

# Metadata Checklist

Make sure your book doesn't leave home without:

✓	<b>Title</b>	Keep it fewer than 80 characters long, including subtitle, so that it's optimized for mobile
✓	<b>Contributor</b>	Be sure to use all the names from the cover or title page – and be consistent with spellings, middle initials, etc.
✓	<b>Contributor Bio</b>	Keep it between 50 and 250 words for each contributor, and avoid using external links such as blogs and author websites – you don't want to drive potential customers away from buying your book!
✓	<b>Description</b>	Describe your book in a conversational tone, in 200 to 600 words, with a bolded opening line and paragraph breaks (see HTML Markup)
✓	<b>HTML Markup</b>	<p>In your description, use <code>&lt;b&gt;</code> for bold, <code>&lt;i&gt;</code> for italics and <code>&lt;p&gt;</code> for paragraph breaks, like this:</p> <pre>&lt;b&gt;&lt;i&gt;Metadata is the best!&lt;/i&gt;&lt;/b&gt; &lt;p&gt; Seriously.&lt;/p&gt;</pre> <p>Metadata is the best! Seriously.</p>
✓	<b>BISAC Subjects</b>	Choose 2 to 3 specific subjects to categorize your book and convey the genre and subject matter. If you don't find exactly what you want, supplement with keywords.
✓	<b>Thema</b>	Provide Thema Subject and Qualifier codes to help categorize your book in the global markets. Choose up to three Thema Subject codes to help describe what your book is about.
✓	<b>Keywords</b>	Choose 5 to 7 (or more!) words or phrases that draw the consumer, and incorporate throughout your metadata: in the description, contributor biography, even title and series; – you can add these keywords plus others in the keyword field, where they will become hidden online search terms
✓	<b>Audience Code</b>	Make sure your title is merchandised correctly by choosing the appropriate audience code: general/adult, juvenile (for ages 0-11) or YA (for ages 12-17) – oh, and this should jive with your genre (that is, use juvenile audience code with juvenile subject codes)
✓	<b>Age &amp; Grade</b>	If you chose a juvenile or YA audience code, pick an age range and/or a grade range to target; use a two-year age or grade range for children and a four-year age or grade range for YA
✓	<b>Review Quotes</b>	Include 2 to 8 positive review quotes, from industry sources, publications, and relevant people such as other authors or reputable bloggers
✓	<b>Series</b>	Alert your readers to other titles in a series by including your series name and number, if applicable

# Keyword Brainstorming Sheet

Use the below wheel to brainstorm useful and relevant keyword selections for your fiction and nonfiction titles. Increase discoverability by adding at least 7 keywords to your title's metadata.

## Fiction



## Nonfiction

