



BIBLIOWISE

ONLINE MARKETING
AND FULFILLMENT
OPPORTUNITIES
FOR SMALL PUBLISHERS

Carolyn Boyd

Lara Kordic

Joy Lu

Kim Mancini

Christine McPhee

Maya Rasmussen

April 7, 2006



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BIBLIOWISE

INTRODUCTION

MISSION STATEMENT

Bibliowise will research online marketing opportunities for small publishing ventures with limited resources, in order to increase their profiles and raise their sales. We will examine marketing and fulfillment options, such as online retailers, direct sales, print-on-demand, blogs, and websites. We will use the Canadian Centre for Studies in Publishing (CCSP) Press's *Book Publishing 1* as a case study, implementing marketing strategies that are appropriate for this book.

TARGET AUDIENCE

We feel that our project has two distinct audiences:

Small book publishers in Canada

These publishers will be interested in the service portion of our final report. The Opportunities section looks in detail at the many opportunities for business growth through online marketing and sales. It goes beyond defining the entities involved by including a summary of potential strategies publishers can use to enhance their business through these means. In addition, the Glossary provides a quick overview of the many online marketing related companies and services available to publishers and defines relevant technologies.

The founding members of the CCSP Press

We believe these individuals will be primarily interested in the Implementation Process section of the document. This section details the marketing strategies undertaken for *Book Publishing 1*.

THE CCSP PRESS

The CCSP Press publishes books that examine the book industry, promulgates the results of research into practices of the book industry, and informs students of the CCSP about the practicalities of book publishing.

The CCSP Press publishes for the scholarly market, and is an innovative lab where new models and technologies of publishing will be developed and investigated with the intent of advancing industry practice.

Book Publishing 1 is the inaugural title of the CCSP Press.



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INTRODUCTION

OBJECTIVES

Our objectives with this project are twofold. Firstly, we will research and evaluate a variety of online marketing and fulfillment opportunities for small publishers in Canada. Secondly, we will implement those opportunities that best serve the interests of the CCSP Press in marketing and selling *Book Publishing 1*.

We recognize several distinct areas to be researched within the realm of online marketing and fulfillment:

- increasing online visibility of the press and/or specific titles
- pursuing online book sales
- actively marketing titles online
- forming print-on-demand (POD) and fulfillment relationships with service providers

INCREASING ONLINE VISIBILITY

In an effort to increase online visibility we will examine what makes a publisher's website appealing and navigable for visitors. We will also explore ways of improving website ranking on the major search engines Google and Yahoo, and find other means of driving traffic to the website. In this age of online shopping, we believe that titles must be listed with a major online bookseller such as Amazon, Abebooks or Indigo in order to attain a reasonable level of visibility, and we will investigate what it takes to participate in these markets.

ONLINE BOOK SALES

Amazon, Abebooks, and Indigo provide more than just increased visibility; they provide real opportunities for increased sales of niche and backlist titles. We will investigate what is required for small publishers to sell through these retailers, and when appropriate, try to list *Book Publishing 1* with them. It may also be beneficial for some publishers to handle online sales through their own website, whether selling print books, electronic versions of a book, or individual book chapters. To explore this possibility, we will investigate PayPal—an online payment system.

MARKETING TITLES ONLINE

In addition, there are many opportunities for actively marketing online. We will investigate blogs and online book review sites as ways to market titles. Should we find any that are a good fit with *Book Publishing 1*, we will begin to market the book through these avenues.



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INTRODUCTION

POD AND FULFILLMENT

Finally, we will investigate a few of the new POD and fulfillment services being offered by companies such as BookSurge, Lightning Source and Bibliovault. These companies may provide services that help ease small publishers' cash flow problems.



BIBLIOWISE

OPPORTUNITIES

OPPORTUNITIES

This section summarizes the online opportunities that we researched and the ways we feel they will benefit small publishers in Canada. We will also consider each opportunity with respect to the CCSP Press and *Book Publishing 1*.

ABEBOOKS

Abebooks is an online listing service for retailers that connects buyers with independent booksellers of new, used, rare and out of print books.

OPPORTUNITIES FOR SMALL PUBLISHERS

Publishers can list titles on Abebooks, and this will both increase their visibility and make their books more readily available to a larger public. Booksellers can use online sales to minimize overheads such as maintaining retail space; publishers, however, may not have these overheads to begin with. Selling on Abebooks is opportune for larger vendors (or vendors with numerous titles), but for small book publishers, it may prove to be too costly.

ABEBOOKS DETAILS

Abebooks costs a minimum of \$25 a month for a subscription, regardless of how many books a seller is listing with them. If the seller lists more than 500 books, the subscription rate goes up. The following is a breakdown of the rates for booksellers in North America to list with Abebooks, according to the number of books they list:

Monthly Rate Based on Number of Books Listed

0-500	US\$25.00	30,001-50,000	US\$125.00
501-4,000	US\$37.00	50,001-100,000	US\$175.00
4,001-10,000	US\$42.00	100,001-150,000	US\$225.00
10,001-20,000	US\$53.00	150,001+	US\$300.00
20,001-30,000	US\$80.00		



OPPORTUNITIES

Abebooks, in addition to the above subscription fees, charges an 8% sales commission. The maximum sales commission they take is US\$40.00 per book, and the minimum commission is US\$0.50 per book.

