Book Metadata Optimization

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Optimizing your book's metadata is key to improving its discoverability, increasing sales, and ensuring a professional presentation across platforms. Below is a **step-by-step guide** on how to optimize each metadata element for **maximum impact.**

- ☐ Ensure your title and subtitle are consistent across all platforms.
- ☐ Include keywords naturally in the subtitle, if possible, to improve searchability.
- ☐ Avoid unnecessary punctuation, excessive capitalization, or variations between platforms.
- ☐ Use the exact same name on every platform (Amazon, Kobo, your website, social media).
- ☐ If you use a pen name, be consistent in all listings.
- ☐ Choose specific categories instead of broad ones to improve rankings. (Amazon allows three categories at first but lets you request 10 total via KDP support.)
- ☐ Check bestseller lists in your genre and see where similar books rank.
- ☐ Amazon allows 7 keyword phrases—use all of them!
- ☐ Think like a reader: What words would they type to find a book like yours?
- ☐ Use long-tail keywords instead of single words.
  - o **Free Keyword Tools:** Publisher Rocket (Paid, but highly effective), Amazon Auto-Suggest (Type words into Amazon's search bar and see what it suggests), Google Keyword Planner (Free)
- ☐ Avoid repeating words from your title/subtitle (Amazon already indexes those).
- ☐ Research competitor books and see what keywords they use.
- ☐ First two lines of your book description are key—they must hook the reader!
- ☐ Write for humans first, algorithms second (but naturally include keywords).
- ☐ Use short paragraphs and bullet points for readability in the book description.
- ☐ **For nonfiction:** Highlight key benefits and who the book is for.
- ☐ **For fiction:** Use interesting language and a powerful hook.
- ☐ ISBNs are needed for print books (Amazon KDP provides a free one, or you can buy your own). (ISBN provider: Bowker https://www.myidentifiers.com/)
- ☐ ASIN (Amazon Standard Identification Number) is assigned to Kindle ebooks automatically.
- ☐ Use the same ISBN for the same edition across all retailers (Amazon, IngramSpark, etc.).
- ☐ Keep pricing consistent across platforms to avoid price-matching issues.

- ☐ Set your price based on genre standards (e.g., $2.99-$4.99 for ebooks in popular fiction genres).
- ☐ Use psychological pricing (e.g., $3.99 instead of $4.00).
- ☐ Make sure your ebook, paperback, and hardcover metadata match (title, subtitle, author name, description).
- ☐ Use the same series name and numbering for books in a series.
- ☐ Ensure each format has a clear, professional layout (especially for print books).
- ☐ If using your own ISBN, you can create a small press name (e.g., "Miller Publishing").
  - ○ If using Amazon's free ISBN, Amazon will be listed as the publisher.
- ☐ Having a consistent publisher name boosts credibility if distributing widely.
- ☐ Check your metadata at least once a year to ensure it's still relevant.
- ☐ Update keywords, categories, or descriptions if needed.
- ☐ If running promotions, tweak your keywords and book description to reflect limited-time deals.

Book Metadata Worksheet

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Title:

Subtitle:

Keywords:

Page Count:

Author:

Publisher:

Publication Date:

Language:

Subject:

Target Audience:

ISBN-13 #:

Copyright #:

Library of Congress #:

Shipping Weight:

Dimensions:

Price:

Book Description:

Author Biography: