

Marketing with Metadata



with Shelley Adina • Adina Senft • Charlotte Henry

GOAL

Your book appears on page one of search results. Cover appeals to reader. It has genre markers and tropes. “Above the fold” appeals. Back-cover copy appeals. “Look inside” clinches the purchase.

AMAZON SERIES MANAGER

kdp.amazon.com

Be consistent in filling out the fields. “Mysterious Devices Series” is a different series from “Mysterious Devices”. Even an extra space or apostrophe will throw the book out of the series.

Be creative: Box sets and large print become their own series

Amazon provides an attractive sales page, all books listed in order, offer to buy the entire set.

Author provides correct metadata and the series summary.

AMAZON A+ CONTENT

kdp.amazon.com

Goes in Publisher section. Branded content. You can put it on first in series, first in in-series trilogies or quartets, or all books in series. It’s branded to match covers and can be constructed to make an argument:

- Proof—review quote
- Product—series covers
- Promise—tagline

AUTHOR PAGE

authorcentral.amazon.com

Features your headshot. Follow button sends new-release announcements. You write a short bio. Shows your release ribbon, author updates = blog feed, titles. Claim your books!

AFFILIATE CODE

Can’t use in your newsletter or book backmatter BUT: Embed in book links on your website. Amazon generates them for you. When advertising, send readers to your website to capture affiliate money (3–4.5% of purchase). Gift certificate comes every month.

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GOOGLE PLAY BOOKS

Keywords are king here. Bots think repeated keywords mean something important. Use them in title, subtitle, tagline, book description, even series name. “Related products” connect your books together in other ways. “Alternative

format” means audiobooks. “Include” means the individual titles included in your box set. Star ratings from individual books will apply to your box set. “Is part of” means the individual title is in a box set. “Other language version of” are translations.

1. Amazon series manager

2. Amazon A+ content

3. Amazon author page

4. Amazon Affiliate

5. Apple Books Affiliate

6. Google Play Books

7. B&N promo tab

8. Kobo promo tab

APPLE BOOKS

Upload via iTunes Producer (Mac) or <https://authors.apple.com>.

Be aware the content you put in “what’s changed” field shows on your book listing. Like Amazon and GPlay, takes keywords in your book description into account for search results.

KOBO

Apply for every promo you’re eligible for. These really work to increase sales. Access libraries via OverDrive using Kobo; royalty is higher thru Kobo than D2D.

JULIE ORTONLON:

“In order to gain a broad readership you first have to market your ebooks to the search engines. Only then can you market to a live person.”

La Dame aux Artifices is an “other language version of” **Lady of Devices**.