

How to Increase Your Book Sales With Metadata

Reach Readers
Increase Discovery
Increase Sales

Bolakale Aremu

How to Increase Your Book Sales with Metadata

Reach Readers
Increase Discovery
Increase Sales



Copyright © [AB Publisher LLC](#)

All rights reserved.

Published in the United States

Limit of Liability/Disclaimer of Warranty

This book draws on information from author's experience, reputable and trusted sources. While every effort has been made to provide up-to-date and reliable data, the author and publisher cannot guarantee the accuracy or completeness of the materials or the outcomes from their use. Although this book aims to present accurate and clear information, the process of immigration is complex and subject to change. Therefore, the content of this book should not be considered a substitute for professional advice. All information provided is based on the author's research and does not constitute technical, financial, or professional advice. The author and publisher have made efforts to trace the copyright holders of all material reproduced in this publication. We apologize to any copyright holders if permission has not been obtained. If any copyright material has not been acknowledged, please contact us so we can rectify this in future reprints. Except as permitted under U.S. Copyright Law, no part of this book may be reprinted, reproduced, transmitted, or used in any form or by any means—electronic, mechanical, or otherwise—without written permission from the publisher. This includes photocopying, microfilming, and recording, as well as any information storage or retrieval systems. Trademark Notice: Product or corporate names may be trademarks or registered trademarks and are used solely for identification and explanation without intent to infringe. The author and publisher are not liable for any other websites or services linked to or from this book.

Reproduction of any part of this book in any form or medium is prohibited. Reselling is also prohibited.

Table of Contents

1. Introduction

1.1. Understand Title Metadata

1.2. The Title Metadata Best Practices Guide

2. Understanding Book Metadata and Its Importance

2.1. Metadata Describes Your Book

2.2. Maximize Global Visibility with BISAC and Thema Codes

2.3. Metadata Boosts Your Book's Online Visibility & Sells Your Book

2.4. Metadata Delivers Precise Information to Search Engines

2.5. Quiz 1

2.6. Answers to Quiz 1

2.7. Metadata Highlights You and Your Contributors

2.8. Consistency is Crucial in Metadata Management

2.9. Quiz 2

2.10. Answers to Quiz 2

3. Keywords

3.1. How to Craft Effective Keywords and Key Phrases

3.2. Utilizing Free Tools for Keyword Research

3.3. Entering Keywords for Your Book Metadata

3.4. Leverage Your Keywords

3.5. Quiz 3

3.6. Answers to Quiz 3

4.0. Title & Subtitle of Your Book

4.1. Subtitles in Books: To Use or Not to Use?

4.2. One Essential Tip for Book Titles and Subtitles

4.3. Quiz 4

4.4. Answers to Quiz 4

5. Crafting a Compelling Book Description

5.1. Use Keywords Effectively

5.2. Formatting the Book Description

5.3. The Structure of an Effective Book Description

5.4. Compelling Conclusion

5.5. Back Cover Copy (Blurb)

5.6. Distinguishing Between Long and Short Book Descriptions

5.7. Quick Tips for Writing an Effective Book Description

5.8. Quiz 5

5.9. Answers to Quiz 5

6. Crafting an Effective Author Bio

6.1. Author Achievements

6.2. Personal Information

6.3. Educational Background

6.4. Author Contact Information

6.5. Example of an Author Bio

6.6. Consistency is Key

6.7. Contributors

6.8. Quiz 6

6.9. Answers to Quiz 6

7. Subject Codes

7.1. Tips for Selecting the Right Subject Codes

7.2. Quiz 7

7.3. Answers to Quiz 7

8. Importance of Book Reviews

8.1. The Importance of Reviews for Indie Authors

8.2. Utilizing Your Book Reviews

8.3. What Reviewers Look For

8.4. Quiz 8

8.5. Answers to Quiz 8

9. Choosing the Appropriate Trim Size for Your Book

9.1. Referencing Traditionally Published Books

9.2. Avoid Reinventing the Wheel

9.3. Consider Cost

9.4. Common Trim Sizes by Category

9.5. Quiz 9

9.6. Answers to Quiz 9

10. ISBNs for Self-Publishers

10.1. Purpose of an ISBN

10.2. The Importance of Owning Your Own ISBN

10.3. Information to Include in Your ISBN Record

10.4. Quiz 10

10.5. Answers to Quiz 10

11. Determining the Price of Your Book

11.1. Conduct Thorough Research

11.2. Price Competitively

11.3. Review Formats and Trim Sizes

11.4. Utilize the Publisher Compensation Calculator

11.5. Avoid Pricing Yourself Out of the Market

11.6. Set Global Pricing

11.7. Quiz 11

11.8. Answers to Quiz 11

12. The Perfect Launch: Selecting a Strategic Publication Date for Your Book

12.1. January - Fresh Start

12.2. February - Love and Celebration

12.3. March - Renewal and Inspiration

12.4. April - Adventure and Exploration

12.5. May - Tribute and Appreciation

12.6. June - Achievement and Growth

12.7. July to August - Summer Escapes

12.8. September - Knowledge and Learning

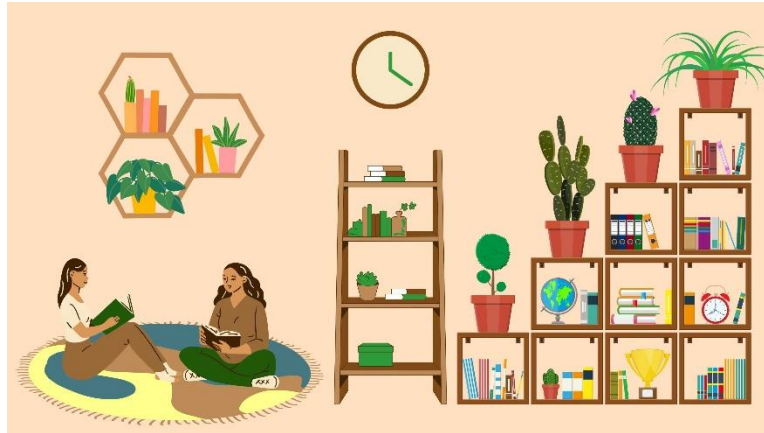
12.9. October to December - Holiday Caution

12.10. Quiz 12

12.11. Answers to Quiz 12

13. Conclusion: How to Get Further Help

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.