Audiobook Metadata: Your Most Important Asset

Joshua Tallent

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Metadata Quality and Enhancements

Keywords
Metadata
Quality
2.5 million different titles with sales
100,000 (4%) of titles accounted for 86% of the sales
Basic metadata = 75% higher sales
Fiction:
Basic metadata = 170% higher sales
Cover image = 51% higher sales
Description, Author Bio, and Reviews = 72% higher sales
Keywords =
34% higher sales
Put all your metadata in one place (preferably a useful place!)
there's an app for that
Clean up and enrich your metadata
The biggest causes of inaccurate data

- Human error
- Lack of internal manual resources
- Inadequate data strategy
- Lack of skill needed to correctly use existing technology
- Lack of internal communications between departments
- Inadequate senior management support

The biggest internal challenges to improving data quality

- Lack of knowledge / skills
- Lack of human resources / employees
- Time-to-value expectations
- Lack of / underperforming data quality tools
- No dedicated owner to drive forward a long-term strategy
3

Track your Metadata in the marketplace
Actionable Market Intelligence
Your Metadata is Evergreen
How often should you update?

• Before Publication: As often as needed
• 0-3 months: Every few weeks.
• 3-6 months: As needed
• 6+ months: All titles as needed, Best selling titles every 2-3 months
Pay attention to what you are collecting and what you are sending out.
The Basics

- Run time (hh:mm:ss / mmm:ss)
- Track count
- Narrator information
- Audio-specific metadata
Metadata

Formatting
Editorial Reviews

Review

Reminders to practice the first three techniques Pay Attention, Say Thank You, Be Quiet kept coming to mind as I went about my days after reading the book, and I quickly began to enjoy more of the little things in everyday life. Woodward’s advice to practice positive feelings and learn to control how we feel is akin to cognitive behavioral therapy: both can, literally, change our brain chemistry for the better. This is a great book to read quickly to make rapid, small changes in your life; to re-read a few times in order to make even more profound changes; and to keep on the shelf for times when you might question your job, relationships, money issues or other important parts of your life. --Jean English, The Maine Organic Farmer & Gardener

A book the world needs. --Adelle Demko, international financial consultant.

Her message [and] the tools she teaches is valid. [Her] recommendations lead...to a sense of wonder and joy, a liberation. The book's language is clear, chatty, amusing in parts, inspiring in others. The most important criterion is that the reader should be motivated...on this criterion the book is excellent. I can recommend it --Dr. Bob Rich, psychologist

Read more

From the Author

This book is an offering to whoever feels attracted to it. Not everyone wants to live a thoroughly joyful life, but if you do - give these seven practices a try. None of what’s in the book is particularly original. Great spiritual teachers, philosophers and religious leaders have said much the same in far more eloquent terms. I’ve simply tried to lay out the rules, or practices, as I have experienced them and to encourage anyone who’s interested in living a full, joyous, love-filled, almost magical life, to give them a try.

Nothing in the book is esoteric. You don’t have to start wearing orange robes or shave your head or give up Big Macs. You just start by Paying Attention and then you start Saying Thank You - a lot! Keep up with those two, add a bit of Being Quiet, and you’re on your way.

I hope you’ll give this little book a look. One reviewer called it ‘tiny...but potent’ and I think she’s right.

Being happy and living a joyful life is fantastic....and it’s not rocket science. It just takes practice.

About the Author

M. Gail Woodard earned an MBA from Yale University, has studied yoga for 35 years, home-schooled her three sons in California and worked in commercial banking and real estate.

In recent years Gail has taught yoga and finance in southern Arizona, indulged her passion for travel, and landed most recently in southwest Florida. She is an author coach and founding publisher of Dudley Court Press
Editorial Reviews

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Helpful HTML Elements

<p> = Paragraph
<ul> = Unordered (bulleted) List
<li> = List Item
<b> / <strong> = Bold
<i> / <em> = Italic

&amp; = &
Track-Level Metadata
Chapter 5/77

my Regular Doctor Jim, who agreed that I was veritably swimming in a paralyzing and totally clinical depression, and that therefore my meds should be adjusted and also I should attend a weekly Support Group.

