**Product Information: Guidelines for Everyone**  
**Why does Product Information matter?**  
  
The way we describe our books is incredibly important. If we’re **publishing books on Amazon** and other channels with terrible product information, then they simply won’t sell - regardless of how fantastic the book is!

Did you know that the description of an average Packt book will receive hundreds (often thousands) of views each week? That’s a lot of interested people reading the product information you’ve written!

**These guidelines are here to help you write each of the very important product information elements in a way that will really capture a customer’s attention and convey the benefits of our books in an accurate way.**

[**Subtitle**](#_g4yvm63d7s75)

[**PacktPub Metadescription**](#_2tgo7qdtkv2a)

[**Key Features**](#_xwlspffyqeub)

[**Short Description**](#_x51r31cnc6w2)

[**Long Description**](#_r2n4efw9vqvf)

[**What you will learn**](#_jvlrcfqqwvto)

[**Audience**](#_4uwa07f5dmdw)

[**Approach**](#_r0pymdgbteq8)

[**Author Bio**](#_q1fugz3ggz2o)

**What should I use to count characters?** [This website](http://www.charactercountonline.com/) - remember that spaces count as characters, too!

| Subtitle **Max. 100 characters (including spaces!)**  An excellent subtitle should:   * Supplement the title and **explain the content** of the book * Speak to the audience - **sell the benefits** of the book * Contain **appropriate keywords** - 2 to 3 maximum, which don’t need to be repeated from the title (there’s no additional benefit to this!) * **Don’t** repeat the technology name * **Don’t** use ‘Word, word, word, and more’ - this doesn’t convey any benefit to the customer * **Don’t** use a full stop at the end * **Do** include the relevant topic or area (that is, a pandas title might reference data analysis and Python) * **Do** read the title and the subtitle next to each other - they need to fit together well!   Examples **(showing** Title: **Subtitle):**   * *Applied Network Security:* ***Proven tactics to detect and defend against all kinds of network attack*** * *Mastering PostGIS:* ***Modern ways to create, analyze, and implement spatial data*** * *Practical Game AI Programming:* ***Bring your games to life with Artificial Intelligence*** * *WordPress Plugin Development Cookbook:* ***Create powerful plugins to extend the world's most popular CMS*** * *Mastering OpenStack:* ***Discover your complete guide to designing, deploying, and managing OpenStack-based clouds***   *Screenshot showing Title: Subtitle in yellow*    For a more detailed guide to writing subtitles, [please click here](https://docs.google.com/document/d/1Eao0yBqtPswhb7IObVg3hzJNXuczM5-snVmw5RtF9pc/edit) |
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| PacktPub Metadescription - aka ‘the hook’ **Max. 230 characters (including spaces, but it’s best if it’s shorter – this generous character allowance is reserved for technologies with long names)**  On Amazon, this ‘hook’ is the very first sentence a customer will read on the product page after the title & subtitle. This is usually the line that **decides whether a potential customer will read the rest of the description** or not. It needs to be **punchy** and really **convey the benefit** that the book will give the customer - what will it allow them to do?  It’s really important that this is a **succinct, compelling** sentence. People have short attention spans, so the earlier we can grab their attention, the better!  Other recommendations:   * **Do** focus on what the book is about - what is the single key benefit for the reader if they buy this book? * **Do** make an impact — this sentence needs to grabs the customer’s attention, so no waffling * **Do** include the technology/topic that is referenced in the title, (unless it’s already referenced in both the title and subtitle) * **Don’t** worry about keywords in this part - think about the **problem** your book is solving and imagine this is the only space you have to tell the reader what the book is about * **Do** try to keep it as close to 150 characters as possible — metadescriptions are usually used as tagline ads on Amazon and if they’re longer than that, they’ll need to be shortened   Examples:   * *Build real-world Artificial Intelligence applications with Python to intelligently interact with the world around you* * *Take your machine learning skills to the next level by mastering Deep Learning concepts and algorithms using Python* * *Solve challenging data science problems and master cutting-edge machine learning techniques in Python*   *Screenshot showing Packtpub Metadescription in yellow* |
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| Key Features **3 bullet points, each max. 100 characters (Total 380 char. Including the ‘free book’ point) (including spaces!)**  The **key features** are the 3 most important points that really make our title stand out versus the competition. It’s our vision of the book, condensed for the customer.  Since September 2023, all books now include this phrase as the fourth key feature: **Purchase of the print or Kindle book includes a free PDF eBook**  **Note: Not HTML or markup is needed on these points - each point as a single line with NO full stop.**   * **Do** make each key feature specific and distinctive * **Don’t** make more than one point in a single feature * **Do** think about the series - what level of experience is the product for? Does it include projects or recipes? * **Don’t** include irrelevant information - content covered can be a feature of the book, but it very often isn’t - make sure you’re clear about what’s important. * **Do** consider:   + What the reader gains by reading the book   + What sets it apart from the competition   + How the structure and the approach help the reader learn   For example (all KF start with an active verb):   * *Learn how to tackle common data analysis problems modern businesses want to solve* * *Unlock deeper levels of insight in a more efficient and faster way using leading Python libraries* * *Apply your knowledge to real data sets from Twitter and StackOverflow to learn the skills you need, fast.*   You must always **focus on the benefits** of the book - the content is important, but it isn’t immediately important to a customer. The content will be something that helps to fulfil these key features. |
