

# 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

Best Practice

### 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

Commercial publishers recommend using BISAC category subjects that can be found here:

<https://www.bisg.org/complete-bisac-subject-headings-2013-edition>.

### 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.

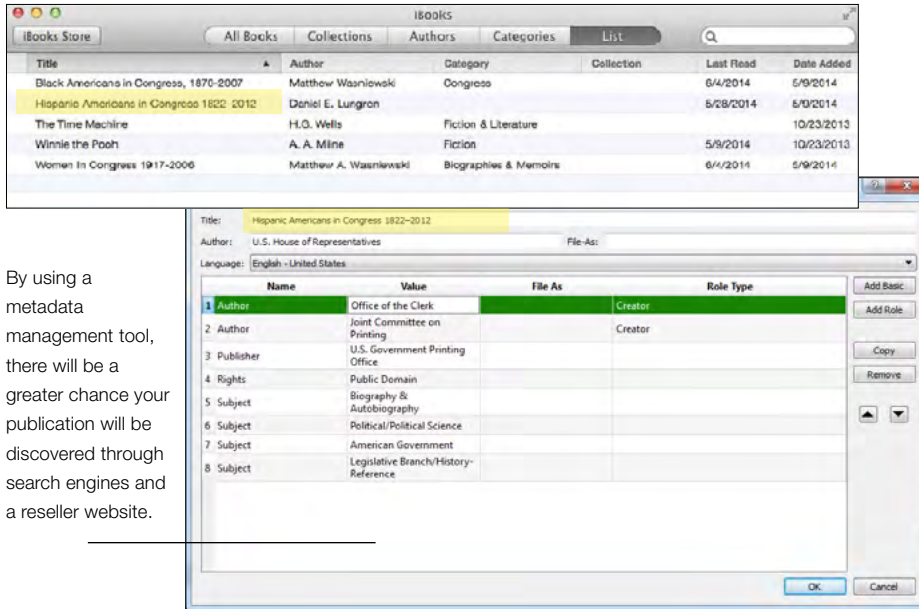
### Publication Date

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.



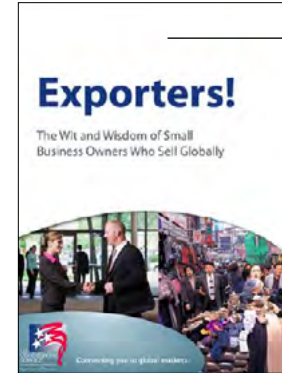
Without metadata, chances of title discovery are significantly reduced to text that is present on label cover image only.

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

## Components

### Cover

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

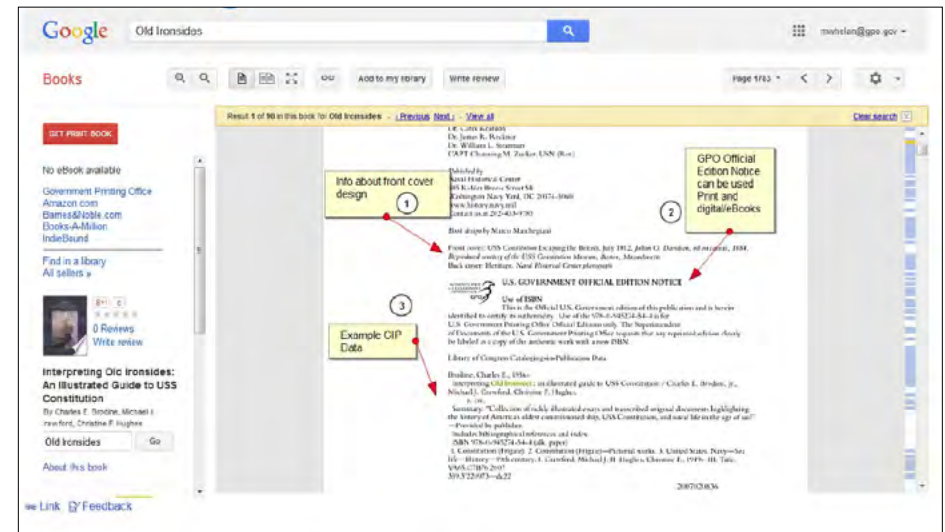


Main Title, Subtitle, Author Name, Imprint Name, Publisher Name with Logos, and Publisher Website.

