



# Best Practices for Keywords in Metadata

Guide for North American  
Data Senders and Receivers

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## FEATURING

- *Why use keywords?*
- *How to choose keywords the right keywords for your content*
- *How to structure keywords in ONIX*
- *And more...*



# Best Practices for Keywords in Metadata

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May 15, 2014

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This document is a supplement to and should be read alongside the BISG/BookNet Canada *Best Practices for Product Metadata: Guide for North American Data Senders and Receivers*.

All references to ONIX data elements are drawn from:  
*ONIX for Books Product Information Format Specification Release 3.0.2*, © 2014;  
*ONIX for Books Implementation and Best Practice Guide* © 2011-2014;  
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# 1. Introduction

This document is intended to provide guidance for ONIX data senders and receivers on how best to utilize keywords in their metadata to maximize the opportunities for book product discovery by consumers. In all cases throughout the guidelines, it is an overall best practice when choosing, structuring, and updating keywords to base decisions on what information will be most relevant and useful to the end consumer of the specific content being searched for. Ultimately, each publisher must determine what is relevant and useful for its particular audience. With this in mind, the guidelines introduced here are not prescriptive, but rather are recommended best practices intended to provide a common set of methods for all members of the publishing industry supply chain to incorporate when making decisions about the use of keywords in book product metadata.

It is important to note that the publishing industry's use of descriptive keywords is highly variable, and that use of keywords by publishers and data recipients is fluid. As the use of keywords throughout the data supply chain evolves in response to changes in technology and consumer behaviors, this document will be updated to reflect that evolution.

In this document about best practices, the term “keyword” is defined as a word or phrase that describes the content or theme of a book product that is (1) relevant to the work, and (2) used to supplement the title, subtitle, author name, description, subject code, and other consumer-facing display data. While this data can be repeated in the keywords, publishers should always use discretion when repeating information within multiple data points. Repeated information should appear only when the repetition adds some value to the metadata record and should otherwise be avoided. Further, repetition may not increase the likelihood of a title being discovered via organic search, as terms included in descriptive copy and other metadata are already typically prioritized by search engines and retailers.

This document is meant to supplement guidelines provided within the BISG publication *Best Practices for Product Metadata: Guide for North American Data Senders and Receivers* and the EDItEUR publication *ONIX for Books Implementation and Best Practice Guide*.

## 2. Why Use Keywords?

The purpose of using keywords to describe book products is to increase the likelihood that a book may be found by consumers using keyword searches within search engines and on retailer websites, and to enhance search engine optimization (SEO) for book products. Keywords are not required data, but they can be used to supplement other metadata supplied by publishers. As more readers are turning to search functions to find books, the use of keywords allows consumers to get better results when they use natural thought processes to generate search terms. Keyword searching involves the use of natural language, as opposed to searching by standardized classifications determined by subject headings and displayed using similar language by retailers. For this reason, keywords provide a mechanism for publishers to group books with similar themes or ideas together, even when those books don't have the same subject classification, so that consumers can easily find them.

The following scenarios illustrate situations in which keywords may be helpful.

1. When the consumer's search term is jargon, very new, distinctive, or specific; for example:
  - *iPad Mini for Dummies* (BISAC Subject: COMPUTERS / Hardware / Tablets)  
Possible keywords: Apple
  - *Let Me Off at the Top!: My Classy Life and Other Musings* (BISAC Subject: HUMOR / Form / Parodies)  
Possible keywords: Will Ferrell; Anchorman; movies
2. When the consumer does not know the exact title or author of a book, and the title may be very different from the themes; for example:
  - *Please Kill Me: The Uncensored Oral History of Punk* (BISAC Subject: MUSIC / Genres & Styles / Punk)  
Possible Keywords: CBGBs; Velvet Underground
  - *Orr: My Story* (BISAC Subject: BIOGRAPHY & AUTOBIOGRAPHY / Sports)  
Possible keywords: ice hockey; Boston Bruins; Chicago Blackhawks; NHL
3. To display all titles on a topic, in the case that various terms describe the topic; for example:
  - *The Daniel Plan: 40 Days to a Healthier Life* (BISAC Subject: HEALTH & FITNESS / Healthy Living)  
Possible keywords: weight loss; fitness; Saddleback Church; Southern Baptist Convention
4. To retrieve records that may be classified outside of a specific BISAC subject, but that include the subject in which the consumer is interested; for example:
  - *Making Toast: A Family Story* (BISAC Subject: BIOGRAPHY & AUTOBIOGRAPHY / Personal Memoirs)  
Possible keywords: widowers; grandparents; grief; caring for children; domestic life; alternative

family

5. If more than one topic or discipline is involved in the search, a Boolean search using the keywords will help limit or expand the result set; for example:

