The Google help article regarding genre recommends three subjects maximum. I take that to mean three PER SOURCE. In my opinion (and that of multiple other self-published authors who have invested time in growing their Google Play readership), you want to utilize as many of the source options available to you.

That means research and translating.

UNLESS...

I Love Research

AKA I TRANSLATED THE STUFF FOR YOU

I'll be honest—I don't mess with the Russian, Japanese, or South Korean subject lists. It's a bit too much for my already overloaded brain to deal with. I do make sure to include the subjects for French and German markets.

You do know how to read French and German, right?

Me neither. Bless the people who built Google translate.

I've compiled a Google Sheets document with a sheet for the German subjects and translations AND the French subjects and translations. You're welcome!
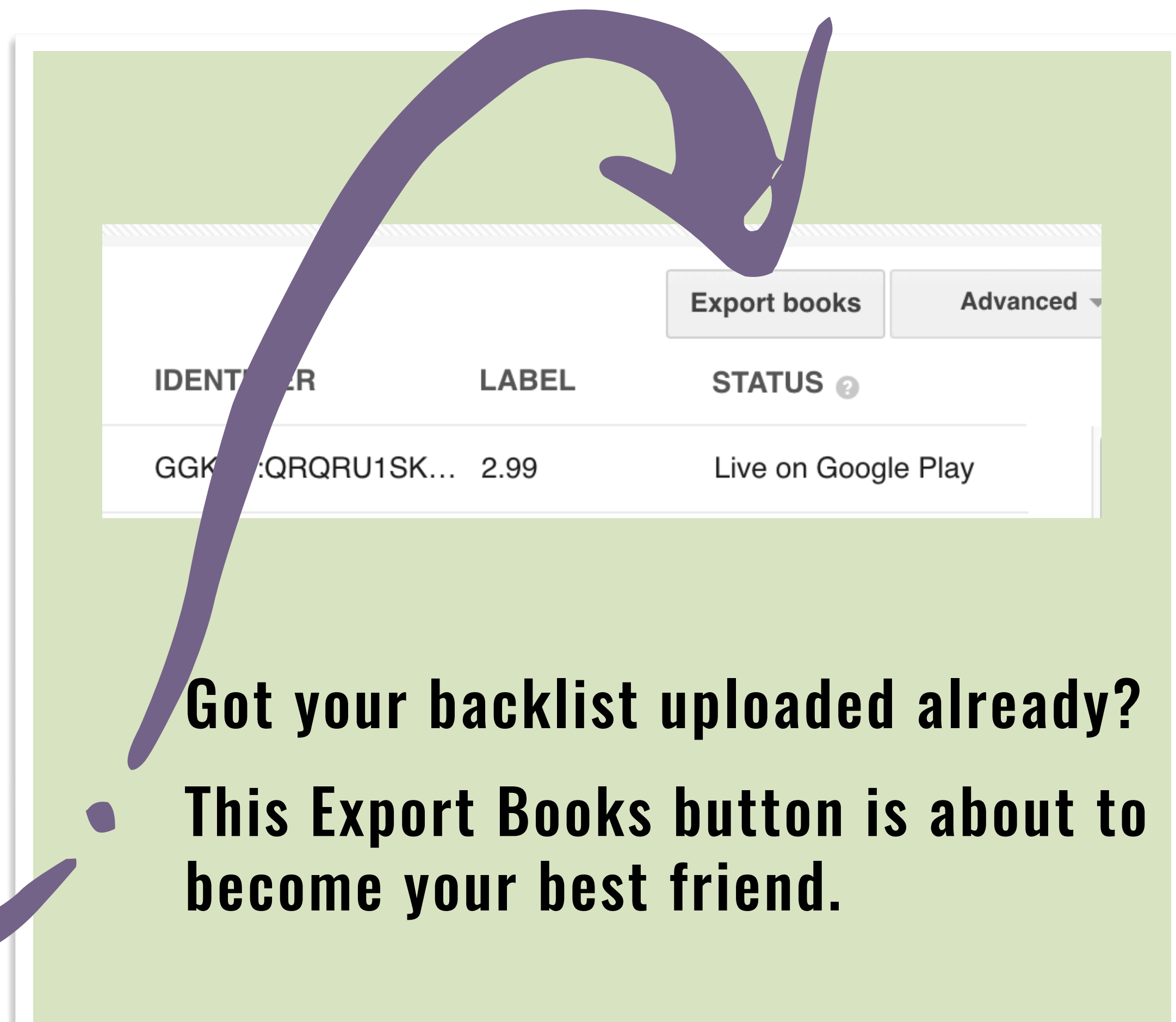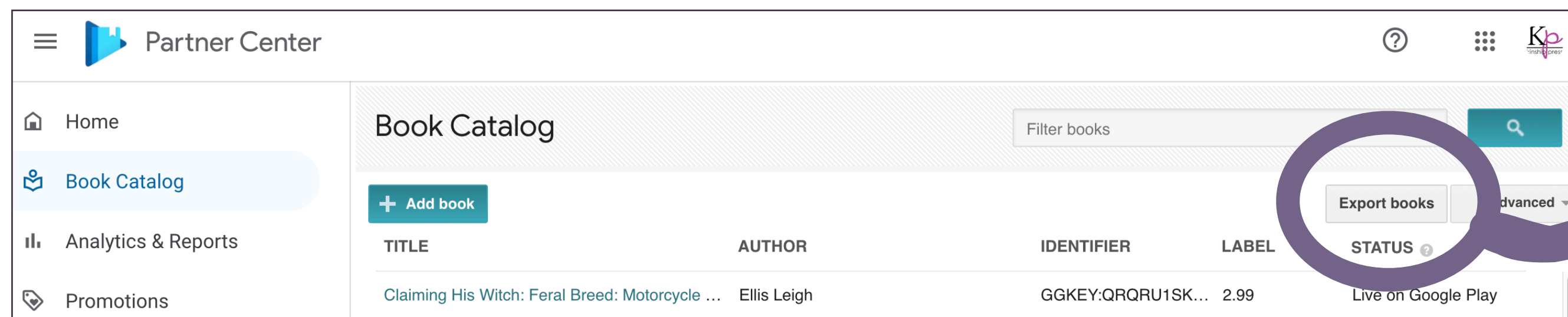
CLICK HERE

