Global Exchange – Metadata Guide

Information on metadata required when uploading titles to the Global Exchange repository.

We suggest you pay particular attention to the specificity of the informations you include. This will increase the chances of your title being found by potential readers.

1. Title information:

> **ISBN (Mandatory):** This is the international reference number for books, a 13-digit number sequence conventionally used worldwide for the classification of titles.

> **Title (Mandatory):** This is the name of the book.

> **Subtitle (Optional):** Secondary title with further information about the content of the book.

> **Language (Mandatory):** Indicates the language in which the book is written.

> **Cover price (Mandatory):** Suggested retail price on the back cover.

> **Currency Code (Mandatory):** Indicates the selling currency of the book.

> **Publishing rights (Mandatory):** Indicates the owner of the copyright of the title.

2. Authors & Contributors:

In this section you must specify the name of the author and any contributors to your book.

> **Role (Mandatory):** Specifies the role of the contributor.

> **Name (Mandatory):** Specifies the name of the contributor.

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- ➢ **Surname (Mandatory):** Specifies the surname of the contributor.

- ➢ **Country (Optional):** Specifies the country of the contributor - Enter this information if the contributor is associated or linked to a location. It can help to promote and help potential readers to find the book.

- ➢ **Province (Optional):** Specifies the region of the contributor - Enter this information if the contributor is associated or linked to a location. It can help to promote and help potential readers to find the book.

- ➢ **City (Optional):** Specifies the contributor's city- Enter this information if the contributor is associated or linked to a location. It can help to promote and help potential readers to find the book.

- ➢ **Biography (Optional):** Enter a short biography of the contributor, be sure to include key information that potential readers might search for. Enter this information if the contributor is associated or linked to a location. It can help to promote and help potential readers to find the book.

- ➢ **Previous work (Optional):** Enter other works of the contributor Be sure to include famous work that potential readers might be familiar with.

- ➢ **Affiliations (Optional):** Enter companies, Organizations or institutions associated with the contributor.
  For example: Companies or non-profit organizations; Schools where he/she has studied, taught, or carried out research; Clubs, groups or professional associations in the field; Newspapers or other media with which he/she has collaborated.

3. Title categorization:

- ➢ **Publisher (Mandatory):** Enter the name of the publisher.

- ➢ **Topic (Mandatory):** BISAC codes help potential readers, retailers, distributors, and search engines to understand what your book is about, genre, topic, and main themes. One BISAC code is mandatory, but we recommend entering up to three to increase the chances of your title being found.

- ➢ **Target audience (Mandatory):** Select the type of audience your title is aimed at. Remember: Audience type and BISAC codes must match.
  For example, a title with the audience type 'for children' must have at least one corresponding BISAC code.

- ➢ **Age range (Mandatory):** Mandatory for children's and Young Adult titles, strongly recommended for school/educational titles. We recommend

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keeping age ranges narrow, especially for childhood titles (within two years of age or school age). For teen audiences, ranges may be wider (within 4 years of age or school age).

- ➤ **Education band (Mandatory):** Mandatory for children's and Young Adult titles, strongly recommended for school/educational titles. We recommend keeping age ranges narrow, especially for childhood titles (within two years of age or school age). For teen audiences, ranges may be wider (within 4 years of age or school age)

- ➤ **Geographical area (Optional):** Enter the main geographical location in which the work is set or about. If a work covers several locations, it is best to select a broader, more inclusive region.

- ➤ **Category (Optional):** Thema category codes are used by retailers, bookstores, libraries, publishers, etc. to describe the content of a title, to promote it and encourage its sale. Like BISAC, the Therna is a classification scheme that identifies the main categories of a work, including genres, topics, and themes.

- ➤ **Category detail (Optional):** Thema category codes are used by retailers, bookshops, libraries, publishers, etc. to describe the content of a title, to promote it and encourage its sale. Like BISAC, the Therna is a classification scheme that identifies the main categories of a work, including genres, topics, and themes.

- ➤ **Table of Contents (Optional):** Enter the table of contents of the work, including parts or chapters, appendices, and all introductory and supplementary materials. The table of contents can help potential buyers find and better understand the title, especially in the case of non-fiction and reference titles, or fiction titles that include supplementary materials, reading guides, author interviews and other extras.

- ➤ **Reviews (Optional):** Enter reviews about the work or authors. Include between 2 and 8 positive reviews. Reviews must come from different sources and must highlight different aspects of the book.
  Reviews should be short, no more than 50 words each; Separate reviews with a paragraph break; Enter the most effective review first.

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4. Title description:

- ➤ **Full description (Mandatory):** Enter a description suitable for public display, for promotional and sales purposes. Remember that this may be an opportunity to attract the interest of potential readers. Describe the work in simple and clear terms.
  For example: the use of bold type can help your work to be highlighted on certain reseller sites; Use in the description the keywords you have entered in the 'Keyword' field.

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➢ **Keywords (Mandatory):** Enter at least 7 keywords or phrases separated by a semicolon for a maximum of 50 characters. Using keywords also in the description can help potential readers find your work.
Include terms and phrases that potential buyers might search for, such as: Topics and themes; Locations or historical periods; Tone of the work or writing style; Type of characters and roles; Detail on format or target audience.

➢ **Short Description (Optional):** Enter a short description of your work. It will be used to promote your title in the Ingram catalogue and on some e-commerce sites.
Remember to also include some key points, such as any awards won, bonus material, etc.; avoid including the author's biography, extracts from the work or external links.

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