Abebooks also allows flexibility in processing credit cards and shipping procedures. They have an option available to process credit card payments for the bookseller, from which they take 5.5% as a processing fee. The bookseller, however, can process credit card payments on their own, and would then not be obligated to pay the above fee to Abebooks. Their minimum processing fee on purchases made from Abebooks.com is US\$0.50 per order.

Abebooks also sells a cataloguing system called Homebase for publishers and booksellers to keep track of their sales, titles, and customers. If the publisher or bookseller prefers not to purchase this system, according to Abebooks, their system can easily convert the publisher or bookseller's own system to be compatible with theirs. See <http://www.abebooks.com/docs/homebase/main.shtml>.

Abebooks' website is clearly laid out, which provides for ease of use for both publishers and book buyers. This is a positive factor for publishers because it will reduce time spent in generally conducting business with Abe, and also because customers will be more likely to use a website that is user friendly, thereby increasing the number of readers that use their services.

Abebooks has posted on their website directions to change the HTML code of a publisher or bookseller's website to provide a direct link from their website to the title listed on Abebooks' website. See <http://www.abebooks.com/docs/AffiliateProgram/Customize/>.



BIBLIOWISE

OPPORTUNITIES

APPLYING TO ABEBOOKS

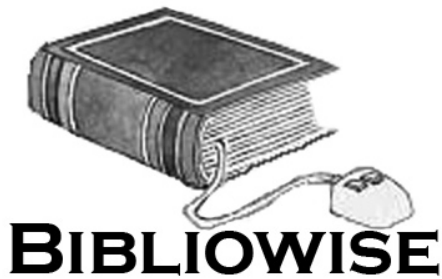
Abebooks provides a step-by-step instruction guide for applying to be a vendor with them. The end of the guide provides a link to an application form.

Abebooks indicates that potential vendors should do the following:

- Select software to be used for inventory management. Here it provides a link to downloading their recommended software, Abebooks HomeBase.
- Enter title information into chosen software, following instructions given in their “Becoming a Bookseller” section.
- Register account with Abebooks, and provide billing information for Abebooks, as well as payment options that the vendor uses with buyers. Here, Abebooks provides a “Registration Checklist,” as well as a “Register Now” link.
- Abebooks suggests here that vendors look at their “Quick Start Guide.” The Quick Start Guide includes information on payment processing and shipping. Another “Register Now” link is provided here.

OPPORTUNITIES SPECIFIC TO THE CCSP PRESS

The monthly fee is too high for a publisher like the CCSP Press, which has only one title at present, and thus would not earn back in sales the money spent on selling with Abebooks. The CCSP Press will, therefore, not be pursuing a listing with Abebooks at this time.



OPPORTUNITIES

AMAZON ADVANTAGE

Amazon.com is the largest online vendor of books in the world, and is an excellent marketing resource that small publishers should take notice of. Amazon Advantage is the name of the standard entry level program for prospective Amazon.com sellers.

OPPORTUNITIES FOR SMALL PUBLISHERS

Publishers may use Amazon as a place to market their books and increase their books' profiles, or as a place to foster direct sales of their books outside the typical means of distribution. Publishers interested in achieving these goals should apply to the Amazon Advantage program online. However, it should be noted that Amazon purchases books from publishers at a very high discount, which is a disadvantage publishers must consider.

APPLYING TO AMAZON ADVANTAGE

First, read the "Membership Agreement Terms" at: <http://www.amazon.com/exec/obidos/subst/partners/direct/direct-agreement.html/104-3438514-1127169>.

Worth mentioning are the terms of pricing that Amazon sets. For all items sold on Amazon.com, Amazon will set the price at their sole discretion. When you submit your title information to them you include the suggested retail price of each book. Amazon will then take that price as a starting point for discounting your title. This pricing agreement may upset some publishers who feel they must control the pricing of their books. Before joining the program, these publishers need to carefully weigh the costs and benefits of joining the program. Joining the program will likely boost sales of your book and raise your books' profiles. However, those sales will be at a discounted price.

When Amazon is purchasing titles from a publisher, they buy them at a 55% discount (meaning Amazon pays 45% of the suggested retail price for each title), and the publisher is required to pay all the shipping costs of sending books to Amazon. There is an annual fee of US\$29.95 for joining this program.

After carefully reading through the Terms & Agreements, publishers who wish to join the Amazon Advantage program can apply online at <http://secure.amazon.com/exec/panama/advantage/signup/104-0349490-5480754>.



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OPPORTUNITIES

The Amazon website states that it takes one to two weeks to get approved for an account, but the CCSP Press was approved immediately upon completing the application. Once you are approved for an Amazon Advantage account you can start by submitting your title information, including the title, author, ISBN, book description, book reviews, and suggested retail price. Amazon then takes up to five business days to review your title information, and if they approve your title for sale on their website, your title will be searchable in their online database.

