Search - iBooks Store

Search - iBooks Store Guidelines

Updated 2/4/19

Introduction

In this document, we explain **relevance** rating guidelines for content in iBooks. You will use the BaseLine tool to make these ratings.

Relevance Rating

In relevance rating, we start with a query and score the relevance of content for that query. There are 5 main types of queries in the iBooks Store:

- Author

- Book/Audiobook

- Genre

- Browse

- Topic

Each of the five types of queries has slightly different rules for relevance rating which we present in separate sections below.

The grades on the relevance scale are as follows:

Perfect: Navigational: The singular piece or collection of content implied by the query.

Perfect: Functional: A piece of content which very clearly satisfies the intent of the query. Sometimes only the most popular content will be eligible for this rating. Popularity can be defined as main stream popular.

Excellent: A piece of content which very clearly satisfies the intent of the query but may be less popular or less known.

Good: A piece of content which only partially satisfies the intent of the query, but is still high-quality OR satisfies a secondary intent of the query OR satisfies the intent of the query but is lower quality.

Acceptable: A piece of content that is clearly related to the query, but may be of poor quality, not popular, or poorly satisfies a secondary intent of the query.

Unacceptable (Off-Topic):A piece of content that does not satisfy any of the above conditions. If you are unsure if the content should be Acceptable or Unacceptable/OT, it should be rated Unacceptable/OT.

There may be different types of Unacceptable content, which include:

Unacceptable (Foreign Language): A piece of content in a language other than the language of the marketplace OR the query should be rated Unacceptable (Foreign Language). English is OK.

Problem (Unavailable): A piece of content not available in the iBooks Store at time of rating

Problem: Review Needed: Use this rating when there is an issue or bug with the task

Examples

Some examples of relevance rating:

Perfect: Navigational - the singular book implied by the query. Below we have several examples of queries and the corresponding content which should be considered Navigational.

1 [everything is illuminated] - book of this title - https://itunes.apple.com/us/book/everything-is-illuminated/id427535520?mt=11

2 [50 Shades of Grey] - book of this title - https://itunes.apple.com/us/book/fifty-shades-of-grey/id509857961

Perfect: Functional - a high quality piece of content which very clearly satisfies the intent of the query. Sometimes only the most popular content will be eligible for this rating.

  1 [young adult] - The Fault in Our Stars - https://itunes.apple.com/us/book/the-fault-in-our-stars/id475938818

  2 [diary of a wimpy kid] - Diary of a Wimpy Kid: Old School (any book from the series) - https://itunes.apple.com/us/book/old-school/id980302871

  3 [free] - The Time Machine by H.G. Wells - https://itunes.apple.com/us/book/the-time-machine/id434215319?mt=11

Excellent - a medium to a high quality piece of content which very clearly satisfies the intent of the query but may be less popular or less known.

  1 [everything is illuminated] - an audiobook version of the same book - http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewAudiobook?id=356423310&s=143441

2 [jane eyre] - Jane Eyre - a public domain book, good quality, but less popular than other versions - https://itunes.apple.com/us/book/jane-eyre/id357913405?mt=11

Good - a piece of content which only partially satisfies the intent of the query, but is still high quality OR satisfies a secondary intent of the query OR satisfies the intent of the query but is lower quality.

1 [the hunger games] - a book about the book, satisfies a secondary intent of the query - "The Hunger Games" - http://itunes.apple.com/us/book/the-hunger-games-companion/id441897544

2 [janie face to face] - another non-public domain book by the same author - https://itunes.apple.com/us/book/fog/id545858335

Acceptable - a piece of content that is clearly related to the query, but may be of poor quality, not popular, or poorly satisfies a secondary intent of the query.

1 [harry potter] - a book about Harry Potter and history, which has no ratings and is not of interest to the large majority of people - https://itunes.apple.com/us/book/harry-potter-and-history/id635418857

2 [the time machine] - a book with this title, which is not the classic by H.G. Wells and has no ratings - https://itunes.apple.com/us/book/the-time-machine/id543357237

Off - Topic (OT) - a piece of content that does not satisfy any of the above conditions. If you are unsure if the content should be acceptable or OT, it should be rated OT.