Fastest Updating Ever

HOW I UPDATE MY ENTIRE BACKLIST IN MINUTES

Want to add multiple subjects/categories to your book listings, change your blurbs, and add a new subtitle but the series has 27 books in it? Got fifteen minutes?

Cool. Let's do this.

Got your backlist uploaded already?

This Export Books button is about to become your best friend.

ELLIS LEIGH

Export Your Book Metadata

OH, HOW I WISH EVERY DISTRIBUTOR DID THIS

Recommendation #1: Make sure you have one book from each class/sub-genre set up with all the subjects you need assigned. Why? Because copy and paste is my favorite thing. Trust.

Once you have one title set up the way you want them all to be, click Export Books.

Let's talk about pricing options on the next page.

DOWNLOAD BOOKS AS CSV   ✕

Download a CSV file to view your book settings and/or make changes to books.

☑ Show metadata columns

☐ Show price columns
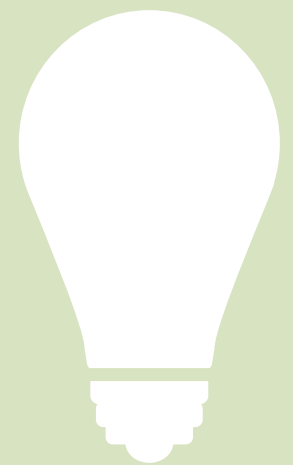
☐ Add new prices to these books

DOWNLOAD

Make sure you click the SHOW METADATA COLUMNS radio button otherwise you'll get a list of identifier numbers and titles.

ELLIS LEIGH

Prices Old and New

HOW TO CHECK YOUR PRICES

There are two pricing radio buttons on the export screen.

