

10 Tips for Writing Your Book's Metadata

This is an extra resource to go along with the original article:

[15 Mistakes That Self-Published Authors Make](#)

1. **Focus on your reader.** What specific words and phrases would your reader use to find a book that they'd like to read? That's what you need to include in your book description, as long as those phrases are relevant.
2. **Look at other popular books in your genre to get a feel for how they describe their books.** This can help you create the meta description for your book.
3. **Write a book description that's similar to an elevator pitch.** It shouldn't be longer than 200 words (making it a quick read), and it should be filled with just the high-notes of your story (and not the full story). The goal of your description is to build anticipation in the reader so that they'll want to pick up your book and see what happens.
4. **Share themes in your book's description.** Potential readers often search for books by theme, and this is one way to get your book noticed (and purchased).
5. **Choose a subtitle for your book.** If you've written a novel, your subtitle can be simply "A novel." If it's a series, you can use "Book 2." However, if you've written a nonfiction book, you can pack more keywords into your subtitle to give context to your prospective reader. Subtitles may not seem important but they can communicate a lot to your reader in a short amount of time.
6. **Be mindful of the genre when penning your book's metadata.** Your book's description should say exactly what genre it is, so that your reader knows what type of read to expect.
7. **Tweak the description for the back cover of your book.** While you can always use the same text, it may be appropriate to change the description for physical books, especially if you have limited space. Depending on the design and font size, you may have only 100 words or less to woo a potential reader.
8. **Write an author bio that introduces you to your reader.** Your bio should build a human connection with the reader, but don't include too much about your personal life. Instead, focus on relevant information, such as your writing career and achievements. Readers want to know what motivates you to write. You can also include keywords in your bio that your target audience may be searching for.
9. **Choose one to three subject categories (i.e., book descriptors).** This makes it easy for buyers to know what your book is about at a quick glance. It also makes it easier for retailers and others to categorize your book.
10. **Share links back to your website and your social media pages.** This allows you to start building a relationship with your readers outside of your books (which is important for selling more books in the future).