



Revised Best Practices for Keywords in Metadata

Guide for North American Data Senders and Receivers

February, 2018

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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 2.1, rev. 2](#), © February 2005; [Release 3.0., rev. 3](#), © April 2016;
[ONIX for Books Implementation and Best Practice Guide Release 3.0., rev. 3](#), © April 2016; and [ONIX Code Lists, Issue 36](#), © January 2017

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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 reader searching for content. 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 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, the term “keyword” is defined as a consumer-oriented word or phrase that describes the content, theme, or other relevant aspects of a book product that (1) is used to supplement (but not repeat) publicly displayed data (such as title) and (2) will assist with discoverability (including differentiating among books with similar subjects and themes).

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 and are not consumer-facing (ONIX List 27.20), but they can be used to supplement other metadata supplied by publishers. Readers search using keywords or phrases to find books. Incorporating these words and phrases into index-facing keyword field metadata allows consumers to get better results, increasing their likelihood to purchase. 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: COM090000 COMPUTERS / Hardware / Tablets)

Possible keywords: Apple

- *Let Me Off at the Top!: My Classy Life and Other Musings* (BISAC Subject: HUM007000 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: MUS030000 MUSIC / Genres & Styles / Punk)

Possible keywords: CBGBs;Velvet Underground

- *Orr: My Story* (BISAC Subject: BIO016000 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: HEA010000 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: BIO026000 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: BIO010000 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: REF011000 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: BIO014000 BIOGRAPHY & AUTOBIOGRAPHY / Royalty)

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

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

- *The Girl with the Dragon Tattoo* (Millennium Trilogy #1) (BISAC Subject: FIC022080 FICTION / Mystery & Detective / International Mystery & Crime)

Possible keywords: Lisbeth Salander {character name}

- *A Dance with Dragons* (A Song of Ice and Fire Series #5) (BISAC Subject: FIC009020 FICTION / Fantasy / Epic)

Possible keywords: Game of Thrones;Westeros {title of the television adaptation and fictitious place name}

- *Fate of Worlds* (Ringworld Series #5 and Fleet of Worlds #5) (BISAC Subject: FIC028020 FICTION / Science Fiction / Hard Science Fiction)

Possible keywords: Ringworld;Fleet of Worlds {book that is in more than one series –not all systems utilize multiple series fields}

- *In the King's Service* (Childe Morgan Trilogy #1) (BISAC Subject: FIC009030 FICTION / Fantasy / Historical)

Possible keywords: Deryni Series {Childe Morgan Trilogy is a sub-series of the Deryni Series}

- *The Golden Lily* (Bloodlines Series #2) (BISAC Subject: YAF045000 YOUNG ADULT FICTION / Paranormal, Occult & Supernatural)

Possible keywords: Vampire Academy {Bloodlines is a spin-off series of the Vampire Academy series}

- *Chicken Caccia-Killer* (Jordan McAllister Mystery #5) (BISAC Subject: FIC022070 FICTION / Mystery & Detective / Cozy)

Possible keywords: Clueless Cook Mystery Series {first three books have a different series name than the later books}

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

- *Eliza's Daughter* (BISAC Subject: FIC014000 FICTION / Historical / General)

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

- *Tough Justice: Countdown (Part 1 of 8)* by Carla Cassidy (BISAC Subject: FIC022020 FICTION / Mystery & Detective / Police Procedural)
- *Tough Justice: Countdown (Part 4 of 8)* by Emmy Curtis (BISAC Subject: FIC022020 FICTION / Mystery & Detective / Police Procedural)

Possible keywords: Carla Cassidy;Emmy Curtis {plus other authors who wrote

different parts of the serial (one novel told in 8 parts)}

- *Julie & Julia* (BISAC Subject: BIO029000 BIOGRAPHY & AUTOBIOGRAPHY / Culinary)

Possible keywords: Julia Child

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

- *Disgrace* (BISAC Subject: FIC019000 FICTION / Literary)

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

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

- *A Wrinkle in Time Quintet Boxed Set* (BISAC Subject: JUV053000 JUVENILE FICTION / Science Fiction)

Possible keywords: A Wrinkle in Time;A Wind in the Door;A Swiftly Tilting Planet;Many Waters;An Acceptable Time

- *The Living Dead* (BISAC Subject: FIC015000 FICTION / Horror)

Possible keywords: zombie;undead {the theme of the anthology}

- *Shirley Jackson: Novels and Stories* (BISAC Subject: FIC029000 FICTION / Short Stories (single author))

Possible keywords: The Lottery {this is perhaps her best-known story and is included in this work}

