eBook Formatting Tips
and how GPO can help you go from print to digital
### Metadata gets greater search results.

**Traditional Book Format**

**Front Matter**
- Portions of the book that are positioned prior to the Table of Contents (Title page; Verso page; Copyright page; Foreword; Acknowledgements; Preface; Introduction; Executive Summary).

**Body Matter**
- Chapters and sections of your book; this section is usually after the Table of Contents/front matter and before back matter content.

**Back Matter**
- Traditionally contains portions of text/graphics that include About Author; Glossary; Appendices with tables; index; after body matter text.

**eBook Formatting**

**Front Matter**
- Title page, Verso page, Copyright page, Table of Contents.

**Body Matter**
- Links to your website, treatment of Footnotes and Glossary Terms, links within body text and Appendices, graphic images.

**Back Matter**
- Backlinks to Table of Contents, About Author, Related Titles, Glossary Terms, Appendices.

### Metadata Fields

**Title**
- Include main title with subtitle in this field.

**Identifier**
- Commercial publishers recommend placing title ISBN in this field.

**Creator**
- Commercial industry recommends author here. GPO recommends author, if no individual author, place agency/office in this field.

**Subjects**

**Imprint Name**
- Commercial publishers always prefer to showcase the Imprint name to brand the titles to the imprint. GPO recommends to list the agency with office name here to brand title to agency mission.

**Language**
- Use the two letter language code, i.e. "en" for English.

**Publication Date**
- Commercial publishers place a publication date usually set as one month prior to release/on-sale date on all titles.

**Rights**
- Commercial publishers use this field for copyrighted material. GPO recommends inputting Public Domain, with year or Public Domain with some copyrighted material with the year.
**Publication Search**

By using a metadata management tool, there will be a greater chance your publication will be discovered through search engines and a reseller website.

Without metadata, chances of title discovery are significantly reduced to text that is present on label cover image only.

**Tip:** Some commercial publishers design the title thumbnails specifically for viewing on a device bookshelf vs. title thumbnail for their website.

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**Components**

**Cover**
- eBooks usually start with the cover image or with the text of the title page.

**Verso Page**
- Official Edition Notice language
- About Agency Mission description
- Use of ISBN language

**Verso Page with CIP data**

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**Main Title, Subtitle, Author Name, Imprint Name, Publisher Name with Logos, and Publisher Website.**

- Legal Status and Use of Agency Seals and Logos
- About Agency Mission
- Use of ISBN
- For Sale Tagline

Table of Contents

- Showcases TOC with links and bookmarks to other book content element parts – front, body, and back matter.
- When users touch link on device, these bookmarks and links will bring user to that specific portion of the book content.
- These links to chapters allow user to quickly find, read, and review info that applies to their specific need vs. reading book content in sequential order.

Copyright Page

Showcases alternate view of TOC with title page and cover image.

Back Matter Formatting Tips

Remember to place backlinks from Back Matter (i.e., Appendices) to Table of Contents in Front Matter.
**Body Matter Formatting Tips**

**Links**

**Best Practice:** Can be anchored to the page to create a static image that will not resize.

**Best Practice:** Can be created using Fixed Layout with ePub 3.0.

**Use of Graphics**

- Can be anchored to the page to create a static image that will not resize.
- Can be created using Fixed Layout with ePub 3.0.

**Footnote #1**

- Example of Pop-up Screen Footnote with brief reference notation for additional information.
- ALSO used for Glossary Term items to provide definitions or explanation of Acronyms by the word within the body text.

**Footnote #2**

- Footnote text can also be treated as End Notes at end of chapter.

**Footnote #3**

- Tip #1: ALWAYS indicate the number of the footnote prior to the footnote reference text.
- Tip #2: With more space for end note at end of chapter, this option allows you to offer reader a lengthy description of the footnote and provide additional links to more info.
- Tip #3: Provide link from body text raised footnote number to End Note page footnote number. Provide Backlink from End Note Page footnote number reference to corresponding footnote number in body text.
How GPO Can Help

Design Your content
- In-house Creative Services Department
- Top talent from around the country
- Both print and digital design experience
- Can assume much of the project management responsibilities

Disseminate Your Content
- Academic Pub (College Professors)
- Apple iTunes Store
- Barnesandnoble.com
- EBSCO (Academic Libraries)
- Firebrand
- Google Books and Google Play
- MyiLibrary (Academic Libraries)
- Overdrive (Public Libraries)
- Zinio (Digital Magazines)

Print on Demand Options
- Amazon.com/Createspace
- OnDemand Books/Espresso Book Machine

Disseminate Your Content (Free)
- Federal Depository Library Program
  www.fdlp.gpo.gov
  — Preservation
  — Archiving
  — Cataloging
- Federal Digital System (FDSys)
  https://www.gpo.gov/fdsys/

Promote Your content
- GPO Online Bookstore
  https://bookstore.gpo.gov/
  — Your own agency “mini bookstore” —
  Outperforms Google and Apple — Direct
  search visibility to end user for Federal
  content
- Government Book Talk Blog—
  Over ½ million page views
- New Titles by Topic Emails
  — Over 140,000 subscribers
  — Over 25 million bulletins executed
  and delivered
- Google Books/Google Play—
  Over 47 million page views

GPO Sales Program
- GPO Sales Program operates on a
  cost-recovery basis
- Paid eBook Dissemination GPO Sales
  Program rides your eBook requisition for
  eBook file format(s) (similar to print procurement process):
  adds/builds cost-recovery program costs
  into list price for individual/end-user to
  purchase product.

Training for Your Agency Staff
- Institute at GPO
  https://www.gpo.gov/how-to-work-with-us/agency/services-for-agencies/training-opportunities
  — GPO Institute offers some eBook
  file formatting classes,
  508 Compliance classes, Print
  Preflighting classes, How to Plan and
  Create Effective Print and Digital
  Communication Products, and more.

Contact
Rob Mitchell
Manager, Operations
202.512.2317
remitchell@gpo.gov

Lisa Williams
Chief, Distribution & Services Outreach
202.512.1065
llwilliams@gpo.gov