

Context: For a declining Reedsy blog post targeting “[how to publish a children’s book](#),” I noticed the SERP was increasingly favoring first-hand experience and subject-matter credibility over generic how-to content, so I recommended leaning into that approach.

I then collaborated with successful self-published children’s author Karen Inglis to create a version that paired practical publishing advice with real-world experience. Since then, the post has consistently ranked in Google’s top 3 for its main keyword.

[how to publish a children’s book](#)



Keywords:

- #9 for [how to publish a children's book](#) (3.3K)
- #15 for [how to write a children's book and get it published](#) (400)
- #21 for [how to publish a children's picture book](#) (300)
- #8 for [how to publish a kids book](#) (250)
- #1 for [publish a children's book](#) (250)

Site	Post	Backlinks	Best link
AI Overview	Reedsy is featured	-	-
#2 Reddit	How to self publish a childrens book? : r/selfpublish	4	0
#4 Jane Fridman	How to Make Six Figures Self-Publishing Children's Books	74	0
#5 Uhalumni	8 things to know about the children's book industry	36	0
#6 Quora	I have written a kids story and have pictures. How do I..	0	0
#7 JourneytoKidsLit	How to Publish a Picture Book: The Complete Process	1	0
#8 Kindpreneur	How to Publish a Children's Book [Traditional + Self-	17	0
#9 Reedsy	How to Publish a Children's Book [+ Submission Kit]	128	19 🔥

Observations:

- The SERP is all about EEAT:
 - **JF:** Adaptation of a talk from author Darcy Pattison @ Society of Children's Book Writers and Illustrators, based on her experience selfpub *Nefertiti: The Spidernaut*
 - **Uhalumni:** Roxie Munro author/illustrator of more than 40 award-winning nonfiction children's books

- **JTKL**: Brooke Van Sickle based on *PIRATES STUCK AT "C"*. (Note: She also wrote a book on how to write picture books.)
- All from first person experience. Full of insights (especially the 1st) but def NOT comprehensive step-by-step guides.
- Aside from the Uhalumni one, they're all about **self-publishing**.
- It seems that at least some readers are people trying to figure out how to make money with children's books and are looking for success stories and tips, while others are still looking for some step by step guide.
- **Reedsy**: Divided into 2 paths: trad and selfpub. Similar approach to Kindlepreneur which dominated the SERP with their post for a *long time*.

Suggestions:

Go all in on EEAT. Have one of the authors from our network write it.

- **Path 1**: Full freedom and no structure to follow. It would be an interesting test to see if EEAT is really the "only" metric that matters.
- **Path 2**: Light outline and they write it from 1st person and about one or more of the books they worked on. Focus on self-pub but with some tips about trad pub too.
- **Path 3**: Reach out to successful self-published authors like Diane A. or Jay M. and ask them to write a piece for us. Or do an interview with them and we write it.

Potential suggested structure:

Title: **How to Publish a Children's Book (and Actually Make Money)**

Establish authority in the intro

1) Understand the market

- Overview of different types of children's books (picture books, early readers, chapter books, etc.)
- Understanding age categories and target audience.
- Researching current trends and market demand.

2) Write and edit your book

- Tips for writing, common mistakes, importance of hiring an editor

3) Choose a publishing route

- Quick self-vs-trad overview
- Personal experience with self publishing: earnings and costs to self-pub.

4) Find and work with an illustrator

- Why illustrations matter and whether you need one (trad)
- Where to find; tips for collaboration.

5) Format your book

- Trim size and layout, tools and software, exporting files.

6) Print and distribute it

- Importance of print in kidlit, most popular services for it, tips for pricing.

7) Market it wisely

- Social media and book strategies; reviews, influencers and press; IRL sales: schools, fairs, libraries, etc...