- *Selected Stories of Philip K. Dick* (BISAC Subject: FIC028040 FICTION / Science Fiction / Collections & Anthologies)

Possible keywords: We Can Remember It for You Wholesale;Total Recall {a short story and the film for which it is the basis}

12. To identify the publication year of an annual publication, when the publication year is not otherwise specified in the title or subtitle; for example:

- *The Best Horror of the Year Volume 9* (BISAC Subject: FIC015000 FICTION / Horror)

Possible keywords: best of 2017;best short stories of 2017;horror 2017

- *The Year's Best Science Fiction: Thirty-Third Annual Collection* (BISAC Subject: FIC028040 FICTION / Science Fiction / Collections & Anthologies)

Possible keywords: best of 2016;best sci fi 2016;best short stories 2016

13. To indicate audience, especially one which someone not part of that audience would be searching for (i.e., a gift); for example:

- *101 Things I Learned in Business School* (BISAC Subject: BUS041000 BUSINESS & ECONOMICS / Management)

Possible keywords: gifts for grads;books for MBAs;business school tips

For additional information about audiences to which a work may be of particular appeal, please see BISG's [BISAC Merchandising Themes](#).

- *From Mother to Daughter: Advice and Lessons for a Good Life* (BISAC Subject: FAM032000 FAMILY & RELATIONSHIPS / Parenting / Motherhood)

Possible keywords: gifts for mom;mother's day gifts

- *From My Autumn Book* (BISAC Subject: JUV009100 JUVENILE FICTION / Concepts / Seasons and JUV029000 JUVENILE FICTION / Nature & the Natural World / General)

Possible keywords: asian american children books;asian american kids books;asian american picture books

3. How to Create 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.

Creating Keywords

1. Choose unique keywords

As illustrated in the previous section, keywords should be used to supplement 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. (Please note that BISG's [BISAC Regional Themes List](#) can also be used to convey location metadata.)

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

3. Choose relevant keywords

Keywords should be chosen because of their ability to describe a book's content. They should be changed as often as necessary to stay relevant. 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. Furthermore, referencing unrelated works violates some retailers' terms of service, and it could result in your book's buy button being taken down.

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"), promotions ("free" or "discounted"), a status that is only temporarily true ("new", "on sale", "available now"), or subjective claims ("the best book of the summer").

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. The maximum number of characters in the Keywords field recommended by this document, including punctuation and delimiters, is 500. This reflects the maximum length of 500 characters suggested in ONIX documentation (see P.12.6).
2. Because there is no current standard practice among downstream partners on the number of keywords accepted or utilized, keywords should be ordered based on priority.
3. Single words and multiple-word phrases are acceptable (e.g. "Motherhood", "vigilante justice"). While phrases longer than 2-5 words are acceptable, it's better to keep keywords shorter, because consumers aren't likely to use long phrases in a search. A search query can match a keyword one-to-one, but it will also be pulled apart for matching. If the exact phrase is meaningful, it should be included, and if it's a few related phrases strung together, the phrases can be split into separate keywords.
4. 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.
5. Use as many synonyms as are appropriate, while keeping the recommended 500-character limit in mind. The idea is to make them consumer-oriented (e.g., "Corrupt", "Unethical", "Fraudulent").
6. While it is a general best practice to avoid using punctuation and diacritical marks 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 search tools, as this type of punctuation is often ignored by search engines, which can change the meaning of keywords. Furthermore, some search engines still do not properly process diacritical marks such as "ë" and "ç", and consumers are unlikely to use accented characters in search.

7. Semicolons, rather than commas, should be used as delimiters, in order to accommodate phrases and to facilitate proper ingestion by downstream trading partners.
8. While spaces are acceptable within phrases, it is a best practice not to include spaces following the semicolon delimiter.

4. How to Place Keywords in ONIX

Keywords are compiled by the metadata sender using natural-language vocabulary that the sender regards as being representative of the product. In ONIX, the keywords are expressed as a type of Subject classification scheme. They are carried separately from, and used to supplement data in, controlled classification schemes such as BISAC Subject Headings or Thema. (For more information on Subjects, see [Best Practices for Product Metadata: Guide for North American Data Senders and Receivers](#).)

ONIX Guidelines

In both ONIX 2.1 and ONIX 3.0, keywords are supplied in their own Subject composite. Whereas other Subject composites normally contain a single entry (e.g., a single BISAC, BIC, or Thema value), the Subject composite for keywords can contain multiple values. Whether the product has one keyword value or several, any/all keywords for the product should be expressed as a single, semicolon-delimited string in one Subject composite.