- *Gabby: A Story of Courage and Hope* (BISAC Subject: BIOGRAPHY & AUTOBIOGRAPHY / Political)

Possible keywords: shooting victims; gun control; Tucson; Arizona; congresswoman

6. As consumers do not use BISAC subject classification, search terms can be considered synonymous with (or inclusive within) the BISAC subject heading; for example:

- *Etiquette for Dummies* (BISAC Subject: REFERENCE / Etiquette)

Possible keywords: manners; behavior; grooming; dress; social situations

7. If a commonly known subject term is not referred to anywhere else in the metadata; for example:

- *Catherine, Duchess of Cambridge: A Royal Souvenir* (BISAC Subject: BIOGRAPHY & AUTOBIOGRAPHY / Royalty)

Possible keywords: Kate Middleton; Prince William; Prince George; royal family

8. To facilitate search by specific characters, places, or series names that may not appear elsewhere in the metadata; for example:

- *The Girl with the Dragon Tattoo* (BISAC Subject: FICTION / Mystery & Detective / International Mystery & Crime)

Possible keywords: Lisbeth Salander; Millennium Trilogy; Swedish crime novel

9. To point consumers to another author or title to which the work at hand is directly related, such as a sequel or companion that is written by another author; for example:

- *Eliza's Daughter* (BISAC Subject: FICTION / Historical)

Possible keywords: Jane Austen; Sense & Sensibility; John Willoughby

10. To communicate a concept or theme that a consumer may include or exclude in their search; for example:

- *Disgrace* (BISAC Subject: FICTION / Literary)

Possible keywords: Cape Town; rape; violence; animal cruelty; Booker Prize

11. To identify additional authors, titles of stories or works, or themes in an anthology or a book of essays or short stories; for example:

- *The Oxford Book of Essays* (BISAC Subject: LITERARY COLLECTIONS / Essays)

Possible keywords: Benjamin Franklin; John Updike; Sir Francis Bacon; Jonathan Swift; Joseph Conrad

## 3. How to Use Descriptive Keywords

This section provides guidance for publishers on how to choose a set of keywords that enhances metadata, and how to structure those keywords to ensure they are properly received downstream.

### Choosing Keywords

#### 1. Choose unique keywords

As illustrated in the previous section, keywords should be used to supplement (but not duplicate) words or phrases included within other ONIX data points. While publishers may find it useful to include a few of the same terms, characters, and places in keyword lists that are used in other fields, variety improves discoverability, and space is limited. Instead, information in the Title, Series Title, Description, Age Range, and Location fields can be diversified or qualified through the use of keywords.

For example, for a title either about or set in New York, “New York” might be the location code, in which case a more specific location, such as Brooklyn, could be used in the keyword list.

#### 2. Choose consumer-oriented keywords

In general, it is a good practice to choose keywords that offer alternative phrases, synonyms, or refinements to other metadata supplied, using language that is specifically consumer-oriented. While overloading the ONIX Description field with keywords may make the copy less enticing, the same words or phrases work well in a keyword list. To create keywords that are consumer-oriented, publishers should consider all the words and phrases consumers might use to search for a book on a particular topic.

For example, for a title with World War II as the setting or context (either fiction or nonfiction), a set of keywords might include the following phrases, among others:

World War 2  
Second World War  
WWII  
European Theater  
Pacific Theater  
military history

#### 3. Choose relevant keywords

Keywords should be chosen because of their ability to describe a book’s content. Referencing an unrelated work or author to increase search results should be avoided. This includes the use of high-profile titles or their authors when the work bears little or no resemblance to the content of the title or product. Referencing an unrelated work is misleading and causes confusion throughout the supply chain, ending in fewer chances that consumers will find book products they are looking for. For example, publishers should use their best judgment as to whether keywords such as “Harry Potter” or “Downton Abbey” are in fact highly relevant to their works. Per some retailer restrictions, keywords should also not include any reference to rank (“best-selling”) or promotions (“free” or “discounted”).

## Structuring Keywords

The following guidelines describe how to structure keywords for optimal search results when using keywords in metadata, based on current practices of downstream trading partners for ingestion and display of keywords in ONIX.

1. Single words and multiple-word phrases of 2–5 words are acceptable.
2. Legitimate spelling variations of an important word (for example, “Hanukkah,” “Chanukah,” and “Chanukkah”) or alternate spellings of words and names may be useful as keywords. While many search engines have dictionaries that will bring back spelling variations in search results, these dictionaries vary from search engine to search engine.
3. Use as many synonyms as are appropriate.
4. The maximum number of characters in the Keywords field recommended by this document, including punctuation and delimiters, is 500. Because there is no current standard practice among downstream partners on the limit to the number of keywords accepted or utilized, keywords should be ordered based on priority.
5. While it is a general best practice to avoid using punctuation within keyword phrases, some punctuation may be unavoidable in phrasing. For example, users might include some hyphenated words (self-aware, mother-in-law, award-winner), but some special characters, such as “&” and “%”, may cause issues when inputted into web search tools, as this type of punctuation is often ignored by search engines, which can change the meaning of keywords.
6. Semicolons, rather than commas, should be used as delimiters, in order to accommodate phrases.
7. While spaces are acceptable within phrases, it is a best practice not to include spaces following the semicolon delimiter.