This Support Group featured a rotating cast of characters and states of tumor-driven unwellness. Why did this have the side effect of dying.

This Support Group, of course, was depressing as hell.

It met on Wednesday in the basement of a stone-walled Episcopal church shaped like a cross. We all sat in a circle around the middle of the cross, where the two boards would intersect, where the heart of Jesus would have been.

I noticed this because Patrick, the Support Group Leader and only person ever eighteen in the room, talked about the heart of Jesus every freaking meeting, all about how we, as young cancer survivors, were sitting right in Christ’s very sacred heart and whatever.

So here’s how it went in God’s heart: The six or seven or
<table>
<thead>
<tr>
<th>Chapter Title</th>
<th>Part #</th>
<th>Track #</th>
<th>Start</th>
<th>End</th>
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<tr>
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<td>00:00:00</td>
<td>00:01:12</td>
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<td>1</td>
<td>2</td>
<td>00:01:13</td>
<td>00:14:36</td>
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<tr>
<td>2. The Coming of the People</td>
<td>1</td>
<td>3</td>
<td>00:14:37</td>
<td>00:29:02</td>
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<tr>
<td>3. Peaceful Development</td>
<td>1</td>
<td>4</td>
<td>00:29:03</td>
<td>00:46:52</td>
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<tr>
<td>Part 2. The People</td>
<td>2</td>
<td>1</td>
<td>00:46:53</td>
<td>01:09:23</td>
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<td>1. Their number and Distribution</td>
<td>2</td>
<td>2</td>
<td>01:09:24</td>
<td>01:27:43</td>
</tr>
<tr>
<td>2. Their Nationality and Characteristics</td>
<td>2</td>
<td>3</td>
<td>01:27:44</td>
<td>01:42:25</td>
</tr>
</tbody>
</table>
Keywords

Characters

Events

Locations (GPS coordinates?)
Keywords
What is a good keyword for Amazon?
Japanese Farm Food  

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Harcover  

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Books ▼ historical romance in Florence
Long Tail Queries

Books ▼ romance

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Books ▼ historical romance in Florence

1-12 of 90 results for Books: "historical romance in Florence"
cookbooks, pickle recipes, **japanese cooking**, japanese ingredients, slow food, organic farm, farm life, organic ingredients, **japanese recipes**, rural japanese, culinary knowledge, adopted culture, practical recipes, cooking japanese food, farm to table, miso, preserving the japanese way, dashi, japanese food, japanese home, traditional home cooking, japanese cuisine, home cooks, teriyaki, japanese family, japanese food recipes, everyday japanese, home cooking, traditional japanese, authentic japanese, japanese culture, **ramen noodles** farm-to-table, dressings, rural japan, food movement, tofu, authentic cuisine, japanese restaurants, cooking traditional, japanese food art, local japanese, lived in japan, traditional japanese food, japanese food dictionary, vinaigrette, pickling, life in japan, farm-fresh, slow food movement, married a japanese, eggplant, japanese food and cooking, cooking and gardening, farmers' markets, stir-fried, umami, sushi, recipes are simple, tempura, photos and recipes, udon, canola, soybeans, vinegar, cultural history, sauces, soups, pecans, veggies, cuisines, shiro, fresh vegetables, visited japan, pantry, soy sauce, seafood, genre cooking, egg custard, noodles, potato salad, elizabeth david, seasonal, ingredient, cauliflower, farmhouse, cook book for beginners, homegrown, rice, freezing fresh vegetables, organic food recipes, ramen noodles cookbook, cucumber, preserving, flavors, ramen noodles recipes, culinary, sweets, homemade, vegetarian, organic, desserts, ginger
"japanese farm"
More keywords
More chances
More search queries
What is the best source of keywords?
Think like a wise man but communicate in the language of the people.

- William Butler Yeats
How your audience thinks about your book is how they will search for it
34% of titles saw increase
Average increase of 20%
Highest increase over 150%
Increasing Book Sales and Visibility with KEYWORDS

firebrandtech.com/keywords
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