The first is:

SHOW PRICE COLUMNS

AUD [Recommended Retail Price, Including Tax] Price	Countries for AUD [Recommended Retail Price, Including Tax] Price	EUR [Recommended Retail Price, Including Tax] Price	Countries for EUR [Recommended Retail Price, Including Tax] Price	USD [Recommended Retail Price, Excluding Tax] Price	Countries for USD [Recommended Retail Price, Excluding Tax] Price
4.99	AU	3.99	ECZ	3.99	WORLD,-AU,-CA,-DE,-ES,-FR,-GB,-IT
4.99	AU	3.99	ECZ	3.99	WORLD,-AU,-CA,-DE,-ES,-FR,-GB,-IT
0.00	AU	0.00	ECZ	0.00	WORLD,-AU,-CA,-DE,-ES,-FR,-GB,-IT
4.99	AU	3.99	ECZ	3.99	WORLD,-AU,-CA,-DE,-ES,-FR,-GB,-IT
4.99	AU	3.99	ECZ	3.99	WORLD,-AU,-CA,-DE,-ES,-FR,-GB,-IT
3.99	AU	2.99	ECZ	2.99	WORLD,-AU,-CA,-DE,-ES,-FR,-GB,-IT

If you have your books set up with a WORLD only price (allowing Google Play to convert to various currencies) or you have the set up with specific countries called out for pricing adjustments, you can click SHOW PRICE COLUMNS to verify your pricing is accurate and consistent.

ELLIS LEIGH

Prices Old and New

HOW TO ADD NEW PRICES

There are two pricing radio buttons on the export screen.

The second is:

ADD NEW PRICES TO THESE BOOKS

Pretty self explanatory here. Select the ADD NEW PRICES radio button then specify what country (by currency code) you want to add.

DOWNLOAD BOOKS AS CSV

Download a CSV file to view your book settings and/or make changes to books.

☑ Show metadata columns

☑ Show price columns

☑ Add new prices to these books

Currency   AUD ▾

Price type   ☐ Includes tax

➕ Add another price

Includes Tax? **Bookbub Featured Deals are specific to prices WITH tax include, so I select yes.**

What countries to I specify (outside of WORLD USD)? **Australia AUD, Canada CAD, Europe EUR, Great Britain GBP.**

Updating and Uploading

WE HATE CSV FILES BUT WE MUST DEAL

I could spend pages talking about all the changes possible and ones not possible on the export log. Thankfully, I don't need to—Google Play has an EXCELLENT help guide on what to change, what text can be input, and what you simply can not do. It's hard to read on the site, so I've copied and pasted the info into a PDF for you. Download it. Save it. Review it. Then go forth and update your backmatter and prices.

CLICK HERE

BUT FIRST...

CSV files are cranky. Like really cranky. Basically, don't add or delete columns in your spreadsheet. Don't deviate from Google Play's rules for data format. Don't filter or sort (you can filter your books list before exporting if you want a reduced list). Basically, follow the rules and the upload is easy.