## 4. Where to Place Keywords in ONIX

Keywords are expressed as a type of subject classification scheme in ONIX. They are compiled by the metadata sender using natural language vocabulary that the sender regards as being descriptive of the product. According to the *Best Practices for Product Metadata: Guide for North American Data Senders and Receivers*, keywords are carried separately from, and used to supplement data in, controlled classification schemes such as BISAC Subject Headings or Thema.

### ONIX 2.1 Guidelines

Keywords may be supplied in the Additional Subject composite. Use multiple keywords that are expressed as a single string of independent words or keyword phrases.

Publishers should avoid using the Main Subject composite to supply keywords because this composite describes a single subject value, while keywords are used to describe multiple subject values.

Keywords may be supplied in the Additional Subject composite as follows:

#### Additional Subject composite

This is a group of data elements that together describe a subject classification or subject heading which is additional to the BISAC, Thema, or other Main Subject category. All keywords and keyword phrases should be included in a single string within a single Additional Subject composite.

Reference name `<Subject>`

Short tag `<subject>`

#### PR.13.9 Subject scheme identifier

Mandatory in each occurrence of the Subject composite, and nonrepeating. The subject scheme code value for keywords is 20.

Keywords should not be placed within scheme code 23 (“Publisher’s own category code”) or scheme code 24 (“Proprietary subject scheme, as specified in `<SubjectSchemeName>` element”). While these are both useful fields, they should be used in addition to Keywords.

Format Fixed-length, two numeric digits

Code list List 27

Reference name `<SubjectSchemeIdentifier>`

Short tag `<b067>`

Code **20 (Keywords)**

### PR.13.13 Subject heading text

Use the mandatory `<SubjectHeadingText>` element to carry the keywords text. This is a nonrepeating element.

Format	Single words or longer phrases of 2–5 words, separated by a semicolon; suggested maximum length 250 characters*
Reference name	<code>&lt;SubjectHeadingText&gt;</code>
Short tag	<code>&lt;b070&gt;</code>
Example	tablets 2013 comparison; tablets vs ereaders; retina

\* Please note that while ONIX guidelines currently recommend a maximum of 250 characters, this BISG working group finds that a maximum of 500 characters is more appropriate.

## ONIX 2.1 Example

```
<MainSubject>
  <MainSubjectSchemeIdentifier>10</MainSubjectSchemeIdentifier>
  <SubjectCode>REF000000</SubjectCode>
  <SubjectHeadingText>COMPUTERS / Hardware / Tablets</SubjectHeadingText>
</MainSubject>
<Subject>
  <SubjectSchemeIdentifier>20</SubjectSchemeIdentifier>
  <SubjectHeadingText>tablets 2013 comparison; tablets vs ereaders;
retina</SubjectHeadingText>
</Subject>
```

## ONIX 3.0 Guidelines

Keywords usage in ONIX 3.0 remains largely unchanged from ONIX 2.1.

The main difference in classification of subjects in 3.0 is that Main Subject is no longer a separate composite. All subject classifications are carried within a single Subject composite in 3.0. A new Main Subject flag `<MainSubject/>` is used to indicate what the sender regards as the main subject of the product.

Use of the Main Subject flag with keywords is not recommended.

## ONIX 3.0 Example

```
<Subject>
  <MainSubject/>
  <SubjectSchemeIdentifier>10</SubjectSchemeIdentifier>
  <SubjectCode>REF000000</SubjectCode>
  <SubjectHeadingText>COMPUTERS / Hardware / Tablets</SubjectHeadingText>
</Subject>
<Subject>
  <SubjectSchemeIdentifier>20</SubjectSchemeIdentifier>
  <SubjectHeadingText>tablets 2013 comparison; tablets vs ereaders;
retina</SubjectHeadingText>
</Subject>
```

## 5. When to Finalize Keywords

During the course of a book's development, keywords may be added alongside other title data elements, such as product description, and should be updated in metadata, as needed. In accordance with *Best Practices for Product Metadata*, keywords should be sent with ONIX records within six months leading up to publication, and should be updated, as needed, with new or more appropriate keywords after publication. As keywords are developed and decided upon, they should be added, removed, or changed in ONIX, as necessary, and ONIX records should be resupplied. It is a best practice to update the entire keyword field in ONIX whenever a keyword is added, removed, or changed within a keyword string. It is not advised to send just the single updated keyword in a subsequent ONIX update (known as a "delta"), as data recipients will not know how to treat that update in terms of priority within the keyword string.