### Verso Page

- Official Edition Notice language
- About Agency Mission description
- Use of ISBN language
- CIP (Cataloging in Publication) data from Library of Congress for eBooks <http://www.loc.gov/publish/cip/ebooks/>
- Info about front cover image (if applicable)

### Verso Page with CIP data



## U.S. Government Official Edition Notice



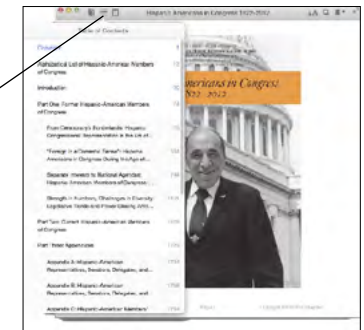
- Legal Status and Use of Agency Seals
- and Logos
- About Agency Mission
- Use of ISBN
- For Sale Tagline-Print titles only

## Table of Contents

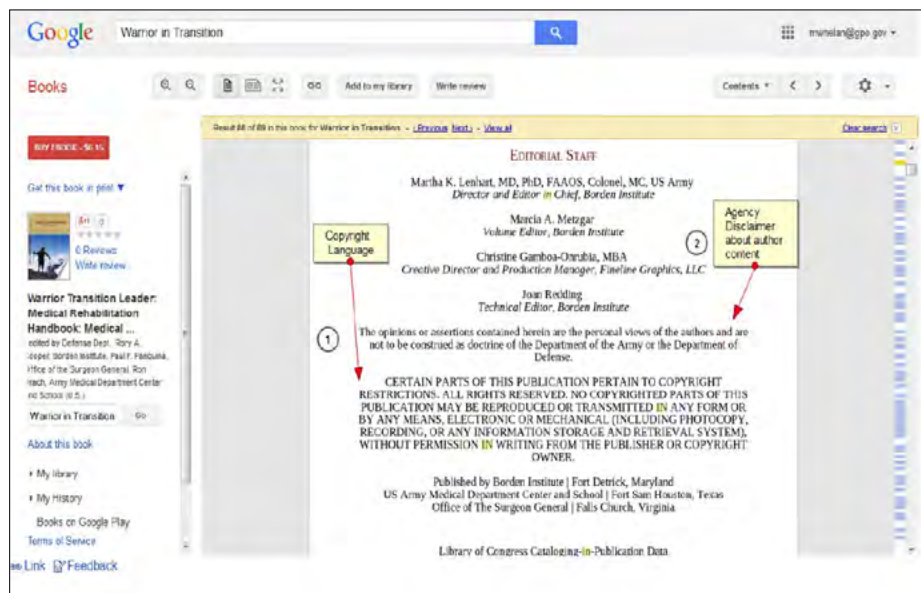


- Showcases TOC with links and bookmarks to other book content element parts – **front, body, and back matter**.
- When users touch link on device, these bookmarks and links will bring user to that specific portion of the book content.
- These links to chapters allow user to quickly find, read, and review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