In ONIX, Keywords are supplied in a Subject composite as follows:

Subject composite

This is a group of data elements that together describe a subject classification or subject heading. Keywords are expressed in a Subject composite that is additional to the BISAC, BIC, Thema, or other Subject category. All keywords and keyword phrases should be included in a single, semicolon-delimited string within a single Subject composite.

Reference name [<Subject>](#)

Short tag [<subject>](#)

Subject scheme identifier (PR.13.9 or P.12.2, and List 27)

Mandatory in each occurrence of the Subject composite, and non-repeating. In List 27, the subject scheme identifier code value for keywords is 20.

Format	Fixed-length, two alphanumeric digits
Code list	List 27
Reference name	<SubjectSchemeIdentifier>
Short tag	<b067>
Code	20 (Keywords)

Subject heading text (PR.13.13 or P.12.6)

Use the mandatory `<SubjectHeadingText>` element to communicate the keywords as text. In ONIX 2.1, this is a non-repeating element; in ONIX 3.0, it can be repeated for presenting the text in multiple languages, though this type of use would be rare; see the [ONIX for Books Implementation and Best Practice Guide](#) for more information.

Format	Single words or longer phrases of 2-5 words, separated by a semicolon; suggested maximum length 500 characters*
Reference name	<code><SubjectHeadingText></code>
Short tag	<code><b070></code>
Example	tablets 2013 comparison;tablets vs ereaders;retina

** The recommended length for this data element increased from 100 to 250 in 2010, and again from 250 to 500 in 2016. However, be aware that some data recipients may have their own limit that is less than 500.*

ONIX 2.1 Example

Note: In ONIX 2.1, the MainSubject composite should come first, followed by additional Subject composites, one of which would be Keywords. Do not use the MainSubject composite for Keywords.

```

<MainSubject>
  <MainSubjectSchemeIdentifier>10</MainSubjectSchemeIdentifier>
  <SubjectCode>COM090000</SubjectCode>
  <SubjectHeadingText>COMPUTERS / Hardware / Tablets</
SubjectHeadingText>
</MainSubject>
<Subject>
  <SubjectSchemeIdentifier>20</SubjectSchemeIdentifier>
  <SubjectHeadingText>tablets 2013 comparison;tablets vs ereaders;retina</
SubjectHeadingText>
</Subject>

```

ONIX 3.0 Example

Note: In ONIX 3, MainSubject is designated via a flag rather than a separate composite, as with ONIX 2.1. The MainSubject flag should not be used in a composite for Keywords.

```

<Subject>
  <MainSubject/>
  <SubjectSchemeIdentifier>10</SubjectSchemeIdentifier>
  <SubjectCode>COM090000</SubjectCode>
  <SubjectHeadingText>COMPUTERS / Hardware / Tablets</
SubjectHeadingText>
</Subject>
<Subject>
  <SubjectSchemeIdentifier>20</SubjectSchemeIdentifier>
  <SubjectHeadingText>tablets 2013 comparison;tablets vs ereaders;retina</
SubjectHeadingText>
</Subject>

```

SubjectHeadingText>
</Subject>

5. Updating 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 included.

1. Updating keywords to include information on prizes won

- Title: *Boomerang Bride*

Author: Fiona Lowe

BISAC Subject: FIC027020 FICTION / 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 Subjects:

FIC027020 FICTION / Romance / Contemporary

FIC027240 FICTION / Romance / New Adult

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

Updated keywords: **sports romance**;football;NFL;New York;high school reunion

3. Updating keywords to indicate best-seller status or citation from a newspaper, magazine, or other media entity

- Title: *The Nightingale*

Author: Kristin Hannah

BISAC Subjects:

FIC044000 FICTION / Women

FIC014050 FICTION / Historical / World War II

Original keywords: wwii historical fiction;wwii novels;historical fiction holocaust

Updated keywords: [new york times best seller](#);wwii historical fiction;wwii novels;historical fiction holocaust

- Title: *The Sport of Kings*

Author: C. E. Morgan

BISAC Subjects:

FIC019000 FICTION / Literary

FIC038000 FICTION / Sports

Original keywords: horse racing;historical fiction;family life;american literature

Updated keywords: [entertainment weekly best books of the year](#);horse racing;historical fiction;family life;american literature

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 following records are examples of K-12 titles with varying topics. For additional information on educational metadata, please see the BISG Educational Taxonomy Working Group’s publication [Recommendations for Citing Educational Standards and Objectives in Metadata](#).