Downstream trading partners should update keywords whenever new information is received, as with all other product metadata included in ONIX records received.

The following examples illustrate how updated keywords data should be formatted.

### 1. Updating keywords to include information on prizes won

**Title:** *Boomerang Bride*

**Author:** Fiona Lowe

**BISAC Subject Heading:** FIC027020 Romance/Contemporary

**Original keywords:** wedding;Wyoming;bride;jilted bride

**Updated keywords:** [RUBY Award winner](#);[RITA award winner](#);wedding;Wyoming, bride;jilted bride

## **2. Updating keywords to include newly popular search terms used by readers**

**Title:** *Rush Me*

**Author:** Allison Parr

**BISAC Subject Heading:** FIC027020 Romance/Contemporary & FIC027240 Romance/New Adult

**Original keywords:** football;NFL;New York;high school reunion

**Updated keywords:** [sports romance](#);football;NFL;New York;high school reunion

## 6. Examples of Keywords in Use

This section is intended to provide real-world examples of keywords in use and how they interrelate with other data points, specifically titles, authors, and descriptions. Each example shows actual data, including keywords, and in some cases additional context around the choosing, and later refining, of keywords. Examples for various types of publishing are provided, given that the process of choosing keywords is expected to vary as considerations around keywords differ for various publishing environments.

### K–12 Content

The two examples below include a sample from Language Arts for Grades K–5; and a Math example for High School.

- **Title:** *Words Their Way: Word Study in Action Developmental Model* (c. 2012 Letter Name Classroom Package)

**Author:** Pearson

**ISBN 13:** 9781428432116

**BISAC Subject Heading:** LAN000000

**Keywords:** language standards;word knowledge;informational texts;spelling;Response to Intervention;RTI;word sorts;spelling development;WTW;phonics;Grades K–5;games;writing;word pattern;letter name;5 stages of development;foundational skills

**Description:** NEW! *Words Their Way: Word Study in Action Developmental Model* is a foundational program that helps students develop those foundational skills targeted in the Common Core State Standards (CCSS). Specifically, *Words Their Way* supports the CCSS’s Reading Foundational Skills and Language Standards in Grades K–5. The depth and breadth of word knowledge developed through the *Words Their Way* approach to word study also supports the Common Core’s emphasis on students’ reading more complex literary and informational texts.

Following the five stages of spelling development, this classroom-ready package features all materials needed to assist teachers to instruct in phonics, vocabulary, and spelling.

*Words Their Way* is now listed as an Instructional Intervention Tool on the National Center on Response to Intervention (NCRTI) website! *Words Their Way: Word Study in Action Developmental Model* received full bubbles in all categories!

- **Title:** *Pearson Integrated High School Mathematics I* (c. 2014 Write-in Student Workbook + 1-year access Digital Courseware)

**Authors:** Laurie Bass, Allan Bellman, Sadie Chavis Bragg, Randall Charles, Basia Hall, Willima Handlin, Dan Kennedy, Art Johnson, Stuart Murphy, Grant Wiggins

**ISBN 13:** 9780133234657

**Series:** Pearson Integrated High School Mathematics c. 2014

**BISAC Subject Heading:** MAT000000

**Keywords:** Standards for Mathematical Practice;problem solving;personalized;interactive lessons;real-world;eText;data-driven instruction;assessments;worktext;integrated mathematics

**Description:** Designed exclusively for the Common Core Integrated Pathway.

Rigorous— Independent research proves Pearson’s five-step lesson design raises student achievement. Every step in the lesson empowers you to teach the Common Core State Standards while connecting to the Standards for Mathematical Practice.

Engaging Content — Deliver math lessons digitally via interactive whiteboards or projectors. Write-In Student Worktexts let students personalize their learning by jotting down notes, ideas, and questions. This unique component empowers students to take ownership of their own learning. Students record their problem-solving processes, thus creating a personalized artifact of their learning. Interactive lessons, real-world problem scenarios, tutorial videos, 3D math tools, and mobile eTexts activate student learning in class and keep students focused.

Data-Driven Instruction — Performance tasks, assessments, and Common Core practice problems are embedded throughout the program. These data-driven resources align to the Common Core and prepare students for next-generation assessments.

## Professional Nontextbook Titles

These examples represent professional technical books that may or may not be used in a classroom or teaching environment.