Book/Audiobook Queries

It's important to differentiate between standard content and public domain content (whose copyright has expired and can be published by anyone). In the former case (The Hunger Games, 50 Shades of Grey, The Hobbit), if the primary intent of the query is a particular book, then that book should always receive a rating of navigational.

Examples of the ratings for **non-public domain books**:

Perfect: Navigational - the particular book implied by the query. This will not be used for public domain books as there are many books for each title. Below are several examples of clear intent for book titles and the corresponding content:

1 [50 shades of grey] - book of this title - https://itunes.apple.com/us/book/fifty-shades-of-grey/id509857961

2 [gone girl] - book of this title - https://itunes.apple.com/us/book/gone-girl/id468717454?mt=11

Perfect: Functional - any book in the navigational series is eligible for this rating

1 [50 shades of grey] - Fifty Shades Darker, a book in the same series - https://itunes.apple.com/us/book/fifty-shades-darker/id509841099?mt=11

2 [50 shades of grey] - Fifty Shades Freed, a book in the same series -

https://itunes.apple.com/us/book/fifty-shades-freed/id509841154?mt=11

Excellent - a piece of content which satisfies a dominant intent of the book query, such as an audiobook version or other official content.

1 [50 shade of grey] - Grey - https://itunes.apple.com/us/book/grey/id1000521002?mt=11

2 [gone girl] - Gone Girl: audiobook - https://itunes.apple.com/us/audiobook/gone-girl-a-novel-unabridged/id531777053

Good - a piece of content which only partially satisfies the intent of the book query, such as an academic study guide for a mainstream publication OR books that satisfy a secondary intent. These pieces of content are a step removed from the main intent of the query. Note: Any book by the same author that does not match the query may receive Good

1 [gone girl] - an unofficial summary of the book with some positive ratings - https://itunes.apple.com/us/book/gone-girl-a-summary-of-gillian-flynns-bestseller/id592194040?mt=11

2 [a wrinkle in time] - a book by the same author as 'A Wrinkle in Time' - https://itunes.apple.com/us/book/ilsa/id1181254938?mt=11

Acceptable - a piece of content that is clearly related to the book query or only poorly satisfies a secondary intent. Pieces of content in other media sharing the same title as the book (but not on the same subject) are another example. Also, the navigational book in a foreign language to the market is eligible for this rating.

1   [50 shades of grey] - a navigational book, but in a different language.

https://itunes.apple.com/us/book/cincuenta-sombras-de-grey/id519526665?mt=11

2 [gone girl] - an unofficial guide to the book with no ratings and by a questionable publisher - https://itunes.apple.com/us/book/ready-reference-treatise-gone-girl/id1156268884?mt=11

OT/Off-Topic - a piece of content that is not related to the book or has no perceived relevance. This includes pieces of content with matching keywords in their titles, and media connected to the book in a manner which is not readily apparent.

  1 [gone girl] - Little Girl Gone - https://itunes.apple.com/us/book/little-girl-gone/id1048849410?mt=11

Note: Book Bundles

For a book query like [50 Shades of Grey] the book bundle which includes the navigational result should be rated Perfect: Navigational.

If the query is [50 Shades trilogy], then the bundle would be Navigational as well.

Examples of the ratings for **public domain books**:

Perfect: Navigational - not applicable for public domain books

Perfect: Functional - a high quality piece of content which very clearly satisfies the intent of the query. Sometimes only the most popular content will be eligible for this rating.