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

Author: Pearson
ISBN 13: 9781428432116

BISAC Subjects:

EDU029080 EDUCATION / Teaching Methods & Materials / Language Arts
LAN010000 LANGUAGE ARTS & DISCIPLINES / Literacy
LAN013000 LANGUAGE ARTS & DISCIPLINES / Reading Skills

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;Common Core State Standards

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:** *The Civil War and Reconstruction: Short Nonfiction for American History*

Authors: Anne Goudvis and Stephanie Harvey

ISBN 13: 9780325049212

BISAC Subjects:

EDU029040 EDUCATION / Teaching Methods & Materials / Social Science
HIS036050 HISTORY / United States / Civil War Period (1850-1877)

Keywords: grade level 4-8;comprehension strategy lessons;nonfiction articles;close reading;primary source documents;read critically; evidence and reasoning;common core state standards;visual literacy

Description: To support cross-curricular strategy instruction and close reading for information, Stephanie Harvey and Anne Goudvis have expanded their *Toolkit Texts* series to include a library of short nonfiction for American history with 10 all-new Toolkit lessons. Building on selections from popular children's magazines as well as original articles, these engaging, age-appropriate texts will keep your active literacy classroom awash in historical resources that depict the controversies, issues, and dramas that shaped historical events, including the exploits of lesser-known individuals.

- **Title:** *Life iScience, Teacher Edition*

ISBN 13: 9780076772902

BISAC Subjects:

EDU029030 EDUCATION / Teaching Methods & Materials / Science & Technology
SCI086000 SCIENCE / Life Sciences / General

Keywords: grade 7;reasoning skills;environment;Disciplinary Core Ideas

Description: *iScience* meets students where they are through engaging features and thought-provoking questions that encourage them to relate the science concepts they learn to the world around them. The inquiry-based “5 E” lesson cycle provides active, hands-on explorations of the concepts.

Professional Non-textbook Titles

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

- **Title:** *SQL Server 2016 Developer’s Guide*

Authors: Dejan Sarka, Milos Radivojevic, and William Durkin

ISBN: 9781786465344

BISAC Subject: COM051170 COMPUTERS / Programming Languages / SQL

Keywords: SQL Server 2016;Transact-SQL;JSON;R Language;columnstore indexes;temporal tables;Stretch Database

Description: This book introduces you to new features of SQL Server 2016 which will open a completely new set of possibilities for you as a developer. It prepares you for the more advanced topics by starting with a quick introduction to SQL Server 2016’s new features and a recapitulation of the possibilities you may have already explored with previous versions of SQL Server. The next part introduces you to small delights in the Transact-SQL language and then switches to a completely new technology inside SQL Server - JSON support. We also take a look at the Stretch database, security enhancements, and temporal tables.

- **Title:** *Fake News and Alternative Facts: Information Literacy in a Post-Truth Era*

Author: Nicole A. Cooke

ISBN: 9780838916360

BISAC Subject: LAN025000 LANGUAGE ARTS & DISCIPLINES / Library & Information Science / General

Keywords: information behavior;fact versus fiction;misinformation

Description: Talk of so-called fake news, what it is and what it isn’t, is front and center across the media landscape, with new calls for the public to acquire appropriate research and evaluation skills and become more information savvy. But none of this is new for librarians and information professionals, particularly for those who teach information literacy.

- **Title:** *Women and Value in Jane Austen’s Novels: Settling, Speculating and Superfluity*

Author: Lynda Hall

ISBN: 9783319507354

BISAC Subjects:

LIT004120 LITERARY CRITICISM / European / English, Irish, Scottish, Welsh
LIT024040 LITERARY CRITICISM / Modern / 19th Century
LIT025050 LITERARY CRITICISM / Subjects & Themes / Women

Keywords: Jane Austen;literary characters;female characters;minor literary characters;Charlotte Lucas;Maria Bertram;Jane Fairfax;Lucy Steele

Description: Jane Austen’s minor female characters expose the economic and social realities of British women in the long eighteenth century and reflect the conflict between intrinsic and expressed value within the evolving marketplace, where fluctuations and fictions inherent in the economic and moral value structures are exposed. Just as the newly minted paper money was struggling to express its value, so do Austen’s minor female characters struggle to assert their intrinsic value within a marketplace that expresses their worth as bearers of dowries. Austen’s minor female characters expose the plight of women who settle for transactional marriages, become speculators and predators, or become superfluous women who have left the marriage market and battle for personal significance and existence. These characters illustrate the ambiguity of value within the marriage market economy, exposing women’s limited choices. This book employs a socio-historical framework, considering the rise of a competitive consumer economy juxtaposed with affective individualism.

