



Hi Author Learning Center,

In this week's issue of *Noteworthy*, we're covering Tip #3 in our "**Practical Book Marketing for Authors**" series: **book metadata**.

What is book metadata? It is any information about your book such as the ISBN, title/subtitle, page count, trim size, categories, and description that not only helps readers find your book online and in stores, but also helps industry decision-makers such as booksellers and librarians determine if your book is a good fit for their shelves or catalogue.

It is critical this information is accurate and optimized so that book buyers are clear on your book's specifications when considering you for placement or distribution, and readers are clear on what they can expect when purchasing your book.

Below are helpful resources and guidance on metadata details, how to ensure data accuracy, and how to optimize the information and increase your book's discoverability online and in-store.

Refine and update your book's metadata today!

Featured Resources



What to Know About Book Metadata

Learn what metadata is in book publishing, how it's used, what's required, & why it's important.

[Learn about book metadata](#)

How Book Titles Affect Discoverability



Discover how word choice & length for titles/subtitles impact your book's discoverability & reader appeal.

Write a title/subtitle that is easy to find

Writing Irresistible Book Descriptions

Author and marketing expert A.G. Billig reviews how to write compelling book descriptions that hook readers.

Write an irresistible description

Choosing the *Right* Book Categories

In this *Ask Sheila* post, Sheila explains the importance of choosing the right genre/subgenre categories.

Choose the right categories



UPCOMING LIVE WEBINARS:

Sept. 2: 7 Secrets to Finish Your Nonfiction Book Sooner Rather than Later - *with Pete Nikolai*

Sept. 3: The 5 Elements of Plot - *with Jeanne Lyet Gassman*

Sept. 10: Building a Simple Author Website - *with L.E. Perez*

Sept. 16: How the Author Learning Center Can Support and Enhance Your Author Journey - *with Sheila Manna, ALC's Author Education Specialist*

Register for an event



Industry Insights

[How to Improve Metadata to Sell More Books](#)

[Book Industry Study Group - BISAC Subject Codes](#)

[How to Create Effective Book Metadata](#)



Contests & Events

[Christian Indie Awards: 10/1 deadline](#)

[American Writing Awards: 11/8 deadline](#)

[Las Vegas Book Festival: 10/17; Las Vegas, NV](#)

[Miami Book Fair: 11/15-11/22; Miami, FL](#)

Ask Sheila

ALC's Author Education Specialist, Sheila Manna, writes a biweekly blog with answers to common questions asked by you, the ALC community. Check out the blog to see if your questions have been answered.

[Read the blog](#)

Got a question you can't find the answer to? Submit your question for a chance to have it featured and answered in a future blog entry!

[Submit a question](#)



Keep writing, keep dreaming. The Author Learning Center is with you every step of the way.



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