  1 [jane eyre] - a book by Charlotte Bronte, has many positive reviews which show a good quality of the book - https://itunes.apple.com/us/book/jane-eyre/id413591739

  2 [pride and prejudice] - a book by Jane Austen, very popular version, qualified for Perfect: Functional rating - https://itunes.apple.com/us/book/pride-and-prejudice/id395534643?mt=11

Excellent - a piece of content which satisfies a dominant intent of the book query but may be less popular

  1 [jane eyre] - Jane Eyre - a public domain book, good quality, but less popular than other versions - https://itunes.apple.com/us/book/jane-eyre/id357913405?mt=11

  2 [pride and prejudice] - the intended book, but less popular - https://itunes.apple.com/us/book/pride-and-prejudice/id541337382?mt=11

Good - a piece of content which only partially satisfies the intent of the book query, such as an academic study guide for a mainstream publication OR books that satisfy a secondary intent. These pieces of content are a step removed from the main intent of the query.

  1 [jane eyre] - a study guide by a reliable publisher - https://itunes.apple.com/us/book/jane-eyre-sparknotes-literature-guide/id854564748?mt=11

  2 [pride and prejudice] - a study guide - https://itunes.apple.com/us/book/pride-prejudice-sparknotes/id854650141?mt=11

Acceptable - a piece of content that is clearly related to the book query or only poorly satisfies a secondary intent. Pieces of content in other media sharing the same title as the book (but not on the same subject) are another example

1 [pride and prejudice] - a variation on the classic by another author - https://itunes.apple.com/us/book/alone-with-mr-darcy-a-pride-prejudice-variation/id987392498?mt=11

2 [pride and prejudice] - music sheets from the Pride and Prejudice movie - https://itunes.apple.com/us/book/pride-prejudice/id628237096?mt=11

3 [jane eyre] - a collection of public domain classics including the intended book - https://itunes.apple.com/us/book/100-books-you-must-read-before-you-die-volume-2-book-center/id1214889246?mt=11

4 [the time machine] - a book with this title, which is not the classic by H.G. Wells and has no ratings - https://itunes.apple.com/us/book/the-time-machine/id543357237

OT/Off-Topic - a piece of content that is not related to the book or has no perceived relevance. This includes pieces of content with matching keywords in their titles, and media connected to the book in a manner which is not readily apparent.

1 [pride and prejudice] - not relevant to the query - https://itunes.apple.com/us/book/a-spider-comes-calling/id1149026471?mt=11

Unacceptable (Foreign Language) - public domain book that is in a Foreign Language to the market that you are rating in

1 [jane eyre] - a book in the German language - https://itunes.apple.com/us/book/jane-eyre/id572537094?mt=11

Author Queries

Perfect: Navigational - since we cannot load artist pages for authors on iOS, there will be no Perfect: Navigational rating given

Perfect: Functional - For non-public domain works, all works by that author should receive a rating of Perfect: Functional.

1 [stephen king] - a book by the author - https://itunes.apple.com/us/book/end-of-watch/id1046925232?mt=11

2 [maxine kingston] - a book by the author - http://itunes.apple.com/us/book/i-love-a-broad-margin-to-my-life/id420425052

Excellent - any audiobook by the author, regardless of popularity.

1 [stephen king] - an audiobook of the author's - https://itunes.apple.com/us/audiobook/shawshank-redemption-unabridged/id302273999

2 [charlotte bronte] - a public domain version of Jane Eyre by Penguin Publishing -
https://itunes.apple.com/us/book/jane-eyre/id357913405

Good - a popular piece of content which only partially satisfies the intent of the author query.

1 [stephen king] - a book about the author's works - http://itunes.apple.com/us/book/stephen-king-uncollected-unpublished/id450274550

2 [charlotte bronte]- a public domain version of Jane Eyre with no ratings - https://itunes.apple.com/us/book/jane-eyre/id587848656?mt=11

Acceptable - a piece of content that is clearly related to the author query, but is unpopular, of poor quality, or only poorly satisfies a secondary intent.