- **Title:** *Behavioral Classification System for Problem Behaviors in Schools: A Diagnostic Manual*

Authors: Ennio Cipani and Alessandra Cipani

ISBN: 9780826173416

BISAC Subjects:

EDU009000 EDUCATION / Educational Psychology

PSY004000 PSYCHOLOGY / Developmental / Child

Keywords: Cipani Behavioral Classification System;Direct Access (DA 1.0) Functions;Socially Mediated Access (SMA 2.0);Direct Escape (DE 3-0) Functions;Socially Mediated Escape (SME 4.0) Functions;Trigger Analysis;problem behaviors in schools;validation test procedures;FBA reports

Description: This diagnostic manual provides a uniform and unique function-based classification system for categorizing problem behaviors in schools. Written by the author of the best-selling textbook on functional behavioral assessment (FBA), the Cipani Behavioral Classification System (BCS) contained in this manual provides an invaluable alternative to the idiosyncratic descriptions of problem behavior functions currently employed in FBA reports. Instead, it provides school personnel a standardized classification system for selecting the hypothesized function of problem behaviors. For each of 13 distinct functions in the Cipani BCS, there is a general description, explanation, and illustrative example of the category.

Higher Education Textbook Titles

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

Medical:

- **Title:** *Global Health Informatics: Principles of eHealth and mHealth to Improve Quality of Care*

Editors: Leo Anthony G. Celi, Hamish S. F. Fraser, Vipan Nikore, Juan Sebastián Osorio & Kenneth Paik

ISBN: 9780262533201

BISAC Subject: MED078000 MEDICAL / Public Health

Keywords: telemedicine;medical informatics;mobile applications;health care;public health;information science;data;medicine;cell phones;developing countries

Description: The widespread usage of mobile phones that bring computational power and data to our fingertips has enabled new models for tracking and battling disease. The developing world in particular has become a proving ground for innovation in eHealth (using communication and technology tools in healthcare) and mHealth (using the affordances of mobile technology in eHealth systems). In this book, experts from a variety of disciplines—among them computer science, medicine, public health, policy, and business—discuss key concepts, frameworks, examples, and lessons learned in designing and implementing digital health systems in the developing world.

The contributors consider such topics as global health disparities and quality of care; aligning eHealth strategies with government policy; the role of monitoring and evaluation in improving care; databases, patient registries, and electronic health records; the lifecycle of a digital health system project; software project management; privacy and security; and evaluating health technology systems.

Technology and Engineering:

- **Title:** *Mobile Microrobotics*

Author: Metin Sitti

ISBN: 9780262036436

Series: Intelligent Robotics and Autonomous Agents

BISAC Subject: TEC037000 TECHNOLOGY & ENGINEERING / Robotics

Keywords:

robots;microrobots;nanorobotics;micromanufacturing;biomedical;Froude number;Hamaker constant;microorganisms;biocompatibility;microfactories;microfluidics;Van der Waals forces;Wall effects;MEMS;microfabrication;flagellar propulsion;electrostatic forces;millirobots;multi-robot addressing;multi-robot control;nuclear micropower;Piezo fiber;Piezoelectric sensing;actuation;engineering

Description: Progress in micro- and nano-scale science and technology has created a demand for new microsystems for high-impact applications in healthcare, biotechnology, manufacturing, and mobile sensor networks. The new robotics field of microrobotics has emerged to extend our interactions and explorations to sub-millimeter scales. This is the first textbook on micron-scale mobile robotics, introducing the fundamentals of design, analysis, fabrication, and control, and drawing on case studies of existing approaches.

The book covers the scaling laws that can be used to determine the dominant forces and effects

at the micron scale; models forces acting on microrobots, including surface forces, friction, and viscous drag; and describes such possible microfabrication techniques as photo-lithography, bulk micromachining, and deep reactive ion etching. It presents on-board and remote sensing methods, noting that remote sensors are currently more feasible; studies possible on-board microactuators; discusses self-propulsion methods that use self-generated local gradients and fields or biological cells in liquid environments; and describes remote microrobot actuation methods for use in limited spaces such as inside the human body. It covers possible on-board powering methods, indispensable in future medical and other applications; locomotion methods for robots on surfaces, in liquids, in air, and on fluid-air interfaces; and the challenges of microrobot localization and control, in particular multi-robot control methods for magnetic microrobots. Finally, the book addresses current and future applications, including noninvasive medical diagnosis and treatment, environmental remediation, and scientific tools.

