

# 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>Series</b>	Alert your readers to other titles in a series by including your series name and number, if applicable
✔	<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><b><i>Metadata is the best!</i></b> Seriously.</p>
✔	<b>Genre</b>	Choose 2 to 3 specific categories (like BISAC subject code) and if you don't find exactly what you need, supplement with keywords
✔	<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>Format</b>	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
✔	<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>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



For more information, contact us at [IDS@ingramcontent.com](mailto:IDS@ingramcontent.com)

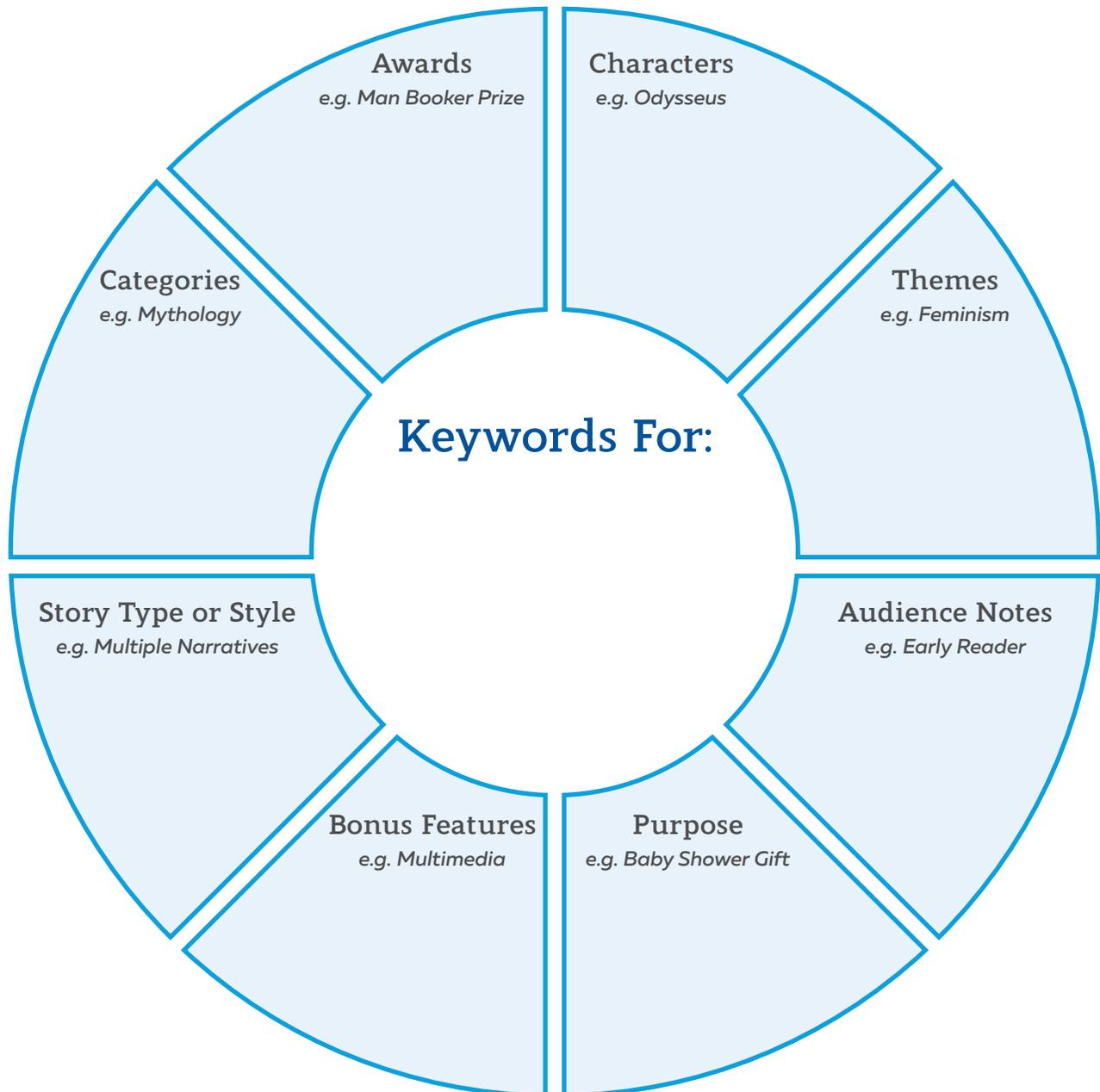
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# Keyword Brainstorming Sheet

