

Metadata Checklist

Make sure your book doesn't leave home without:

✓	Title	Keep it fewer than 80 characters long, including subtitle, so that it's optimized for mobile
✓	Contributor	Be sure to use all the names from the cover or title page – and be consistent with spellings, middle initials, etc.
✓	Contributor Bio	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!
✓	Series	Alert your readers to other titles in a series by including your series name and number, if applicable
✓	Description	Describe your book in a conversational tone, in 200 to 600 words, with a bolded opening line and paragraph breaks (see HTML Markup)
✓	HTML Markup	<p>In your description, use <code></code> for bold, <code><i></code> for italics and <code><p></code> for paragraph breaks, like this:</p> <pre><i>Metadata is the best!</i> <p> Seriously.</p></pre> <p><i>Metadata is the best!</i> Seriously.</p>
✓	Genre	Choose 2 to 3 specific categories (like BISAC subject code) and if you don't find exactly what you need, supplement with keywords
✓	Keywords	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
✓	Format	Most specific description of your binding, such as mass market paperback or epub ebook – and be sure to use one ISBN per format to keep formats distinct
✓	Review Quotes	Include 2 to 8 positive review quotes, from industry sources, publications, and relevant people such as other authors or reputable bloggers
✓	Audience Code	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)
✓	Age & Grade	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

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



Non-Fiction