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: BUS083000 BUSINESS & ECONOMICS / Information Management

Keywords: Management Information Systems;IS;Information Systems;Collaboration;Strategy;Information Technology;Hardware Software and 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*

Authors: William L. Briggs, Lyle Cochran, and Bernard Gillett

ISBN 13: 9780321963635

Series: Briggs/Cochran/Gillett Calculus 2e Series

BISAC Subject: MAT005000 MATHEMATICS / Calculus

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

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 e-book 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 Subjects:

FIC009020 FICTION / Fantasy / Epic

FIC002000 FICTION / Action & Adventure

FIC028010 FICTION / Science Fiction / Action & Adventure

Keywords: Game of Thrones;fantastic fiction;fantasy novels;HBO series;TV show;television series;Lannister;Stark;Westeros;low fantasy;Emilia Clarke;Kit Harrington;Maisie Williams;Lena Headley; Peter Dinklage;got

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 (America) as well as time period (contemporary). This example is an award winner, but since the awards are fully listed within the description, it is not necessary to list them again in the keywords section. 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 Subjects:

FIC029000 FICTION / Short Stories (single author)

FIC019000 FICTION / Literary

FIC052000 FICTION / Satire

Keywords: 10th of december;short fiction;national book awards;Bram Stoker award;best books on the year;bestselling fiction;humor;funny stories;family

dynamics;stories about love;american fiction;collection;The New Yorker

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 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*

Editors: Charlaine Harris and Toni L. P. Kelner

ISBN: 9780441017621

BISAC Subjects:

FIC009010 FICTION / Fantasy / Contemporary

FIC058000 FICTION / Holidays

FIC009040 FICTION / Fantasy / Collections & Anthologies

Keywords: fantasy anthology;paranormal anthology;paranormal romance;short stories; christmas fiction;holiday fiction; werewolf fiction; werewolves;shifters;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.

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 Subjects:

FAM048000 FAMILY & RELATIONSHIPS / Autism Spectrum Disorders
BIO017000 BIOGRAPHY & AUTOBIOGRAPHY / Medical
PSY022020 PSYCHOLOGY / Psychopathology / Autism Spectrum Disorders

Keywords: autism;autism spectrum disorder;autism books;memoir;parenting an autistic child;autistic children;high functioning autism;japanese authors;japanese writers;international bestsellers;books in translation;autobiographical books

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 BEST SELLER

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 Subjects:

HEA039140 HEALTH & FITNESS / Diseases / Alzheimer’s & Dementia

HEA039110 HEALTH & FITNESS / Diseases / Nervous System (incl. Brain)

HEA017000 HEALTH & FITNESS / Diet & Nutrition / Nutrition

Keywords: Alheimers;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; mental health;brain disorders;neurology;empowering neurologist;Dr. Perlmutter; whole life plan; NYT bestseller;Books for a Better Life award

Description: A #1 *New York Times* best seller—the devastating truth about the effects of wheat, sugar, and carbs on the brain, with a 4-week plan to achieve optimum health.

Renowned neurologist David Perlmutter, MD, blows the lid off a topic that’s been buried in medical literature for far too long: carbs are destroying your brain. And not just unhealthy carbs, but even *healthy* ones like whole grains can cause dementia, ADHD, anxiety, chronic headaches, depression, and much more. Dr. Perlmutter explains what happens when the brain encounters common ingredients in your daily bread and fruit bowls, why your brain thrives on fat and cholesterol, and how you can spur the growth of new brain cells at any age. He offers an in-depth look at how we can take control of our “smart genes” through specific dietary choices and lifestyle habits, demonstrating how to remedy our most feared maladies *without drugs*. With a revolutionary 4-week plan, GRAIN BRAIN teaches us how we can reprogram our genetic destiny for the better.

GRAIN BRAIN is a #1 *New York Times* best seller and a finalist for a 2013 Books for a Better Life award.

Adult Nonfiction (Series)

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

Author: Princeton Review

ISBN: 9780307946317

BISAC Subjects: STU016000 STUDY AIDS / GRE (Graduate Record Examination)

Keywords: test prep;graduate record examinations; standardized testing; standardized test;ets;educational testing service;graduate school;grad school;TPR;how to improve test scores;math practice;verbal practice;reading comprehension;mathematics testing;practice tests

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.

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:** *Simon vs. the Homo Sapiens Agenda*

Author: Becky Albertalli

ISBN: 9780062348678

BISAC Subjects:

YAF031000 YOUNG ADULT FICTION / LGBT

YAF052040 YOUNG ADULT FICTION / Romance / LGBT

YAF058120 YOUNG ADULT FICTION / Social Themes / Friendship

Keywords: teen romance;teen fiction;queer ya;queer romance;lgbtq;lgbtq books for teens;lgbtq ya;lgbtq romance;movie tie-in;gay;falling in love;William c. Morris Award winner;debut;National Book Award longlist;film adaptation;Katherine Langford;Jennifer Garner

Description: SOON TO BE A MAJOR MOTION PICTURE!

