

A CATALOG RECORD HELPS A LIBRARIAN PUT YOUR BOOK OR
EBOOK INTO THE HANDS OF AN INTERESTED READER.
THE RICHER YOUR METADATA, THE MORE READERS YOU'LL ATTRACT.

HIDE-AND-SEEK

Are you selling to libraries? Do you know what kind of metadata librarians want your books to have?

CIP, distributor cataloging, and ONIX conversion all produce what librarians refer to as brief records.

A brief record will get you listed in a library's catalog and put your book on the shelf. But then you're playing a game of hide-and-seek. Will the metadata in your brief record lead readers to your content?

For ebooks, where browsing is more complicated, good metadata is even more important.

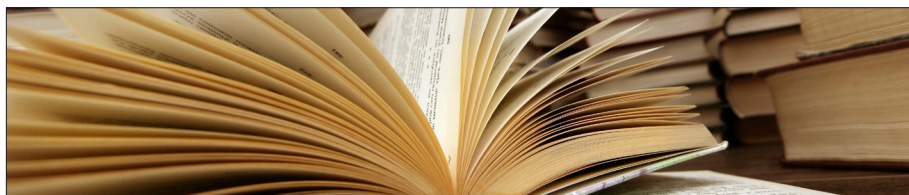
If a patron is looking for your author or has heard of your title – and can remember it – then your book or ebook may find a reader.

But if your catalog record goes beyond title, author, and publication details, your book will be found by a wider audience.

Librarians call it discoverability.

To be checked out and read, to circulate, your book has to first be discovered by an interested reader.

Books that circulate factor into a library's future purchasing decisions. And don't forget that library readers are book buyers, too.



ACCESS POINTS

Anything in your catalog record that a search term can be matched up to is an access point. If your record has more relevant access points, your book will turn up in more search results.

For example, although your brief record may contain a BISAC classification, subject analysis in a library involves more than where to place a book on the shelf. A catalog record can contain many subject headings. And each one is an access point for searches to discover your book.

If your publication has more than one contributor, anthologizes the work of multiple authors, includes input from illustrators or photographers, or references the work of another author by way of review, criticism, or analysis, a proper catalog record will include all of the relevant names.

In a library catalog, these subjects and names will be matched against master files maintained by the Library of Congress to cross-reference the access points in your record against synonyms and pseudonyms, creating an even broader web of access points.

BACKSTAGE SERVICES

Backstage Library Works has been creating and managing catalog records for libraries and publishers for more than 25 years.

We've worked with publishers large and small, distributors who specialize in a particular format, and overseas booksellers looking for a foothold in the U.S. market.

We can work with you to create original records directly from your materials or to enhance your existing metadata. And we can help you identify the right channels to get your records out to the library community.

Are you ready to take ownership of your metadata? Give us a call.