Once your books have been approved, you must ship copies of the title to the Amazon warehouse. Amazon will then monitor your inventory and send automatic requests to you (through email) if they require additional copies of your title. When they have your title on hand they will fill customer orders within 24 hours.

For more information about Amazon, see the Amazon Associates, the Amazon Pro-Merchant Program and Amazon Search Inside the Book sections.

OPPORTUNITIES SPECIFIC TO THE CCSP PRESS

The CCSP Press has decided to use the Amazon.com Advantage program as an avenue for online sales of *Book Publishing 1*. By using Amazon Advantage as a partner, the CCSP Press will be able to list, distribute and easily fulfill orders online.



OPPORTUNITIES

AMAZON ASSOCIATES

The Amazon Associates program allows publishers to create links on their websites that direct customers to the Amazon homepage or to their specific products listed on the Amazon site. If customers click on the link and make a purchase through Amazon, publishers will receive a small commission from that sale. The benefit of this program is the direct link to a point-of-sale for any publisher's titles.

OPPORTUNITIES FOR SMALL PUBLISHERS

Having direct links to Amazon could be beneficial for any publisher that is interested in distributing their books outside of the regular distribution channels. If a publisher has a link on their website, they would not need to have direct sales through their website, as all customer traffic could be easily funnelled to Amazon.

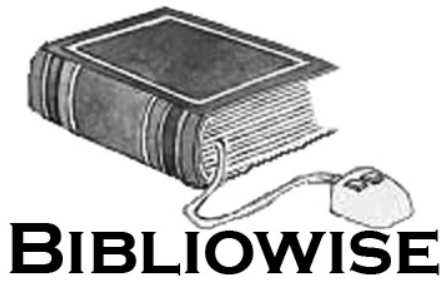
APPLYING TO AMAZON ASSOCIATES

To become an Associate of Amazon you need to be an existing seller on Amazon (that is, you must already have an Amazon Advantage account). The program benefits sellers by allowing them to receive a commission for referring customers to the Amazon.com website. Associates refer customers by placing a link on their website that directly links to either the Amazon homepage or to your products listed with Amazon. Joining this program also allows you to access information about what your visitors are purchasing, which can be useful marketing data for publishers.

The Amazon Associates program is free of charge for Amazon Advantage members. You can fill out the online application form at <https://associates.amazon.com/gp/associates/apply/main.html/002-6998564-5672853>.

OPPORTUNITIES SPECIFIC TO THE CCSP PRESS

As a member of the Amazon Advantage program, the CCSP Press has decided to expand its partnership with Amazon.com to include the Amazon Associates program. The Amazon Associates program allows the CCSP Press to place a link on our website that directs customers to their Amazon shopping cart or to our specific listing of *Book Publishing 1* on the Amazon site. See <http://www.ccsppress.com/>.



OPPORTUNITIES

AMAZON.CA

Amazon.ca is the Canadian arm of Amazon.com. It serves the Canadian market primarily, and operates in Canadian dollars.

OPPORTUNITIES FOR SMALL PUBLISHERS

Listing on Amazon.ca would provide publishers with increased visibility for their titles, and would prevent the chance of their books being overlooked by customers who prefer to use Amazon.ca rather than Amazon.com.

APPLYING TO AMAZON.CA

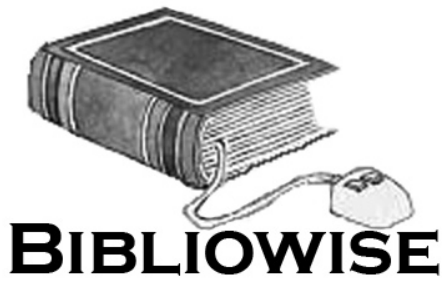
To sell books through Amazon.ca it seems that you need two things. First, you need books with valid ISBNs. This is the easy part. Second, you must be associated with a publisher or a distributor on their “active list” which is listed at <http://www.amazon.ca/exec/obidos/tg/browse/-/1040818/701-5299652-3194739>.

The “active list” contains 29 publishers and distributors that can help small publishers enter into a partnership with Amazon.ca. If you are not currently associated with one of these companies Amazon recommends that you contact Raincoast BookExpress at pubsetup@raincoast.com to ask them to be your Amazon.ca distributor.

RAINCOAST BOOKEXPRESS

The Special Order Service Program for Small Publishers and Self-Published Authors is part of Raincoast BookExpress (RBE). RBE acts as the Canadian source and distributor of small press titles to Amazon.ca. This means they load your bibliographic data into their database so as to provide Amazon.ca with the correct information for listing your books on the Amazon.ca website. RBE will also order your titles from you in order to fulfill Amazon.ca orders.

To be eligible for this program you must be based in Canada, have a Canadian freight forwarder, or hold stock in Canada. If you do not fall into one of these categories, you must supply your books to Amazon.ca through other wholesale channels outside of Canada.