- **Title:** *Cisco CCNA Routing and Switching 200–120 Exam Cram, 4/e*

**Authors:** Michael Valentine & Keith Barker

**ISBN-13:** 9780789751096

**Series:** Exam Cram

**BISAC Subject Headings:** COM055000, COM051010

**Keywords:** Cisco Certification;CCNA R&S;CCNA Security;CCNA Voice;CCNA Wireless;Routing and Switching;CCNA Guide;Learning CCENT;Learning CCNA;Cisco Certified Network Associate;Cisco Practice Exam;Cisco Practice Test;Cisco Certification Practice Exam;Cisco Video;Simulator;Cisco IOS v15;Networking Fundamentals;Cisco Routers;Cisco Switches;CCENT Training

- **Title:** *Learning Core Data for iOS: A Hands-On Guide to Building Core Data Applications, 1/e*

**Author:** Tim Roadley

**ISBN:** 9780321905765

**Series:** Learning

**BISAC Subject Heading:** COM051460

**Keywords:** Core Data;iOS database development;iOS database integration;iOS database apps;View design patterns;iOS 7 programming;iOS 6 programming;Core Data storyboards;iOS cloud;iOS data model;CoreDataSync;Apple iOS;Mac iOS

**Description:** Get Started Fast with iOS 7 Core Data App Development. Covers iOS 7 and Xcode 5.

This is the first Core Data book to fully reflect Apple’s latest platform innovations, including its dramatic recent improvements to iCloud support. Hands-on from start to finish, it teaches you step-by-step as you create a modern data-driven iOS app using Storyboards, ARC, iOS 7, and Xcode 5. Tim Roadley introduces

new patterns and best practices designed to overcome the frustrations of Core Data development. One step at a time, you'll build and extend your skills—even mastering advanced techniques such as complex model migration, deep copy, background processing, and integration with Dropbox, StackMob, and iCloud.

## Higher Education Textbook Titles

The following records exemplify Higher Ed textbook titles with varying topics.

### ***Business and Technology:***

- **Title:** *Using MIS Plus 2014 MyMISLab with Pearson eText — Access Card Package, 7/e*

**Author:** David Kroenke

**ISBN:** 9780133806892

**Series:** Using MIS Plus 2014

**BISAC Subject Heading:** BUS083000

**Keywords:** Management Information Systems;IS;Information Systems;Collaboration;Strategy;Information Technology;Hardware Software & Mobile Systems;Database Processing;Cloud Computing;Processes;Business Intelligence Systems;Security

**Description:** This engaging introduction to how people use IS to solve business problems explains why MIS is the most important course in the business school by showing students how businesses use information systems and technology to accomplish their goals, objectives, and competitive strategy. Included are three unique guides per chapter focusing on the themes of ethics, security, and other timely topics, plus a number of illustrative cases, exercises, projects, and other aids to ensure that students connect the knowledge in the text to everyday life. With a new edition now publishing each year, *Using MIS* contains fresh, new, and current material to help keep your students up to date.

### ***Math:***

- **Title:** *Calculus Plus NEW MyMathLab with Pearson eText — Access Card Package, 2/e*

**Author:** William L. Briggs, Lyle Cochran, Bernard Gillett

**ISBN 13:** 9780321963635

**Series:** Calculus

**BISAC Subject Heading:** MAT005000

**Keywords:** single variable calculus;multivariable calculus;early transcendentals;differential equations;calculus for scientists;calculus for engineers;MyMathLab

**Description:** This much-anticipated second edition of the most successful new calculus text published in the last two decades retains the best of the first edition while introducing important advances and refinements. Authors Briggs, Cochran, and Gillett build from a foundation of meticulously crafted exercise sets, then draw students into the narrative through writing that reflects the voice of the instructor, examples that are stepped out and thoughtfully annotated, and figures that are designed to teach rather than simply supplement the narrative. The authors appeal to students' geometric intuition to introduce fundamental concepts, laying a foundation for the development that follows. The groundbreaking ebook contains over 650 interactive figures that can be manipulated to shed light on key concepts.

## Trade Titles

### **Adult Fiction**

A well-known series in its own right, this title is part of the basis for HBO's TV show *Game of Thrones*. The official series, *A Song of Ice and Fire*, may not be immediately recognizable to consumers searching for books related to the show. Therefore the keywords section is a great way to make this connection while maintaining the integrity of the book's descriptive content, etc.

- **Title:** *A Dance with Dragons*

**Author:** George R. R. Martin

**ISBN:** 9780553801477

**Series:** *A Song of Ice and Fire* (Book 5)

**BISAC Subject Headings:** FIC009020; FIC002000; FIC028010

**Keywords:** *Game of Thrones*;kingdoms;kings;magic;dragons;HBO series;medieval;saga;Targaryen

**Description:** In the aftermath of a colossal battle, the future of the Seven Kingdoms hangs in the balance—beset by newly emerging threats from every direction. In the east, Daenerys Targaryen, the last scion of House Targaryen, rules with her three dragons as queen of a city built on dust and death. But Daenerys has thousands of enemies, and many have set out to find her. As they gather, one young man embarks upon his own quest for the queen, with an entirely different goal in mind.