William C. Morris Award Winner: Best Young Adult Debut of the Year * National Book Award Longlist

“A remarkable gift of a novel.”—Andrew Smith, author of *Grasshopper Jungle*

“I am so in love with this book.”—Nina LaCour, author of *Hold Still*

“Feels timelessly, effortlessly now.”—Tim Federle, author of *Better Nate Than Ever*

“The best kind of love story.”—Alex Sanchez, Lambda Award-winning author of *Rainbow Boys* and *Boyfriends with Girlfriends*

Sixteen-year-old and not-so-openly gay Simon Spier prefers to save his drama for the school musical. But when an e-mail falls into the wrong hands, his secret is at risk of being thrust into the spotlight. Now change-averse Simon has to find a way to step out of his comfort zone before he's pushed out—without alienating his friends, compromising himself, or fumbling a shot at happiness with the most confusing, adorable guy he's never met.

Incredibly funny and poignant, this twenty-first-century coming-of-age, coming-out story—wrapped in a geek romance—is a knockout of a debut novel by Becky Albertalli.

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 Subjects:

JUV028000 JUVENILE FICTION / Mysteries & Detective Stories

JUV042000 JUVENILE FICTION / Westerns

JUV016140 JUVENILE FICTION / Historical / United States / 19th Century

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 from 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 people in the book as well as related trends and issues.

- **Title:** *Queer, There, and Everywhere*

Subtitle: 23 People Who Changed the World

Author: Sarah Prager

ISBN: 9780062474315

BISAC Subjects:

YAN032000 YOUNG ADULT NONFICTION / LGBT

YAN006020 YOUNG ADULT NONFICTION / Biography & Autobiography / Cultural Heritage

Keywords: teen biography;teen nonfiction;teen own voices;queer;lgbt;lgbt books;lgbtq;history;books about queer history;books about lgbtq history;biography;teen history;gay;lesbian;bisexual;bi;transgender;trans;world history;us history;queer studies;queer history of the united states;gay teen;George Takei;Harvey Milk;Abraham Lincoln;Glenn Burke;Elagabalus;ancient rome;Joan of Arc;Kristina Vasa;Christina of Sweden;Juana Ines;Sor Juana;Albert Cashier;Ma Rainey;Gertrude Rainey;Lili Elbe;Danish girl;Frida Kahlo;Mercedes de Acosta;old Hollywood;Eleanor Roosevelt;Bayard Rustin;civil rights;social justice;march on Washington;Alan Turing;imitation game;Josef Kohout;pink triangles;pride;diverse;diversity;Jose Sarria;drag queens;stonewall;Del Martin;Phyllis Lyon;Mychal Judge;Sylvia Rivera;trailblazers;feminism;rad women;little known history;secret history;feminist

Description: This first-ever LGBTQ history book of its kind for young adults will appeal to fans of fun, empowering pop-culture books like *Rad American Women A-Z* and *Notorious RBG*. Three starred reviews!

World history has been made by countless lesbian, gay, bisexual, transgender, and queer individuals—and you’ve never heard of many of them.

Queer author and activist Sarah Prager delves deep into the lives of 23 people who fought, created, and loved on their own terms. From high-profile figures like Abraham Lincoln and Eleanor Roosevelt to the trailblazing gender-ambiguous Queen of Sweden and a bisexual blues singer who didn’t make it into your history books, these astonishing true stories uncover a rich queer heritage that encompasses every culture, in every era.

By turns hilarious and inspiring, the beautifully illustrated *Queer, There, and Everywhere* is for anyone who wants the real story of the queer rights movement.

A Junior Library Guild Selection

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

BookNet Canada Biblio-o-matic

A Chrome extension that will let you look up metadata for any title in BookNet’s database, including keywords. While it’s Canadian-based, it allows you to see what kind of keywords are being used for

other titles.

Web address: <http://www.booknetcanada.ca/blog/2017/3/22/biblio-o-matic-for-the-people>

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>

Search Engine Autocomplete

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 autocomplete, 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 or use an Incognito/Private browsing mode in your web browser.

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

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/>

Wikipedia

Can be a great resource for finding additional vocabulary related to a topic, particularly for non-fiction titles.

Web address: <https://www.wikipedia.org/>

Tools to brainstorm keywords in readers' own words

Goodreads

Goodreads is a good resource for reader reviews and for finding common phrases in readers' own words.