OPPORTUNITIES

Terms & Conditions

- Shipments must be from within Canada - cross border shipments are not allowed
- You must have web access and an email address
- ISBN must be printed directly on the book
- Set up fee of \$100 CDN (non-refundable)
- Ship to RBE with no minimum, Free on Board (FOB), to our Mississauga, Ontario warehouse
- RBE receives a 57% discount
- Net 60 days
- Fully returnable

To apply for this program you must fill out a Contact & Title Information form and enter your bibliographic data into an Excel template (both are supplied by RBE if you request it from pubsetup@raincoast.com) and return both documents to them by email or by fax at 1-800-565-3770. You can mail your set up fee cheque for \$100 to:

Raincoast Books Amazon.ca Setup
9050 Shaughnessey Street
Vancouver, BC V6P 6E5

OPPORTUNITIES SPECIFIC TO THE CCSP PRESS

For this case study, the CCSP Press has decided not to list *Book Publishing 1* on Amazon.ca because of the prohibitive \$100 membership fee of joining the Raincoast BookExpress program, the large discount of 57%, and the fact that we would still have to ship individual orders. We have succeeded in listing our book on Amazon.com to serve an international market, and Canadian customers wishing to purchase our title are able to purchase it directly through the CCSP Press website at <http://www.ccsppress.com/>.



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AMAZON PRO-MERCHANT PROGRAM

Amazon has created their Pro-Merchant Program to assist high-volume sellers that already have an account with Amazon to further promote and market their products online. To sell through the Amazon Marketplace—a function that allows sellers to list both their new and used stock next to the stock available through Amazon—sellers must have already been accepted into the Pro-Merchant Program.

OPPORTUNITIES FOR SMALL PUBLISHERS

Participation in the Pro-Merchant program increases sales potential and competitiveness by giving publishers access to both the Amazon Marketplace and zShops. This may be of interest to small publishers who wish to sell their entire backlists and frontlists with Amazon.

APPLYING TO THE PRO-MERCHANT PROGRAM

To qualify as a Pro-Merchant you must already be a frequent-seller on Amazon.com, as this program is specifically aimed at increasing the sales of high-volume sellers already registered with Amazon. Once you are a member, your books will be listed in the Amazon Marketplace, as well as on the regular Amazon.com site.

To join the program there is a monthly fee of US\$39.99, but with your initial sign-up you will receive your first two months of membership at a lower rate of US\$19.99 per month.

As a Pro-Merchant you will have access to volume-listing tools that allow you to manage thousands of listings at once, and these listings will never expire. You will also have access to frequent-seller programs, subscription selling rates and downloadable inventory information.

zShops is another feature of the Pro-Merchant program that may be of interest to publishers who wish to sell many titles with Amazon. zShops would allow a publisher to create a Storefront with Amazon that customers can browse through in the zShops listings. Storefronts are beneficial because they allow you to display multiple products on the same page, basically like an e-store or a regular publisher's website. The main difference is that people can purchase titles directly from your Storefront, whereas many small presses do not have pay features on their websites. Additionally, you can link your zShops URL to your own website (or vice-versa) or print it on your business cards and in your catalogue to encourage direct sales.



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OPPORTUNITIES

Publishers interested in this option should go to <http://www.amazon.com/exec/obidos/tg/browse/-/1161306/104-0349490-5480754> for more information.

OPPORTUNITIES SPECIFIC TO THE CCSP PRESS

As the CCSP Press currently only has one title, we will not be pursuing this option in our case study.



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OPPORTUNITIES

AMAZON SEARCH INSIDE THE BOOK

Amazon Search Inside the Book (Amazon Inside) is a powerful feature meant to assist publishers and authors to promote their books even further. A regular Amazon search displays books whose title, author, or publisher-provided keywords match a user's search terms. For titles listed with Amazon Inside, Amazon will search the entire text to find the relevant search terms.

OPPORTUNITIES FOR SMALL PUBLISHERS

Publishers who sign up for Amazon Inside can increase the chances that their books will be retrieved during relevant searches. In addition, this feature allows potential buyers to sample some of the content of the book, which may lead to increased sales.

AMAZON INSIDE DETAILS

Amazon Inside provides the browse-through-the-book advantage which used to be available only in traditional bookstores. Publishers can have the following features of their titles displayed on the web: the first sentence of a book, sample pages including front and back cover, table of contents, index, some excerpts, and citations. This helps promote the sale of the book and raise its profile.

To avoid copyright violations, Amazon Inside hinders printing and downloading the displayed portion of the book. It also put limits on the number of pages in a book a single user can access to prevent people from just reading the book for free.

APPLYING FOR AMAZON INSIDE

To get started in the Amazon Inside program you must be the exclusive rights holder (including copyright and marketing/promotion rights) of the titles you wish to submit. You can submit your detailed publisher's information using Amazon's online sign-up form. In the participation agreement, publishers grant Amazon permission to reproduce, store, display, transmit, and use the titles submitted. The permission granted will continue for a period of three years from the date of any title's acceptance. After submitting the form, Amazon will reply with shipping instruction. A physical copy of the book is required to ship to Amazon, preferably within one week. Sending digital files of the book is not acceptable. Typically, it takes five to eight weeks for the Search Inside results to appear on the Amazon website.