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| Short Description **Max. 250 characters (including spaces!)**  This is a (very!) short paragraph explaining **why the book is exciting and important for customers**.  Yes, you need to make sure the topic is featured here, but **don’t** just explain it - you won’t have space. The customer probably knows the topic, but they might not know **why this book is going to help them understand it** in a new way or **help them develop skills** they haven’t had before.   * **Do** focus on the core **idea** of the book - answer: why this book, and why now? * **Don’t** go into detail about the content - this paragraph is about the vision of the book * **Do** think carefully about what the intended reader is trying to achieve - what’s motivating them to seek out this content? Do they want to begin learning a language? Or master a new framework or library? * **Don’t** neglect this part – some platforms feature the short description as the only description * **Do** think of it as a cross between the **Meta** and **Key** features   The category manager should be able to make this section clear - ask them (nicely!) if you need to. This section is about the overarching proposition, not just the topic, and not just the content of the product.  **ONIX Guidance:**    **Short Description Example:**  *React 16 Tooling covers the most important tools (such as Jest), utilities, and libraries that every React developer needs to know. These will make your development life simpler and happier, enabling you to create better and more performant apps.*  *Blockchain across Oracle is for Oracle developers who want to get up to speed with the details and implications of the Blockchain across the Oracle platform – from implications to how the Blockchain will affect Oracle customers.* |
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| Long Description **Max. 1350 characters (including spaces!)**  **The long description is a more detailed description of what the readers will find in your book and how it will help them.**  Think about this part as how you’d explain your book to a friend who works in the same field. Focus on why it’s important for this book to exist, how it helps readers learn and succeed, and the problem it solves.   * **Do** think carefully about the book’s approach - if the reader is going to develop a skill, talk them through that. If they’re going to find a book packed with recipes, explain why this is valuable and how this will aid their learning and skill set. * **Do** think carefully about the content that’s covered - you need enough detail to make it interesting. But **don’t** go into such depth that you’ve lost sight of what’s important to the reader. * **Do** consider if there are sections on something unique - perhaps, for example, the book covers a library that we think will help the book sell. How is the author uniquely suited to write this book? * **Don’t** be afraid to mention the title of the book - it could be a good way to introduce the paragraph (that is, ‘In *Angular 2 Cookbook* you will learn how to…’   **Long Description Example 1**  *We are living in the age of data, and to succeed, we need efficient machine learning systems that provide valuable insights from data and bring it to life. TensorFlow is one of the hottest machine learning libraries out there. It utilizes the power of data flow graphs to perform highly efficient numerical computing with ease.*  *This book is a comprehensive guide that lets you explore all the advanced features and use cases of TensorFlow. Taking you through TensorFlow core, TensorBoard, and TensorFlow serving, we cover machine learning algorithms through classification, regression, clustering, and many more domains. Next, delve into detailed aspects of advanced neural networks, leveraging the power of Google's TensorFlow 1.x. You will also obtain hands-on experience of popular Python libraries (Keras and TFLearn) and the popular Data Science platform R to build and train your TensorFlow models. Gain experience with varied datasets, such as MNIST, CIFAR-10, and the latest YouTube-8M database.*  *By the end of this book, you will have mastered the features of TensorFlow 1.x and be able to build smart, fast, and efficient machine learning and deep learning systems.*  **Note: Paragraphs should be separated with two line breaks in EPIC:**  **...I’m finishing my paragraph now.**  **Now I’m starting a new one.**  **Example 2**  *Being able to process data quickly has become critical to many businesses. That’s where Apache Flink comes in. It’s a tool that lets you process data at rapid speed. This book will show you how to use it, helping you to not only learn the basics, but demonstrating how you can successfully integrate it into your Big Data software architecture. That way, you’re not wasting time working out how to apply the concepts to your work. You can start using Apache Flink straight away.*  *In Learning Apache Flink you’ll begin by learning the core components of the tool and how it interacts with the wider ecosystem of Apache Big Data tools. With plenty of use cases throughout you’ll find out how to apply the principles and concepts you learn to real datasets. Find out how to perform data processing using the Batch Processing, DataStream and Table APIs before venturing deeper into more complex event processing. You’ll also find out how to perform machine learning with FlinkML, as well as techniques for tackling graphing challenges using the Flink Graph API. But there’s more - you’ll also learn how Flink can work alongside Hadoop for distributed data processing, as well as how you can run Flink in the cloud for maximum efficiency and agility.* |