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



## Copyright Page



## Back Matter Formatting Tips



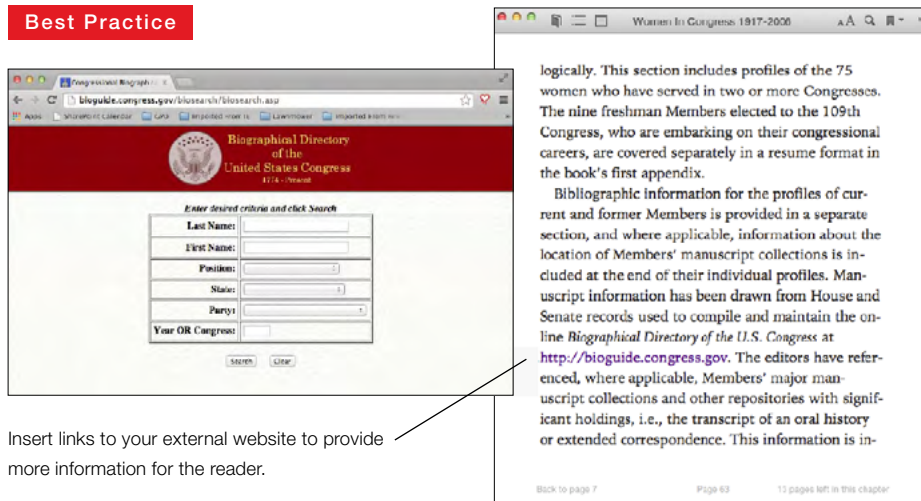
Remember to place backlinks from Back Matter (i.e. Appendices) to Table of Contents in Front Matter.



## Body Matter Formatting Tips

### Links

**Best Practice**



Insert links to your external website to provide more information for the reader.

**NOTE:** If a web address changes, revise, otherwise a broken link to reader = poor user experience.

**Tip:** Links from book content to your website brings more or new visitors to ENGAGE with your site content.

### 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.

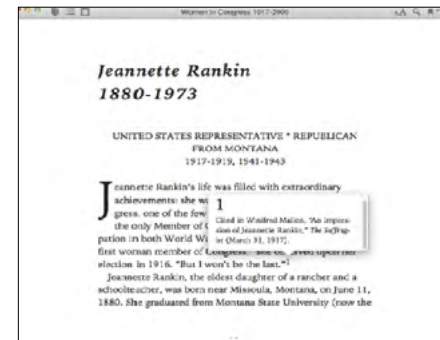
**Best Practice:** Commercial publishers use fixed layout for multiple tables and figures needed to represent specific points within book content. Common with textbook and large reference book content media types.

**Tip #1:** If book content has numerous, detailed tables and timeline, it is best to place the majority of them in an Appendix as part of back matter.

**Tip #2:** Provide a link from body text to the specific detailed tables or timelines in the Appendix and a backlink to the body text topical matter.

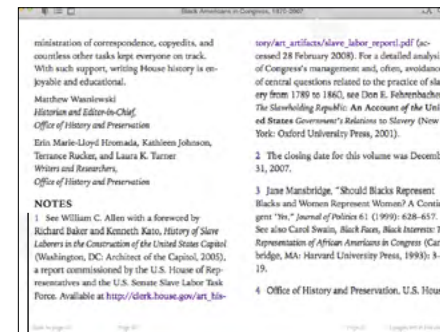
## Body Text Formatting Tips

### 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.



Small, Raised, Linked Number indicating Footnote.

**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 (Paid or Free)

- Academic Pub (College Professors)
- Apple iTunes Store
- [Barnesandnoble.com](https://barnesandnoble.com)
- EBSCO (Academic Libraries)
- Firebrand
- Google Books and Google Play
- MyiLibrary (Academic Libraries)
- Overdrive (Public Libraries)
- US Government Online Bookstore <https://bookstore.gpo.gov>
- Zinio (Digital Magazines)

### Print on Demand Options (Paid)

- [Amazon.com](https://amazon.com)/Createspace
- OnDemand Books/Espresso Book Machine

### Disseminate Your Content (Free)

- Federal Depository Library Program [www.fdlp.gpo.gov](https://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

#### Dissemination Options

- GPO Sales Program operates on a cost-recovery basis
- **Option 1: 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.
- **Option 2: Free eBook Dissemination** Federal agency provides free eBook file format(s) to GPO Sales Program; Federal agency office selects free dissemination package; GPO Sales Program charges Federal agency office cost-recovery program costs for making product appear for FREE through selected agency dissemination package selection.
  - Agency completion of Intent to Publish 3868 form and ONIX Metadata form required for both options

### 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.

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