BIBLIOWISE

OPPORTUNITIES

OPPORTUNITIES SPECIFIC TO THE CCSP PRESS

The CCSP Press has signed up to participate in the program to create greater search potential for *Book Publishing 1* and hopefully increase customer interest in the title.



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BIBLIOVAULT

BiblioVault and the Chicago Digital Distribution Center (CDDC) are projects that originated at the University of Chicago Press. These two services combined provide a huge electronic database of scholarly publishing and offer short-run and fulfillment services to clients.

OPPORTUNITIES FOR SMALL PUBLISHERS

Scholarly publishers who do not currently need printing and fulfillment services can still participate in the BiblioVault archive. BiblioVault claims that involvement raises the awareness of titles within the scholarly community, and, therefore, participation could prove to be an excellent way to market books through academic channels.

BIBLIOVAULT DETAILS

BiblioVault “maintains searchable digital book files that enable publishers to manage a book’s content throughout its life. A press can use its files to support offset and short-run digital printing, full-text and metadata searches, and electronic delivery of whole and partial books.” (<http://www.bibliovault.org/about.epl?type=noframes>)

BiblioVault does not offer print-on-demand (POD) for individual orders, but does provide short-run digital printing (SRDP) with a minimum order of 24 books. Because the market for scholarly books is primarily course adoptions, this is a reasonable minimum print size. The per unit cost for printing drops at 50, 100, and 200 units. Logged in members can obtain prices for printing using the SRDC price calculator at <http://cddc.com/>. BiblioVault will either print for you, via the Chicago Digital Distribution Center, or send your files to any printer of your choice. BiblioVault will also drop ship for member presses.

The value of BiblioVault and the CDDC services for any press depends on the nature of their published material. In addition, presses must apply and be accepted to BiblioVault before they may participate.

APPLYING TO BIBLIOVAULT

The precise requirements for participation in BiblioVault, or the CDDC, are not listed on the website. There is an email address provided for direct inquiries about participation.

OPPORTUNITIES SPECIFIC TO THE CCSP PRESS

Because of the potential of reaching a wide scholarly audience, the CCSP Press has requested to participate in BiblioVault.



BIBLIOWISE

OPPORTUNITIES

BLOGS

Blog is a shortened form of “weblog”. A blog is a website that allows for easy addition of new pages, and therefore encourages online discussion of various subjects. Blogs can be effective marketing tools, as they provide the ability to reach a target audience quickly, easily, and cheaply.

OPPORTUNITIES FOR SMALL PUBLISHERS

Marketing through book blogs is an easy, convenient, and inexpensive way to raise the profile of a small publisher and to create a buzz around new titles. Visitors can post reviews of the book on the blog and link directly to the publishers’ websites, or draw the book to the attention of the blog’s moderator, so that he or she can comment on it directly. Blogs tend to attract people with common interests, which makes it possible to zero in on a specific target audience, simply by posting on the right blog.

BLOGS OF INTEREST TO SMALL PUBLISHERS

The Publishing Contrarian - A unique forum for the exchange of ideas about the publishing industry. It focuses on the specific interests of publishers, editors, writers, journalists, and literary agents.

- <http://thepublishingcontrarian.com>

Metaxu Cafe - Highlights the best content from the community of bloggers who write about books, and includes a forum for discussion on specific books and book-related matters.

- <http://metaxucafe.com>

The Publishing Spot - A blog devoted to helping writers find audiences through blogging, podcasting, web publications, and other means.

- <http://www.thepublishingspot.com>

Good Reports - Canada’s Premier Independent Book Site.

- <http://goodreports.net>

Quill and Quire - Canada’s magazine of book news and reviews.

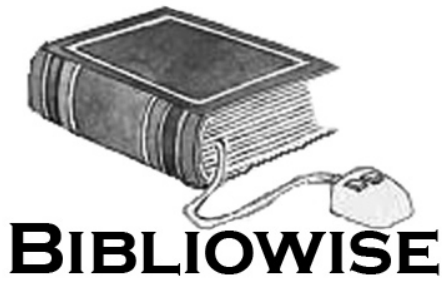
- <http://quillandquire.com/blog>

Bookslut - A monthly web magazine and daily blog dedicated to those who love to read.

- <http://bookslut.com>

Book Ninja - The premier Canadian literary site, frequented by thousands of people from all around the globe, and has become a nexus for literary news and opinion.

- <http://www.bookninja.com>



OPPORTUNITIES

Moby Lives - News and commentary about books and writers, with radio.

- <http://mobylikes.com>

The Danforth Review - Reports on the Canadian small press scene.