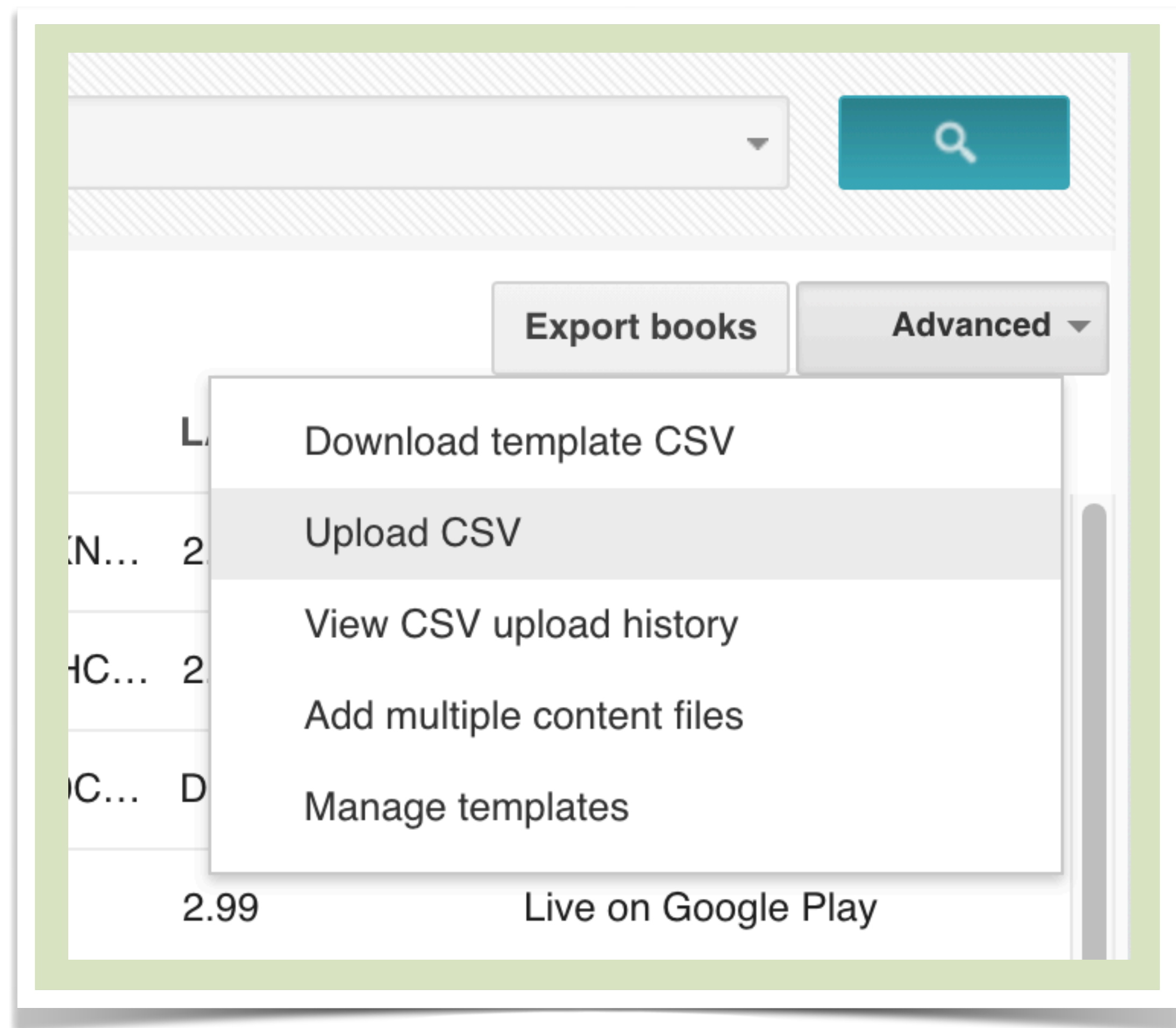**Speaking of uploads, the next slide is how you do that.**

Uploading

GOOGLE MADE IT EASY

CSV updated and ready to upload? Are you sure?
Cool. Let's go.

- **Click ADVANCED**
- **Select UPLOAD CSV**
- **Select CHOOSE FILE**
- **Navigate to your CSV file**
- **Click UPLOAD button**

Export books   Advanced ▾

L...   Download template CSV

N... 2   Upload CSV

HC... 2   View CSV upload history

OC... D   Add multiple content files

       Manage templates

2.99   Live on Google Play

Uploading

BUT DID IT WORK?

Did your upload work? Want to be sure?

- **Click ADVANCED**
- **Select VIEW CSV UPLOAD HISTORY**

FILE	STATUS	DATE	ROWS	ROWS PROCESSED	ROWS WITH ERRORS
GoogleBooksList_Kinship_Press.en_US.csv	Completed	2020-11-22 11:42:56 AM	28	28	0
GP_110120.txt	Completed	2020-11-01 06:10:08 PM	28	28	0
GoogleBooksList_Kinship_Press.en_US.csv	Invalid	2020-11-01 05:58:00 PM	0	0	1

See that INVALID under STATUS? Yeah, we hate CSV files. I had added a column and deleted it making my sheet invalid. I redownloaded, copied/pasted the corrected data, and done.

Checking Your Links & Prices

AKA WHY DID NO ONE TELL ME THIS SOONER?

One of the things that used to drive me crazy about Google Play was not knowing what my listings & prices looked like in the storefronts of other countries. It's stupid simple to see them, and I'm mad at myself for not knowing this.