### **Adult Fiction (Short Stories)**

For short story collections, the keywords section is an opportunity to expand on the types of stories or themes included in the work outside of the descriptive content. For this title, the BISAC Subject Headings cover the general tone of the book, but it might be helpful to note setting (American) as well as time period (contemporary). This example is also an award winner. Since the awards are fully listed within the description, it is not necessary to list them again in the keywords section as well. Instead, consider shorthand terms a consumer might use, such as “NYT” for the *New York Times*.

- **Title:** *Tenth of December*

**Author:** George Saunders

**ISBN:** 9780812993806

**BISAC Subject Headings:** FIC029000; FIC019000; FIC052000

**Keywords:** humor;funny stories;family dynamics;stories about love;American;story collection

**Description:** NATIONAL BOOK AWARD FINALIST • NAMED ONE OF THE TEN BEST BOOKS OF THE YEAR BY THE NEW YORK TIMES BOOK REVIEW

One of the most important and blazingly original writers of his generation, George Saunders is an undisputed master of the short story, and *Tenth of December* is his most honest, accessible, and moving collection yet. Unsettling, insightful, and hilarious, the stories in *Tenth of December*—through their manic energy, their focus on what is redeemable in human beings, and their generosity of spirit—not only entertain and delight; they fulfill Chekhov's dictum that art should “prepare us for tenderness.”

## Adult Non-fiction

- **Title:** *The Reason I Jump*

**Subtitle:** The Inner Voice of a Thirteen-Year-Old Boy with Autism

**Author:** Naoki Higashida

**ISBN:** 9780812994865

**BISAC Subject Headings:** FAM048000; BIO017000; PSY022020

**Keywords:** autism;autism spectrum disorder;autism books;memoir;parenting an autistic child;autistic children

**Description:** “One of the most remarkable books I’ve ever read. It’s truly moving, eye-opening, incredibly vivid.”—Jon Stewart, *The Daily Show*

NAMED ONE OF THE BEST BOOKS OF THE YEAR BY NPR AND BOOKISH • FINALIST FOR THE BOOKS FOR A BETTER LIFE FIRST BOOK AWARD • NEW YORK TIMES BESTSELLER

You’ve never read a book like *The Reason I Jump*. Written by Naoki Higashida, a very smart, very self-aware, and very charming thirteen-year-old boy with autism, it is a one-of-a-kind memoir that demonstrates how an autistic mind thinks, feels, perceives, and responds, in ways few of us can imagine. Parents and family members who never thought they could get inside the head of their autistic loved one at last have a way to break through to the curious, subtle, and complex life within.

- **Title:** *Grain Brain*

**Subtitle:** The Surprising Truth about Wheat, Carbs, and Sugar—Your Brain's Silent Killers

**Author:** David Perlmutter

**ISBN:** 9780316234801

**BISAC Subject Headings:** HEA017000; HEA039140; HEA039110; HEA000000

**Keywords:** Alzheimers;gluten-free;celiac;celiac disease;auto-immune disease;memory loss;wheat allergy;gluten allergy;brain health;neurology;nutrition;weight loss;migraines;what is gluten;what is gluten-free

## Adult Nonfiction (Series)

- **Title:** *1,007 GRE Practice Questions, 4/e*

**Author:** Princeton Review

**ISBN:** 9780307946317

**BISAC Subject Headings:** STU016000; STU000000; STU015000

**Keywords:** test prep;graduate school;grad school;TPR;how to improve test scores;math practice;verbal practice

**Description:** THE PRINCETON REVIEW GETS RESULTS. Get extra preparation for an excellent GRE score with over a thousand practice questions and answers. Practice makes perfect—and *The Princeton Review's 1,007 GRE Practice Questions* gives you everything you need to hone your skills and perfect your score. Inside, you'll find tips and strategies for tackling the GRE, tons of material to show you what to expect on the exam, and all the practice you need to get the score you want.

## Adult Fiction (Anthology)

In anthologies that feature multiple authors, it may be difficult to give equal prominence to all contributors in

descriptive copy or other metadata; the following example shows how keywords can be used to draw attention to more of the authors.

- **Title:** *Wolfsbane and Mistletoe*

**Author:** Charlaine Harris and Toni L. P. Kelner

**ISBN:** 9780441017621

**BISAC Subject Categories:** FIC009010; FIC009060

**Keywords:** Sookie Stackhouse; Simon Green; Nightside story; Donna Andrews; Kat Richardson; Dana Stabenow; Nancy Pickard; Rob Thurman; Dana Cameron; Alan Gordon; JA Konrath

**Description:** Includes an original Sookie Stackhouse story.

*New York Times* best-selling authors Charlaine Harris, Patricia Briggs, Keri Arthur, Carrie Vaughn, and Karen Chance—along with ten other masters of the genre—offer stories on werewolves and the holidays, a fresh variation on the concept of birthdays and vampires found in *Many Bloody Returns*.

