



Software & Consulting for the Publishing Industry

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Amazon-Compliant Keyword Indexing

Up to 50 Percent Increase in Sales with Systematic Keyword Indexing

Cologne – NEWBOOKS Solutions offers publishers systematic keyword indexing and thema subject classification services as well as special advice on "Amazon-compliant keyword indexing".

For a book to find its way to its readers, a systematic keyword indexing and thema subject classification are required.

Publishers whose titles equipped with accurate keywords and thema subject classification boost the visibility of their titles in the book trade, help them to rank at the top of search results and/or propose related topics that is of interest to their potential customers.

A recent study conducted by the publishing house MIT Press has shown that the practice of systematic keyword indexing at the online platform Amazon results in a considerable increase in sales revenue of up to 50 percent per title.

Are you interested in systematic keyword indexing and thema subject classification services? Please do not hesitate to contact us by phone or e-mail for all your questions.

Further information available at: <http://www.newbooks-solutions.com/en/e-business-solutions/metadata-services/>

About NEWBOOKS Solutions

NEWBOOKS Solutions GmbH (Cologne) is one of the German publishing industry's leading software providers, developing solutions for all sectors of the publishing industry at a time of rapid transformation driven by digitization. The company is focused on developing and administering systems for publishers, booksellers, wholesalers and library suppliers in both the German and international markets.

The company was founded by Moritz Hodde in 2003 and quickly developed into one of the industry's leading providers of high-quality metadata and software solutions. Collaboration with the software provider iucon quickly led to development of a range of new title alerting services based on the NEWBOOKS Catalogue containing both German and English bibliographic data, an approval plan system for library suppliers, an industry-wide solution for the ONIX 3.0 import of title data and the new title announcement and ordering system «SARA» for Springer Nature.

In 2013 Moritz Hodde and Amr Osman founded NEWBOOKS Solutions together with Stefan Schwedt and Björn Stude. Since then the company has developed ground-breaking solutions for the industry such as VLB-TIX, the standard new title announcement service for the German-speaking publishing industry. With its ONIX 3.0 import and export systems NEWBOOKS Solutions has become one of the pioneers in the introduction and implementation of the book industry standard.

In June 2016 NEWBOOKS Solutions received the «MarkLogic Partner Excellence Award» in London. New services and products, e.g. Smart Data projects, Virtual Reality application development, and the new tool «Library Monitoring», complete NEWBOOKS' product range.

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