

## Useful Tips to Create Your Book Metadata Before Publication

Here are some tips on how to create your book's metadata before publication:

### Book Title And Subtitle

**Title:** Keep it crisp and relevant. Ensure it aligns with the book's content and genre.

**Subtitle (optional):** This is an opportunity to include additional keywords or phrases. It can expand upon the title, hinting more at the book's content or theme.

### Author Name

Be consistent with your author name across all your publications. Consider variations like middle initials or pseudonyms, and stick to one.

### Author Bio

An engaging author bio enhances your connection with readers, establishes credibility, and amplifies your work's visibility.

- **Begin Strong:** Open with a sentence that encapsulates your essence as an author, reflecting your style or a notable work.
- **Align with Your Work:** Ensure your bio resonates with your books' themes or genres, highlighting relevant backgrounds or experiences.
- **Showcase Credentials:** Emphasize relevant degrees, professional experiences, or unique knowledge that bolsters your authorship stature.
- **Celebrate Achievements:** Highlight bestsellers, awards, or other recognitions that spotlight your literary successes.
- **Personal Touch:** Share a brief anecdote or detail that offers insight into your writing journey or inspiration.

### Description

Your book description is a marketing tool. While its primary purpose is to inform potential readers about your book's content, it also persuades and entices them to make a purchase. Balancing clarity, intrigue, and SEO optimization will make your description effective in boosting both discoverability and sales.

- **Have a Strong Opening Hook:** Begin with a hook—a sentence or two that draws readers in.
- **Stay Relevant:** Use relevant keywords naturally within the description. Think about what readers might search for when looking for a book like yours.

- **Be Clear and Concise:** Keep it concise but informative. A good length is about 150-250 words.

## Genres

Choosing the right genre is foundational to reaching the correct audience. It's not just about labeling your book; it's about positioning it in the marketplace, where it can be found by readers who are genuinely interested in your content.

Use subcategories or niche genres can help position your book more precisely, reaching a more targeted audience. If your book bridges two genres, such as "Science Fiction" and "Mystery," utilize this feature to maximize visibility. Finally, look at successful books similar to yours to see where they're categorized.

## Keywords

Keywords are essential tools that help readers find your book when they type specific terms into the search bar. Effective keywords can greatly increase your book's visibility.

### Best Practices For Choosing Keywords

1. Use up to seven keywords or short phrases. List the most relevant keywords without stuffing too many.

*Example:*

For a sci-fi novel about a Martian colony: "Mars colony," "interplanetary settlement."

For a cookbook focused on vegan desserts: "vegan desserts," "dairy-free sweets."

2. Begin by listing words and phrases that describe your book's content, themes, genre, and characters.

*Example:*

For a mystery novel set in Paris: "Parisian mystery," "Eiffel Tower detective."

For a fantasy book about dragon riders: "dragon riders," "epic dragon battles."

3. Think like a reader: Put yourself in the shoes of your target reader. What terms or phrases might they search for? What might they type into the search bar if they were looking for a book like yours? What problems does your book solve, or needs does it fulfill?

*Example:*

For a self-help book on overcoming anxiety: "anxiety relief," "managing stress techniques."

For a children's book about friendship: "kids friendship story," "children's tale about bonds."

4. Arrange keywords in a sequence that reflects common search patterns. For example, potential readers might search for "romantic fantasy novel" instead of "novel fantasy romantic."

*Example:*

Readers may prefer "thrilling detective novel" over "novel detective thrilling."  
"Post-apocalyptic survival tale" might be more commonly searched than "tale survival post-apocalyptic."

### Primary Audience and Reading Age (optional)

Indicating a reading age helps potential buyers understand your book's intended audience. While the field is optional, omitting an appropriate reading age (for example, for your Children's storybook) can affect eligibility in specific categories and impact age-related search results on sellers' platforms.

By accurately identifying and targeting the primary audience and reading age for your book, you not only enhance its discoverability but also increase the likelihood of positive reviews and reader satisfaction.

### Best Practices For Choosing An Audience

1. **Assess Your Content:** Examine your book's themes, language level, and character dynamics to gauge the best audience.
2. **Define Primary Audience:** Determine the main group you intend to reach. Examine your book's themes, language level, and character dynamics to gauge the best audience.
3. **Determine Reading Age:** Based on the vocabulary and complexity of the content, identify an age range that would most likely comprehend and enjoy your book.
4. **Consider Subject and Themes:** Books tackling mature themes, complex emotions, or specialized topics (e.g., academic texts) are generally more suitable for older audiences.
5. **Seek Feedback:** Share your book or excerpts with a diverse group of readers. Ask them which age group they feel the book is most suited for.
6. **Revisit Past Works (if applicable):** If you've written other books, consider the primary audience of your previous works. While it's okay to shift audiences, having a consistent target audience can help build brand loyalty.
7. **Align with Marketing Strategy:** Your identified audience will guide your marketing and promotional efforts. Ensure that your branding, cover design, and promotional channels align with this audience.