1 [maxine hong kingston] - study guide for one of the author's books - http://itunes.apple.com/us/book/maxine-hong-kingstons-woman/id491689324

2 [maxine hong kingston] - literary criticism with no ratings - https://itunes.apple.com/us/book/knowledgenotes-study-guides/id463822026

3 [stephen king] - a book by the author but in a different language

https://itunes.apple.com/us/book/it-versione-italiana/id657015385?mt=11

OT - a piece of content that is not related to the author or has no perceived relevance. This includes pieces of content featuring people with similar names, and media for which the connection with the author is not readily apparent.

1 [stephen king] - the result is not related to the query - https://itunes.apple.com/us/book/personal-with-bonus-short-story-not-a-drill/id837549619?mt=11

Genre Queries

Genre queries are quite broad, so content returned must be higher quality on average to be rated Perfect: Functional or Excellent

Perfect: Navigational - there is no navigational content for a non-navigational, browse-intent query.

Perfect: Functional - popular, best-known, or recent books in the genre. Due to the nature of the query, many more pieces of content become eligible for Excellent.

1 [mysteries] - mystery book made into a movie, a work in the genre which is very popular - http://itunes.apple.com/us/book/girl-dragon-tattoo-trilogy/id479776301

2 [sci fi books] - a canonical work in the genre, which is very popular - http://itunes.apple.com/us/book/dune-messiah/id357914731

3 [mysteries] - The Da Vinci Code, a work in the genre which is very popular - http://itunes.apple.com/us/book/the-da-vinci-code/id419931661

Excellent - less popular, lesser-known, or less recent books in the genre.

1 [mysteries] - The Grecian Manifesto, a book in the genre but less known - https://itunes.apple.com/us/book/the-grecian-manifesto/id988625773?mt=11

2 [romance] - Secrets and Sensibilities, a book in the genre - https://itunes.apple.com/us/book/secrets-and-sensibilities/id603727654?mt=11

Good - a piece of content from the genre which is less popular than the most popular content in the genre or of mediocre quality

1 [classics] - a public domain version of Les Miserables, demoted for some negative reviews - https://itunes.apple.com/us/book/les-miserables-movie-tie-in/id553276523

Acceptable - a piece of content from the genre which isn't at all popular, has no ratings, or is of bad quality

1 [mysteries] - a collection of short stories in the genre - https://itunes.apple.com/us/book/mystery-writers-america-presents/id551151483

2 [young adult] - My First Love, a book in the genre, quite old and with no ratings - https://itunes.apple.com/us/book/my-first-love/id645353201?mt=11

3 [romance] - The Name Game, has negative reviews and only 12 pages long - https://itunes.apple.com/us/book/the-name-game/id498223875?mt=11

4 [classics]- a public domain version of "Jane Eyre" - https://itunes.apple.com/us/book/jane-eyre/id587848656?mt=11

OT/Off-Topic - a piece of content that is not part or related to the genre

Browse Queries

Browse queries are the broadest type, so content returned must be extremely high quality to be rated Perfect: Functional or Excellent.

Queries of this type have no specific intent, and consist mostly of words such as best, top, free, etc.

Perfect: Navigational - there is no navigational content for a non-navigational, browse-intent query.

Perfect: Functional - popular, best-known, or recent books. Due to the nature of the query, many more pieces of content become eligible for Perfect: Functional.

1 [free] - a popular public domain version of "Anna Karenina" - https://itunes.apple.com/us/book/anna-karenina/id395534656?mt=11

2 [books] - "Safe Haven," a very popular and highly rated work - https://itunes.apple.com/us/book/safe-haven/id361015774?mt=11

3 [libros en español] - "Caballero, Heredero, Príncipe" by Morgan Rice. Popular author, recent title. Please note that foreign books may not have a lot of ratings in the store. - https://itunes.apple.com/us/book/caballero-heredero-pr%C3%ADncipe-de-coronas-y-gloria-libro-3/id1196525832?mt=11

Excellent - less popular, lesser-known, or less recent books

1 [free] - "Free to Be You," a lesser known book that is free - https://itunes.apple.com/us/book/free-to-be-you/id620558560?mt=11

