



Writing on Wattpad 101: Tagging

If you had to describe your story in a handful of words, which ones would you choose? Wattpad uses tags to tell readers what your story is about. Tags also make your story more discoverable by allowing it to appear in several different locations across Wattpad—from search, to tag pages, to the home page. Optimize your discoverability by using words that are accurate and relevant to your story. Try this breakdown to effectively tag your story.



Start with the big picture basics

First and foremost, you should capture the genre of your story through tags. Are you writing romance or mystery? An intergalactic sci-fi or world-building fantasy?

Specify the theme

What unifying idea pervades your story? Is it friendship, family, or redemption? Are you telling a coming-of-age tale, one of self-discovery or even a first love? Indicate what themes are examined within your work.

Choose your subgenres

Stories are complex and often fit within multiple niches that appeal to varied audiences. Get specific about which subgenres, if any, your story explores. Is your story set in a #dystopian world or is it #contemporary? Let us know.

Know your audience

What demographic is your story intended for? #youngadult, #newadult or #adult are ways readers seek out content in the age range they're looking to read in.

Set the mood

What can readers expect from your story on an emotional level? Set an emotional expectation or mood with tags like angst #slowburn or #feelgood

Establish time and place

From 17th century French court to a far-off future, the setting of Wattpad stories are pretty much limitless. Tell us when and where your story takes place. For example: #France #1940s #contemporary or #alternateuniverse

Get creative

Leave a few tags open as wild cards for those super-specific things that set your story apart, like #dragons or #pingpong