The holidays can bring out the beast in anyone—particularly lycanthropes. Charlaine Harris and Toni L. P. Kelner have harvested the scariest, funniest, saddest werewolf tales by an outstanding pack of authors, best read by the light of a full moon with a silver bullet close at hand.

Whether wolfing down a holiday feast (use your imagination) or craving some hair of the dog on New Year's morning, the werewolves in these frighteningly original stories will surprise, delight, amuse, and scare the pants off readers who love a little wolfsbane with their mistletoe.

### ***Children's/YA Fiction***

The example below illustrates how keywords may be used to expand upon the subjects covered in the BISAC Subject Headings (BISG recommends supplying no more than three Subject Headings).

- **Title:** *Thirteen Reasons Why*

**Author:** Jay Asher

**ISBN:** 9781595141880

**BISAC Subject Categories:** JUV028000; JUV039030; JUV039060

**Keywords:** Thirteen Reasons Why; death aftermath; death; friendship; peer pressure; teen gossip; adolescent depression; suicide

**Description:** Clay Jensen returns home from school to find a strange package with his name on it lying on his porch. Inside he discovers several cassette tapes recorded by Hannah Baker—his classmate and crush—who committed suicide two weeks earlier. Hannah's voice tells him that there are thirteen reasons why she decided to end her life. Clay is one of them. If he listens, he'll find out why. Clay spends the night crisscrossing his town with Hannah as his guide. He becomes a firsthand witness to Hannah's pain, and learns the truth about himself—a truth he never wanted to face.

*Thirteen Reasons Why* is the gripping, addictive international best seller that has changed lives the world over. It's an unrelenting modern classic.

### ***Children's/YA Fiction (Series)***

In the example below, a children's book mystery series set in the Wild West during the 1860s is primarily geared toward those who love westerns, mysteries, and adventure. There is another layer to the book, though: The protagonist has an exceptional memory and attention to detail, but displays symptoms of autism and is

challenged by interpreting nonverbal cues and making sense of others' emotions. This is never mentioned explicitly in the book itself, so highlighting it in the descriptive copy would be misleading; but using "autism spectrum" as a keyword would allow those interested in the subject to discover these titles.

- **Title:** *P.K. Pinkerton and the Deadly Desperados*

**Author:** Caroline Lawrence

**ISBN:** 9780142423813

**Series:** P.K. Pinkerton

**BISAC Subject Categories:** JUV028000; JUV042000; JUV016140

**Keywords:** autism spectrum;Asperger's syndrome;high-functioning autism;historical mystery;orphan adventure;strong female character

**Description:** "Clever, and very funny."—*New York Times*

The year is 1862, and twelve-year-old P.K. "Pinky" Pinkerton is on the run for Whittlin' Walt and his gang of ruthless desperados. P.K. is determined to hold on to Ma's last priceless possession: the deed to a large amount of land and silver mines in the Nevada Mountains. Problem is, that's exactly what Whittlin' Walt is after, and he'll do just about anything to get his hands on it. Pinky will have to be both clever and cunning to evade the band of outlaws. But time is running out, and no one can run forever. After all, this is the Wild West, and there's hardly a safe place to hide.

### ***Children's/YA Nonfiction***

This example shows keywords used to highlight names of interviewed photographers, models, and stylists not mentioned in the descriptive copy.

- **Title:** *The Teen Vogue Handbook*

**Subtitle:** An Insider's Guide to Careers in Fashion

**Author:** Teen Vogue

**ISBN:** 9781595142610

**BISAC Subject Categories:** JNF011000; JNF059000; JNF023000

**Keywords:** fashion;couture;style;Marc Jacobs;Pat McGrath;Anna Wintour;Karl Lagerfeld;Stella McCartney;Alexander Wang;Tory Burch;Phillip Lim;Proenza Schouler;Mario Testino;Bruce Weber;Patrick Demarchelier;Arthur Elgort

**Description:** Live like you work in fashion — today.

The essential guide for anyone interested in fashion is now better than ever. This expanded edition is chock-full of brand-new photos, plus profiles of newcomers, descriptions of digital jobs, and up-to-the-minute career advice. *The Teen Vogue Handbook* is the ultimate behind-the-scenes look at the designers, stylists, photographers, models, makeup artists, writers, and bloggers who make the industry run.

## Appendix A: Resources for Finding Keywords That Work

The tools listed here have been found by publishing industry professionals in the BISG Keywords Working Group to be successful aids for generating keywords. Please note that this is not a comprehensive list of all available keyword tools, and there may be additional resources not covered here. As new tools are developed or refined, this list will be updated accordingly.

