

# **How to Increase Your Book Sales With Metadata**

Reach Readers  
Increase Discovery  
Increase Sales

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## How to Increase Your Book Sales with Metadata

Reach Readers  
Increase Discovery  
Increase Sales



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# 1. Introduction



This book was written for authors and self publishers like you who want to bring their books to the forefront. You'll learn how to reach readers, and increase discovery and sales of your book.

On various publishing platforms, such as Amazon, Barnes & Noble, Google Play, and many more, using good metadata helps you achieve discovery and sales.

As you work through this book, I encourage you to revisit chapters you've already finished or resume from where you left off. For every chapter in this book, there is a corresponding quiz for you to take. Answers are provided at the end of the book.

After you've completed every quiz, you can check the correct answers and score yourself accordingly. Good luck!

## 1.1. Understand Title Metadata

Plain and simple, without good metadata, your audience can't find your book. If they can't find it, they can't buy it. That's why mastering your title metadata is crucial.

## 1.2. The Title Metadata Best Practices Guide

In this section, I will

1. explain what metadata is
2. give details of the most essential metadata fields for your book's discovery and sales
3. provide tips on how to write effective metadata

Your metadata is your book's best sales rep. When it comes to selling books, the main challenge is discoverability. How can you help readers find your book among millions of others? The answer is very simple: good metadata.

However, making your metadata effective isn't as straightforward. It's more than just filling in the required characters. As you go through this book, you'll learn how to improve your metadata and increase the chances of your readers finding your book!

## 2. Understanding Book Metadata and Its Importance



After you've written your book, you'll want to get it into as many hands as possible. One of the best ways to do that is by focusing on your book metadata.

Simply put, **book metadata is any data that describes your publication.** It includes searchable information like the title, author, genre, book description, ISBN, price, keywords, and more, which readers use to find your book.

Metadata is essential for your book's categorization, discovery, and overall sales, whether readers are searching in a library, a local bookstore, or online.

Dedicating time to perfecting your book metadata should be a key part of your overall book marketing and sales strategy. Successful self-publishers know the importance of incorporating quality metadata into their publications.

While book metadata might seem confusing at first, it's actually not that daunting. It has a significant impact on your book sales, helping readers discover your book and decide to read it.

Often referred to as your book's "sales force," quality metadata increases your book's exposure and can be the difference between achieving sales or missing out on potential readers.

Below are facts about book metadata. I'll explain further what it is and why it's so important to your publishing success.

## **2.1. Metadata Describes Your Book**

Simply put, metadata describes what a book is about. Descriptive metadata should include elements like keywords and a book description that will appeal to the intended audience. Writing a compelling book description, which we'll discuss later in the course, is crucial for converting discovery into sales.

## **2.2. Maximize Global Visibility with BISAC and Thema Codes**

While BISAC codes are widely used in the North American market, incorporating Thema codes for the rest of the world market ensures your book achieves global visibility.

### **Select Up to Three Thema Subject Codes**

On publishing platforms like IngramSpark, choosing up to three Thema subject codes allows for nuanced classification, helping readers easily identify the book's primary themes and topics.