## Fiction

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



For more information, contact us at [IDS@ingramcontent.com](mailto:IDS@ingramcontent.com)

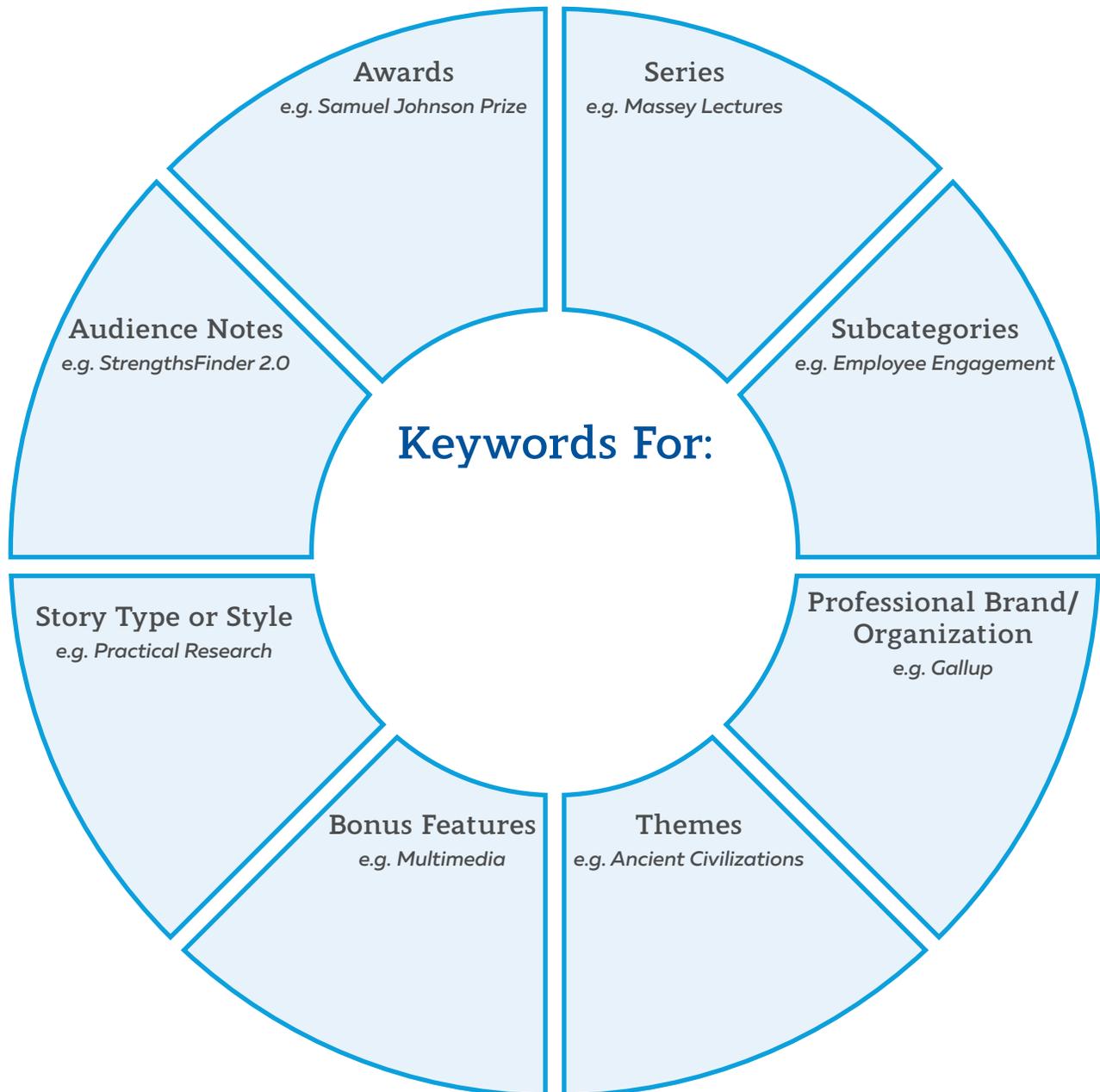
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# Keyword Brainstorming Sheet

## Nonfiction

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



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