### Tools to brainstorm keywords

#### *Search Engine Auto-complete*

Most search engines can be used to generate ideas for keywords by using the search engine's built-in auto-complete feature (known as Google Suggest within the Google search engine, which has been incorporated into the browser search bars of Google Chrome and Mozilla Firefox) to display popular search terms. To use auto-complete, begin typing in the search box: the most commonly entered user queries based on that search engine's algorithms will appear in a drop-down list in the search box. Please be aware that the results are based on your search history, which may be tainted due to working in the publishing industry. To avoid this possible bias, clear your search history before using this tool.

**Web address:** There are many published lists of search engines, including the Wikipedia list found here: [http://en.wikipedia.org/wiki/List\\_of\\_search\\_engines](http://en.wikipedia.org/wiki/List_of_search_engines)

#### *Übersuggest*

Uses Google Suggest to generate many keyword ideas by taking the base term entered plus the top ten results from user queries when each letter of the alphabet and each digit are added to the base term.

**Web address:** <http://ubersuggest.org/>

#### *Hashtagify*

Can be used to find the latest trending hashtags (#). Hashtags work similarly to keywords in that they concisely summarize a specific idea and are in line with the ways consumers might search for a product or service.

**Web address:** <http://hashtagify.me>

#### *Topsy.com (Analytics tool for Twitter)*

Includes every public tweet ever published on Twitter and for search and analysis. It is most useful for celebrity, street fashion, and specific audiences. Up to three terms can be compared for a selected time period, such as the past hour, day, week, or month. The search results are ranked using a proprietary social media influence algorithm that measures how much others support what the Twitter author has posted.

**Web address:** <http://topsy.com>

### Tools to brainstorm keywords in readers' own words

#### *LibraryThing tags*

LibraryThing is an online community that provides a free online database for readers to inventory their book collection. One of the options available to readers is to tag the books in their collection, which is a helpful source

for keywords that you may not have identified yet.

**Web address:** <http://www.librarything.com>

### ***Reader reviews***

Most retail sites provide reviews written by readers. Read these reviews for key aspects of a book that readers highlight.

## **Tools to research keyword volume**

### ***Google AdWords Keyword Planner***

(Replaced Google Keyword Tool in 2013.) This source for new keywords provides the search volume or traffic estimates for a list of keywords. The multiply keyword list feature produces more keywords by generating combinations of keywords from multiple lists—e.g., location and character.

**Web address:** [www.google.com/AdWords](http://www.google.com/AdWords)

### ***Bing Keyword Research Tool***

Provides comparative keyword volume data from Bing to show the relative popularity of different terms.

**Web address:** <http://www.bing.com/toolbox/keywords>

### ***Google Trends***

A tool for seeing popular topics, products, or people that Google has tracked on the web, it shows how often a particular search term is entered in Google searches, as well as in what language and part of the world it was entered, and changes in popularity from the previous year, when such data exists.

**Web address:** <http://www.google.com/trends/>

### ***Open Refine***

(Formerly Google Refine.) A free tool for formatting and cleaning data, it can be used to analyze keywords generated from other tools to identify the best qualifiers for a keyword.

**Web address:** <http://openrefine.org/>

### ***Google Ngram Viewer (Google Books)***

A word-search database based on books digitized by Google that charts the annual count of selected letter combinations, words, and phrases used in the books. Note that the focus of this tool is on book content rather than on readers' language about books. Thus this tool may not be broad enough for identifying keywords to find consumer-oriented keywords. However, it does enable comparisons of the popularity of terms appearing in books from 1800 to 2008. It can also be used to find correlations between books and historical events or changes in the market.

**Web address:** <https://books.google.com/ngrams>

## Appendix B: Glossary

### ***BISAC Subject Headings***

Also known as BISAC Subject Codes, this is a standard set of subject classification codes used by many companies throughout the supply chain to categorize books based on topical content. The Subject Heading applied to a book can determine where the work is shelved in a brick-and-mortar store or the genre(s) under which it can be searched for in an internal database.

### ***Boolean search***

A type of search that combines keywords with qualifiers such as AND, NOT, and OR to further produce more relevant results. For example, a search for “guide” AND “Manhattan” would produce results containing both terms in quotation marks.

### ***Downstream trading partner***

A company that distributes or sells book products and that, for the purposes of this document, is primarily a data recipient.

### ***Keyword***

A word or phrase that describes the content or theme of a book product that (1) is relevant to the work, and (2) is used to supplement the title, subtitle, author name, description, subject code, and other consumer-facing display data.

### ***Search engine optimization (SEO)***

The process by which content is optimized for web delivery in order to increase the likelihood that it will be found in searches and on retailer sites, including through the use of descriptive keywords.