- <http://www.danforthreview.com>

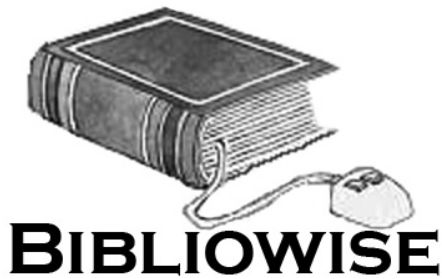
Raincoast Books Blog - News and commentary on books and writers.

- <http://blogs.raincoast.com>

OPPORTUNITIES SPECIFIC TO THE CCSP PRESS

For this project, we have investigated a number of blogs related to books and publishing. We found that while there were several sites designed for readers to discuss new titles and for writers to get information on where to publish, there were relatively few that addressed the publishing industry directly. We did conclude, however, that *Book Publishing 1* might find an audience in people who simply want to learn more about the publishing process. These could include authors, who typically operate outside the process, but might benefit from learning more about author-editor relations, book promotion, and new technology—all of which are covered in the book.

There are several blogs and online review sites that reflect, at least in part, the CCSP Press' vision, and that are frequented by people who are interested in books and the publishing community as a whole, especially within Canada. Some, such as Good Reports and the Danforth Review, are concerned especially with small, independent Canadian publishing, but are quite literary in tone. Others, such as Bookslut and Book Ninja, are wider in scope, and they attract bloggers who want to be up-to-date with the writing and publishing scene. The Publishing Contrarian is the blog that most clearly reflects our niche and is most likely to attract customers. It discusses the industry as a whole and addresses various publishing professionals, including editors, publishers, writers, journalists, and agents. The Publishing Spot addresses people who want to learn where and how to publish, and concentrates mainly on online publishing initiatives.



OPPORTUNITIES

BOOKS IN PRINT

Books in Print (BIP) is, according to their website, the largest catalogue of book, audio book, and video titles. It is one of several book and serial catalogues owned by Bowker's.

OPPORTUNITIES FOR SMALL PUBLISHERS

Publishers who chose to list with BIP will find that their titles are accessible to a large readership base, especially libraries and booksellers. One disadvantage is that it is often difficult to find the titles you are looking for.

BIP DETAILS

BIP is owned by Bowker's, which states that they are the US ISBN agency that "provides book and serial information to publishers, booksellers, and libraries globally" (www.booksinprint.com). Bowker-Link is the system that publishers (including publishers outside the US) use to submit title information, and thus list their titles on BIP. An employee at Book City indicated that they were fairly certain that this information was updated every six months on BIP; however this information has not been confirmed.

APPLYING TO BIP

The headache of listing with BIP may not be worth it, however—their website and the downloadable information from that website gloss over key information, such as whether BIP then becomes the distributor of the publisher's books. This may be the case, as when signing up with Bowker's, there is a brief mention of the rights Bowker's reserves, which indicate that they can market, advertise, and distribute a publisher's books as they see fit. This, however, is not clearly spelled out on the website. The website, moreover, is not intuitive to use, is very time consuming to browse (if looking for specific information), contains repeated information in different areas, and is confusing in its organization. BIP is one of many catalogues owned by Bowker's, and because they are so large, it is therefore questionable how careful they will be in treating a small publisher's title. Small publishers may nevertheless find this headache worthwhile, as Bowker's is used by such a wide audience.

SPECIFIC TO CCSP PRESS

CCSP Press will not be applying to BIP at this time. The obstacles outlined above appear to outweigh the benefits.



BIBLIOWISE

OPPORTUNITIES

BOOKSURGE

BookSurge is a new POD affiliate of Amazon that can partner with publishers who are interested in customized printing and fulfillment services. Like all POD services, BookSurge will only print enough copies of your title to fulfill incoming orders for it.

OPPORTUNITIES FOR SMALL PUBLISHERS

POD and fulfillment services may be of interest to small publishers who wish to print books as orders are made. This can reduce cash-flow requirements significantly.

BOOKSURGE DETAILS

There are many companies that offer POD services, including Trafford, BiblioVault, and Lightning Source. The major benefit of doing business with BookSurge is that you don't need any additional infrastructure for shipping and distribution because BookSurge is already affiliated with Amazon. That means customers can place orders through Amazon, and BookSurge will print the copies and give them back to Amazon for shipping. In addition to the affiliation with Amazon, BookSurge will also list your book on their website (<http://www.booksurge.com>), with Alibris (Amazon's used and rare book affiliate), and with Borders, who have partnered with Amazon for online sales (<http://www.borders.com>).

Furthermore, BookSurge claims to be better than traditional POD outlets because of their wide range of print specifications. BookSurge offers colour inserts, full colour books and custom trim size options (although limited to those sizes between 4"x6" and 8.5" and 11"), high-quality galley, softcover and hardcover options. They will also print, distribute and sell books to anywhere in the world, and in any language. As a member, you would gain real-time sales tracking of inventory and have a wide range of printing options. Printing options include: single printing, short-run printing, drop-ship services, and free shipping and printing discounts for bulk orders.

