The Catalogue Metadata Pass — Attendee Worksheet

Wide for the Win Summit · Metadata, Pricing & Merchandising Retailers Reward · Mark Leslie Lefebvre · Oct 10, 2026

How to use this worksheet

Run the full pass on one title tonight, your newest release, then work back through the catalogue one title at a time. The sheet in the next section is the record; the ten checks are the audit; the aisle walk and currency pass are the two parts people skip. A merchandiser or an algorithm sees only what you typed into the dashboard, so this is the first sales conversation your book will ever have.

- [ ] Pick one title and one format to start with
- [ ] Set up the sheet (one row per title per format)
- [ ] Run the ten checks on that title
- [ ] Walk the aisle on at least one non-Amazon store
- [ ] Do the currency pass
- [ ] Put the cadence dates in your calendar

The catalogue sheet

One spreadsheet, one row per title per format (the eBook and the paperback are separate rows that point at each other). Your sales dashboards give you the results side; this sheet gives you the settings side, so you can finally compare the two.

Column group	Columns	Notes
Identity	Title · Subtitle · Author name as published · Series (exact string) · Volume · Format	Series must be character-for-character identical on every store
Shelf	BISAC 1 · BISAC 2 · BISAC 3 · Kobo path · Apple path · Google path · Nook path · B&N Theme	Genre code first, format code (Short Stories, Anthologies) second

Column group	Columns	Notes
Search	Amazon keywords (7) · Phrases the description must contain · Comps found on each shelf	Wide, the description is the keyword field
Price	USD · CAD · AUD · GBP · EUR · NZD · Funnel role (free / $0.99 / full / bundle) · Last changed	"Last changed" is what makes "price often" real
Plumbing	eISBN · Print ISBN · Imprint · Publisher · Language · Original publication date · Audience / adult flags	These are the fields that decide whether you appear at all

The ten checks

Tick each one off for the title in hand. Most authors find a problem on check one.

- [ ] 1. Series name identical on every store; volume numbers set, with decimals (0, 1.5) where the store supports them
- [ ] 2. Three categories, genre first; no FICTION / General
- [ ] 3. The same categories, or deliberate equivalents, on every store
- [ ] 4. Description reads clean: no typos, key phrases present, no keyword stuffing, basic HTML formatting intact
- [ ] 5. Subtitle used wherever it earns search
- [ ] 6. Prices set in six currencies, rounded to .99 or .49, parity intact (no store lower than any other)
- [ ] 7. Funnel book set (free, $0.99, or volume 0) and the next book linked from it
- [ ] 8. Imprint, publisher, language and ISBNs consistent; print ISBN linked to the eBook
- [ ] 9. Original publication date true; audience and adult-content flags accurate
- [ ] 10. Every format on one item page: eBook, print, audio

Check	What I found	Fixed on (store / date)
1		
2		

Check	What I found	Fixed on (store / date)
3		
4		
5		
6		
7		
8		
9		
10		

Walk the aisle

Open each store as a reader, logged out, and browse (don't search) until you reach the shelf your book belongs on. Write down the path, and note who is already there; those are your real comps on that store. To see another territory's storefront, use the country flag on Kobo or add ?gl=[country code] to a Google Play URL.

Store	Category path (as a reader sees it)	Who is on that shelf	My categories match?
Kobo			
Apple Books			
Google Play			
Barnes & Noble			
Amazon			

The currency pass

Readers round every price up to the next dollar in their heads, so $3.63 already feels like $4 and $3.99 costs you nothing in perception. Start with the currencies where you actually sell, then work outward. The rounding rules below are a starting point; your genre's norms override them.

Currency	Auto-converted price	Rule of thumb	My price
USD		Your anchor; keep it sane for the Kindle bargain-hunter	
CAD		Round to .99; up when it still reads as fair	
AUD		Round to .99; up when it still reads as fair	
NZD		Round to .99 (Kindle doesn't price in NZD; KWL and D2D do)	
GBP		Round down to .49 or .99; UK publishers price low	
EUR		Round to the nearest .49 or .99; price-protected markets buy on value	

Parity reminder: your retail price at any store may not be higher than your lowest price anywhere. A price drop is a price drop everywhere, so schedule it (Kobo Writing Life, Google Play, Draft2Digital and Apple Books all allow scheduled pricing). Coupon-based promotions change the reader's price, not yours, and sidestep the problem.

Cadence

Price is a verb: deliberately, responsively, often. "Often" means on a schedule, not on a whim.

When	What	Why
Before a pre-order goes live	The full ten-check pass on the new title	Merchandisers plan 6 to 12 weeks out; be in the catalogue when they look

When	What	Why
Every Monday afternoon	Check the Kobo Writing Life promotions tab and D2D promo opportunities	There is no alert system; promotions fill and close
Every quarter	Price review: currencies, funnel roles, anything that has gone flat	Revisit, measure, adjust
Every year	Re-walk the aisles; check the annual BISAC update	Store category trees change; a new code may be exactly the shelf you needed

Further reading

Lefebvre, Mark Leslie. *Killing It on Kobo: Leverage Insights to Optimize Publishing and Marketing Strategies, Grow Your Global Sales and Increase Revenue on Kobo.* Waterloo, ON: Stark Publishing Solutions, 2018.

Lefebvre, Mark Leslie. *Wide for the Win: Strategies to Sell Globally via Multiple Platforms and Forge Your Own Path to Success.* Waterloo, ON: Stark Publishing Solutions, 2021.

Lefebvre, Mark Leslie. *An Author's Guide to Working with Libraries and Bookstores.* Waterloo, ON: Stark Publishing Solutions, 2022.

Dalrymple, Matty, and Mark Leslie Lefebvre. *Taking the Short Tack: Creating Income and Connecting with Readers Using Short Fiction.* 2nd ed. Philadelphia: William Kingsfield Publishers, 2025.

Book Industry Study Group. "BISAC Subject Codes: Fiction." https://www.bisg.org/page/Fiction.