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| What you will learn **6 - 8 bullet points, max. 70 characters each (including spaces!)**  This is where you tie together the content and the **benefits** in an easily digestible bullet list.   * **Do** focus on the key areas/tasks that are going to be covered * **Don’t** get lost in irrelevant detail - think about what’s **most important** to the overall promise of the book * **Don’t** just paraphrase the chapter titles – go deeper * **Don’t** include more than one point within a single bullet   **1st Example**   1. Get to grips with popular design patterns currently being used with serverless architecture 2. Discover how authentication works in serverless architecture 3. Find out how to leverage hosted services (databases, queues, storage, etc) in a serverless architecture 4. Understand how to apply the right serverless pattern for big data processing 5. Handle errors correctly and perform system monitoring in a serverless architecture 6. Set up a serverless application for Continuous Integration and Continuous Deployment   **2nd Example** - this is from [Python Machine Learning](https://www.packtpub.com/big-data-and-business-intelligence/python-machine-learning)   * Find out how different machine learning can be used to ask different data analysis questions * Build neural networks using Python libraries and tools such as Keras and Theano * Write clean and elegant Python code to optimize the strength of your machine learning algorithms * Discover how to embed your machine learning model in a web application for increased accessibility * Predict continuous target outcomes using regression analysis * Uncover hidden patterns and structures in data with clustering * Organize data using effective pre-processing techniques |
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| Audience **Max. 600 characters (including spaces!)**  Explain who should read this book, how experienced the reader should be, and what they will achieve.   * **Do** outline the types of jobs that will find this interesting * **Do** try to include a bit of the problem/solution * **Don’t** talk in detail about prerequisites, but make sure to mention them!   **Example:**  If you are a robotics enthusiast or researcher who wants to learn more about building robot applications using ROS, this book is for you. To get the most out of this book, you should have basic knowledge of ROS, GNU/Linux, and C++ programming concepts. The book is also excellent for experienced programmers who want to explore the advanced features of ROS. |
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| Approach **Max. 400 characters (including spaces!)**  Readers will be taken through a set of specific software patterns and learn, in detail, how to apply these patterns and build working software on top of a serverless system. At each step along the way, the reader will learn about the subcomponents and subsystems which comprise the larger system and which may be used in the future to solve different types of challenges.  **This should be simple - how does the product help tackle the reader’s problem? How does it help them learn something new?**   * **Do** think about the series - is it going to take you through the basics so the reader can build their skills? Or is it going to give useful recipes the reader can rely upon whenever they face a problem? * **Don’t don’t don’t** **ever** say it is practical, step by step or easy to follow. Be **specific** and be **clear**. * **Do** consider the structure - does it cover a diverse range of topics, or is it tightly structured so the reader can explore a topic in depth? |
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| Author Bio **Max. 750 characters (including spaces) - no bullet points or numbered lists!**  Brian Zambrano is a full-stack software engineer and architect with focus on cloud-based SAAS application architecture, design, and scalability, as well as an eye towards serverless and microservice architectures. While an engineer through and through, he also enjoys working on and solving real-world business problems with technology and working with software teams to deliver real value.  His work history includes the likes of NASA, eBay, IronPort, and Eventbrite. He is currently an engineer at Very, LLC building amazing products for clients and espousing the benefits of serverless systems whenever he has the chance.  Originally from Sunnyvale, CA, Brian currently resides in Fort Collins, CO with his wife and twin boys.  **Please note: The author bio needs to exist in both the Product Sheet tab in EPIC (at product level - so more than one author may be featured in this field), and at author level (author details page) in EPIC.**  Be clear to the author that this shouldn’t be long. It should detail their experience and outline why they’re a great person for the reader to learn from. Don’t include websites as links, but do note the **name** of their websites or Twitter handles if relevant. |
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