FIND LINK
Either on your downloaded book export sheet or the link in your book listing

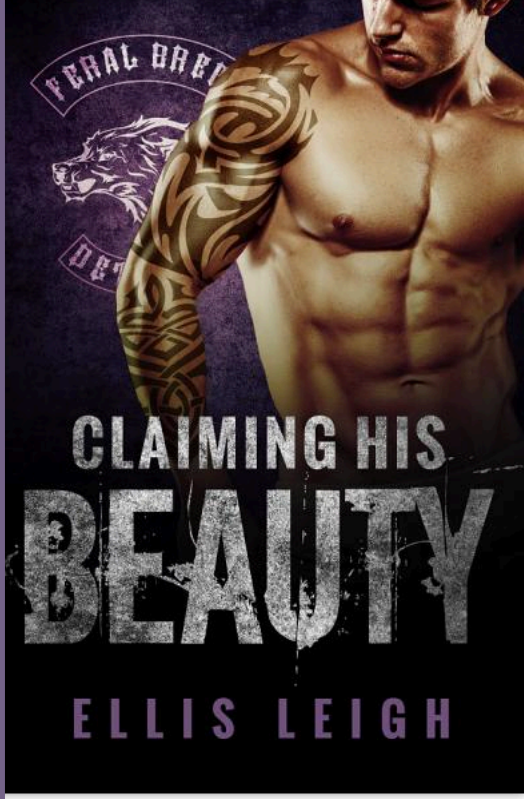ADD **&gl-##** to end of URL where ##=country code

LINK
https://play.google.com/store/books/details?id=Q5OSBgAAQBAJ

ADD ON &gl-fr for France
https://play.google.com/store/books/details?id=Q5OSBgAAQBAJ&gl=fr

VERIFYING THE PRICES I WANT ARE ACCURATE

Claiming His Beauty

Feral Breed Motorcycle Club

Book 4

★★★★✰ 66 👤

Ellis Leigh   Feb 2015
Kinship Press

🎁 Buy as Gift   🔖 Add to Wishlist

$3.99 Ebook

Claiming His Beauty

Feral Breed Motorcycle Club

Book 4

★★★★✰ 66 👤

Ellis Leigh   Feb 2015
Kinship Press

🎁 Buy as Gift   🔖 Add to Wishlist

$4.99 Ebook

Claiming His Beauty

Feral Breed Motorcycle Club

Book 4

★★★★✰ 66 👤

Ellis Leigh   Feb 2015
Kinship Press

🎁 Buy as Gift   🔖 Add to Wishlist

€3.99 Ebook

This is my USA listing. How do I know? Because that blue button in the lower right is available to be clicked (I live in the US) and has the right price.

This is my Australia listing. How do I know? Because that blue button in the lower right is NOT available to be clicked and has the right price ($1.00 more than the US price to account for conversion.)

This is my European listing. How do I know? Because that blue button in the lower right is NOT available to be clicked and has the right price with the correct currency indicator. This is a TAX INCLUDED price.

ELLIS LEIGH

Yay! You Made It!

I TOLD YOU I WAS WORDY

I truly did try to control my wordiness, but there is just SO MUCH to talk about in terms of tips and tricks for increasing sales on Google Play. Beyond what I talked about in the presentation, here are a couple of quick tips you can look into:

Join the Affiliate Program—it's free money.

Adjust your blurbs to be extra keyword loaded and to add in all those review quotes from authors who write about similar topics. Google is a SEARCH ENGINE —if my PNR blurb contains a review quote from someone who writes PNR, my book may pop up when people search for theirs.

Get your books uploaded—you can actually add new books via the spreadsheet upload method so there's no excuse. Get those books listed and start growing your readership.

Helpful Links

BECAUSE I LIKE TO BE HELPFUL

CRAZY Android vs iOS Market Share Discoveries in 2020
aka the site where I pulled the Android market share data

BISAC Listings (North America)

BIC Listings (UK & Australia)

WGSneu (Germany)

CLIL Listings (France)

C Code (Japan)

My Translated Lists for WGSneu & CLIL

Country and Currency Codes

There are two regions within Google's data: WORLD and ECZ

World is as stated—the entire world.

ECZ consists of any countries geographically within continental Europe which use the Euro as their sole currency

Best Help Search Topic for Uploading Spreadsheets:
Spreadsheets (change book settings in bulk)

My PDF with Google Spreadsheet Help Info