Web address: <https://www.goodreads.com/>

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

Bing Keyword Research Tool

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

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

Google AdWords Keyword Planner

(Registration required) This free tool from Google provides the search volume for a list of keywords. Designed for use with Google Adwords, it can be a useful tool in gauging the relative popularity and usage of various search terms. The [multiply keyword list feature](#) produces more keywords by generating combinations of keywords from multiple lists—e.g., location and character. The level of information and detail you will be able to access depends on your overall Adwords usage.

Web address: <https://adwords.google.com/home/tools/keyword-planner/>

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>

Google Trends

Another free tool from Google that allows you to track search volume over time. You can use it to track how a term is trending over time, and to see if a particular term has seasonal popularity. You can also use the tool to compare multiple terms over time, and to look for local and regional search trends (state, city).

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

KeywordTool

Search multiple search engines from one page (Google, YouTube, Bing, Amazon, eBay, App Store) and provides the keyword volume and additional popular or related terms. Also allows keyword search by country.

Web address: <http://keywordtool.io/>

Moz Keyword Explorer

Keyword dashboard that provides an overview of the keyword monthly search volume, suggests alternate terms, and provides top-ranking URLs where the terms have been used.

Web address: <https://moz.com/explorer>

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/>

Appendix B: Glossary

BIC Standard Subject Categories

[BIC's Subject Categories and Qualifiers Scheme](#), version 2.1, released in November 2010, was the standard classification scheme for the UK book trade and some other English language markets. Note that BIC has announced that there will be no further development of the BIC scheme, and that *Thema* is the preferred subject scheme for future use (see Thema entry below).

BISAC Subject Headings List

Also known as [BISAC Subject Codes List](#), this is a standard set of subject classification codes used by many companies throughout the supply chain (primarily in North America) 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 consumer-oriented word or phrase that describes the content, theme, or other relevant aspects of a book product that (1) is used to supplement (but not repeat) publicly displayed data (such as title) and (2) will assist with discoverability (including differentiating among books with similar subjects and themes).

Linked Data

“Using semantic web/linked data architecture (the common contextual data interchange architecture), the web will then create meaningful contextual data sets (describing other information resources and details about them) that have the potential to interact with other, related resources.”¹

“Another important element of the linked data/semantic architecture equation is the use of universal international identifiers or codes—unique data structures which act as permanent and persistent identification elements for a variety of content creation-related parties and outputs (i.e., assets). By parties, we can mean authors of books, producers of movies/programs, and performers of music. Examples of outputs/assets can be books written by those authors, movies/programs produced by

¹ Tom Adamich, “Making and Managing Metadata: BIBFRAME: The MARC Evolution and the Discovery Catalog,” *Technicalities* 33, no. 3 (May/June 2013): 9-11.

media producers, songs and recordings issued by singers and musicians, etc.”²

Please also refer to [W3C’s definition, and explanation](#), of linked data.

ONIX

ONIX (an acronym for ONline Information eXchange) is the industry-standard method for communicating bibliographic data. The ONIX standard is maintained by [EDItEUR](#) (with assistance from [BISG](#) and [BIC](#)) and is made available free for general use. [ONIX for Books](#) is used throughout the book/e-book supply chain by publishers, data aggregators, distributors, retailers, e-tailers, etc. ONIX is capable of providing a vast array of information, and it enables this information to be communicated between organizations even if they have different technical infrastructures and business needs. An ONIX file is a text file structured in XML according to the rules (e.g., tag names, tag order, dependencies, codelists) laid out by the standard. ONIX makes extensive use of [codelists](#), which are controlled vocabularies for certain data elements; when a codelist value is used for common data elements, the information communicated is much shorter and can be standardized. ONIX comes in two versions: 2.1 (first introduced in 2003) and 3.0 (2009). As of January 1, 2015, version 2.1 is no longer being developed, but it is still widely used in the United States. Version 3.0 is the prevalent version outside the United States.

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.

Thema

[Thema](#) is a standardized subject classification system for books, maintained by EDItEUR. It is being adopted by various international stakeholders and can be used along with, or instead of, existing national book classification schemes. Adoption within the United States has been limited thus far, and most book industry participants continued to use BISAC codes exclusively.

² Tom Adamich, “Linked Data Identifiers: Part 1 - International Standard Name Identifier (ISNI),” *Technicalities* 34, no. 1 (Jan./Feb. 2014): 6. <http://connection.ebscohost.com/c/articles/97479997/linked-data-identifiers-part-1-international-standard-name-identifier-isni>.