To facilitate order processing, BookSurge uses a software system it calls Global Publishing System, or GPS. They describe this system as an "end-to-end, robust software platform for your use, connecting all phases of the POD process from order and printing, to tracking, shipping and accounting." In addition, they claim to be expanding to the point that they will offer printing and fulfillment services on every continent, minimizing shipping costs by shipping digital files as close as possible to the end user, before printing.



BIBLIOWISE

OPPORTUNITIES

APPLYING TO BOOKSURGE

Publishers interested in using BookSurge as a POD fulfillment service should fill out an information request form at <http://booksurge.com/amzn/business/>, or go to <http://www.booksurge.com>.

OPPORTUNITIES SPECIFIC TO CCSP PRESS

As the CCSP Press is a scholarly publisher, it may be beneficial for them to produce future books using POD technology so as to limit overprinting and keep production costs low. However, *Book Publishing 1* is the Press's only current title and there are no immediate demands to reprint this book, as sufficient inventory remains from the initial print run to meet current demand.



BIBLIOWISE

OPPORTUNITIES

EMAIL MARKETING LISTS

Email direct mail marketing is an alternative to direct mail campaigns. Lists can often be purchased from organizations and thus it is possible to obtain lists that target very specific audiences.

OPPORTUNITIES FOR SMALL PUBLISHERS

A publisher may send emails with advertising information to marketing lists. The effectiveness and availability of the lists varies from house to house, depending on the nature of the publication. While this is an opportunity to quickly target customers, some customers may be irritated by unsolicited marketing. Although potential much cheaper than postal campaigns, many organizations charge for email lists.

EMAIL MARKETING LISTS DETAILS

Publishers who want to skip over the long process of creating their own marketing lists, may be able to obtain lists from relevant organizations. To obtain lists publishers can look for organizations that they estimate to have similar audiences to their own products and which have established lists of customers or members. These lists are usually narrowed and targeted to a client base relevant to their products or services, and are often compiled as a result of much trial and error within the company. It is up to individual publishers to delineate customers to target, as informed by the product being marketed.

PURSuing EMAIL MARKETING LISTS

The types of organizations that a publisher might pursue would vary, depending on the type of publication and press. The process of obtaining these lists would also vary depending on circumstances.

OPPORTUNITIES SPECIFIC TO CCSP PRESS

The CCSP Press has the advantage of publishing material targeted to an industry that has much of this mailing information available. However, because of the irritant that it could prove to be for potential customers, the CCSP Press will not be pursuing this type of marketing opportunity.



BIBLIOWISE

OPPORTUNITIES

GOOGLE BOOK SEARCH

Google Book Search is a tool which searches through the collection of books Google has digitized. Google obtains books for their Book Search through publishers participating in their Partner Program and through libraries participating in the Library Program

OPPORTUNITIES FOR SMALL PUBLISHERS

Google Book Search is of interest to publishers because over 50% of internet users use Google as their search engine. Listing books with Google Book Search increases their visibility and allows potential buyers to sample sections of the book's content. For a small publisher, Google Book Search will prove to be a powerful marketing tool with access to a very large potential market, including people who may not otherwise know the book exists.

GOOGLE BOOK SEARCH DETAILS

If a user is doing a regular Google search, Google claims it will post three books that contain the searched term at the top of the list of results. Alternatively, a user can opt to search only for books, by going to www.books.google.com. Regardless of where the search is performed, when a user chooses a book result, the book will appear in one of three ways. If Google has no specific agreements with the publisher, then "snippets" of the book will be visible. The Snippets View posts several sentences of the book that contain the search term. If the publisher has agreed to make sample pages available, the Sample Pages View will come up. This view allows for limited access to additional pages by scrolling forward or backwards through the book. Finally, if a book is in the public domain, users can read the entire book online, in the Full Book View.

APPLYING TO GOOGLE'S PARTNER PROGRAM

Google obtains books for posting through two sources. One of those sources is Google's Partner Program, in which publishers can make their books available. In this case, publishers apply to list with Google, and once they have been accepted, they must agree to Google's terms and conditions. Publishers may either send PDF files to Google, or send physical books for Google to digitize. The publisher retains the rights to the title, though Google does require free use of the digitized material including the rights to post all or parts of that material in advertisements. If a publisher lists a title in the Partner Program, they have the option to exclude that title from the Library Program explained below.



BIBLIOWISE

OPPORTUNITIES

Publishers who have made books available through the Partner Program can provide links that will appear under the “Buy this book” heading on the search page. Consumers can then choose from the list of available retailers and be redirected to a web page for online ordering.

The controversial aspect of the Google program is that Google will also be obtaining books from a second source: libraries. By offering to digitize library collections for free, Google developed a strong relationship with several libraries. Google plans to digitize and make searchable every book in the collections of those libraries. To avoid having their books digitized in this way, publishers were to opt out of the Library Service. The deadline has now passed for publishers to opt out of the Library Program, however, publishers who list titles in the Partner Program can exclude those titles from the Library Program. Books provided through the library service are generally only available in Snippet View, and may be looked at in Full Book View only if the book is in the public domain.