2 [books] - "Who'll Pick Me?," a less popular book in comparison to all books generated by this query - https://itunes.apple.com/us/book/wholl-pick-me/id562699956?mt=11

Good - slightly less popular or well-rated books on the browse topic or those only partially satisfying the query intent

1 [free] - "Free Sewing Patterns for Spring Fashion: 8 DIY Sewing Projects," - a lesser known book, and lower in quality than other books under this topic - https://itunes.apple.com/us/book/free-sewing-patterns-for-spring/id830770757?mt=11

2 [books] - "Myths and Legends of Ancient Greece and Rome", a public domain book, that is lower popularity that other books under the browse topic - https://itunes.apple.com/us/book/myths-legends-ancient-greece/id396135731?mt=11

3 [libros en español] - "El libro de las estrellas" A somewhat popular children's book, satisfies a secondary intent - https://itunes.apple.com/us/book/el-libro-de-las-estrellas/id776144970?mt=11

Acceptable - unpopular content or content that barely satisfies the query intent

1 [free] - "How to be free from wanting," - a low quality, less popular book - https://itunes.apple.com/us/book/how-to-be-free-from-wanting/id1187327505?mt=11

2 [free] - "I Spy GI Free Gift," - a low quality, less popular book - https://itunes.apple.com/us/book/i-spy-gi-free-gift/id778125225?mt=11

3 [books] - "The Best Ghost Stories," a public domain book, that is lower in popularity than other books under this topic, and contains a variety of stories from various authors - https://itunes.apple.com/us/book/the-best-ghost-stories/id511001058?mt=11

OT/Off-Topic - a piece of content that contradicts the browse query. For the query [books], any piece of content should receive a rating of at least acceptable

1 [free] - content that isn't free - https://itunes.apple.com/us/book/fifty-shades-of-grey/id509857961

2 [audiobooks] - content that isn't an audiobook - http://itunes.apple.com/us/book/the-da-vinci-code/id419931661

NOTE: Appending or prepending a browse word to a category, should not change how it is rated. As an example, the query [mystery books] should be rated the same as the genre query [mystery].

Topic Queries

Perfect: Navigational - there is no navigational content for a non-navigational, browse-intent query.

Perfect: Functional - popular, best-known, or recent books in the topic.

1 [running] - "Born to Run," a popular book on the topic of the query - https://itunes.apple.com/us/book/born-to-run/id418645829?mt=11

2 [productivity] - "Getting Things Done," a popular book on the topic of the query - https://itunes.apple.com/us/book/getting-things-done/id357926889?mt=11

Excellent - less popular, lesser-known, or less recent books in the topic.

1 [parenting] - "The Kazdin Method for Parenting the Defiant Child," a lesser known book on the topic of the query - https://itunes.apple.com/us/book/kazdin-method-for-parenting/id427517830?mt=11

2 [healthy meals] - "Clean Eating for Busy Families," a lesser known book on the topic of the query - https://itunes.apple.com/us/book/clean-eating-for-busy-families/id579919311?mt=11

Good - slightly less popular or well-rated books on the topic or those only partially satisfying the query intent.

1 [sex positions] - "The Kama Sutra," satisfies the intent but has quite a lot of negative reviews - https://itunes.apple.com/us/book/the-kama-sutra/id632084632

2 [beer] - a book about the Busch family, which is related to beer, though that is not the main topic of the book - https://itunes.apple.com/us/book/bitter-brew/id508187698?mt=11

Acceptable - unpopular content or content that barely satisfies the query intent.

1 [animals] - a picture book of animals for children with no ratings - https://itunes.apple.com/us/book/baby-animals-2/id570440511

2 [cooking] - a cookbook for only eggs with no ratings, which isn't popular and isn't a very broad type of cookbook or book about cooking - https://itunes.apple.com/us/book/the-egg-and-i/id814780514

OT/Off-Topic - a piece of content that is not related to the topic.

Contact Us