OPPORTUNITIES SPECIFIC TO CCSP PRESS

CCSP Press has decided to participate in the Partner Program of Google Book Search, and has submitted bibliographic data and PDF files of the book to Google.



OPPORTUNITIES

INDIGO ONLINE

Indigo Online is a high-profile, online Canadian bookseller which includes Chapters Inc. Indigo Online links users to a page entitled chapters.indigo.ca.

OPPORTUNITIES FOR SMALL PUBLISHERS

For small publishers, applying to Indigo provides the opportunity to list their titles in the Indigo database. This would increase visibility for book titles. These titles would appear both online, and on in-store Chapters and Indigo kiosks, which are available for book buyers to browse.

This opportunity is only open to publishers who already sell their books to Indigo, or who use distributors who are already established as vendors to Indigo. Various small publishers, therefore, may find that they are not eligible for this option, if they are not already established with Indigo, or with an Indigo distributor.

INDIGO ONLINE DETAILS

Title information provided to Indigo will appear in their listing, regardless of whether or not an individual title is accepted by Indigo for selling. Listing title information with Indigo may be beneficial, as it increases visibility to that title. The downside to this is that the title will appear as “unavailable” when it comes up in their system. This may give the misleading appearance that the title is out of print, when in fact, it is simply not carried by Indigo. Indigo employees however often refer customers to Amazon when this happens.

APPLYING TO INDIGO ONLINE

Indigo Books provides a “Publisher Template” for publishers to submit data. Requests for this template can be sent to electronicdata@indigo.ca.

Publishers can submit changes to data, and new data, to Indigo’s SYME (System for Manual Entry). Indigo indicates that they encourage publishers to provide more than just the minimum information required.

OPPORTUNITIES SPECIFIC TO CCSP PRESS

Because the CCSP Press does not already sell their books to Indigo, and does not use a distributor who is already established with Indigo, listing books online through Indigo is not an option.



BIBLIOWISE

OPPORTUNITIES

LIGHTNING SOURCE

Lightning Source, like BookSurge, is a POD and fulfillment service for small publishers. It is a subsidiary of Ingram, with headquarters in LaVergne, Tennessee, and a UK office and print facility in Milton, Keynes.

OPPORTUNITIES FOR SMALL PUBLISHERS

Lightning Source may be a valuable channel for small POD publishers interested in selling directly into the UK market, or into world markets through the UK.

LIGHTNING SOURCE DETAILS

Publishers can decide which titles to provide through Lightning Source. The publisher retains the rights to the title, while Lightning Source “does everything else” (www.lightningsource.com). Lightning Source handles orders, printing and fulfillment, and with print facilities on two continents, will choose the best printing location, depending on where the order is coming from. In addition, Lightning Source has supply-chain access through distributors such as Bertrams, Ingram, and Baker and Taylor. Lightning Source also ships books through Amazon.co.uk and Amazon.com.

The real value of these services is hard to estimate, because no pricing is available online. However, a PDF summarizing the specs of Lightning Source’s POD offerings can be found on the website.

APPLYING TO LIGHTNING SOURCE

To work with Lightning Source, publishers must have either a US or UK (Pound Sterling) bank account.

Beginning the application process is quite simple. Visit www.lightningsource.com. From here, choose the FAQs pull down menu and select “become a new customer,” then “publisher,” and you will be provided with the “New Account” link. However, once the account is activated, you are quickly prompted to choose a service and agree to contracts. Because we are not ready to sign up *Book Publishing 1* for this service, we are unable to get any more specific details about the program.

OPPORTUNITIES SPECIFIC TO CCSP PRESS

The CCSP Press will not be utilizing Lightning Source at this time.



BIBLIOWISE

OPPORTUNITIES

LINKS FROM PROFESSIONAL ORGANIZATIONS

Links from professional organizations may be used to increase traffic to your website and improve the search engine ranking of your website.

OPPORTUNITIES FOR SMALL PUBLISHERS

Publishers might benefit from constructing outside links from the websites of relevant organizations, back to their own websites. This would serve to direct traffic to the publishers website and would provide publishers with immediate access to the user base of the other websites. Additionally, having links into a publishers website would help to increase that website's Google profile.

OPPORTUNITIES SPECIFIC TO THE CCSP PRESS

To create links to the CCSP Press from professional organization websites, we have applied to: The Association of Canadian Publishers, The Editors Association of Canada, The Canadian Publishers Council, The Writers Union of Canada, and The Young Publishers Network. These links would give the CCSP Press direct exposure to the target audience for *Book Publishing 1* – publishing professionals, as well as those interested in the publishing industry.



BIBLIOWISE

OPPORTUNITIES

ONLINE PAYMENT OPTIONS

PayPal is an example of a third-party e-commerce provider. This online business facilitates financial transactions between merchants and buyers, avoiding the complications of traditional methods, such as cheques and money orders, which must be “snail mailed.”

OPPORTUNITIES FOR SMALL PUBLISHERS

Publishers who have online payment options through their own websites greatly enhance the convenience of direct sales. PayPal is but one example of numerous third-party e-commerce providers. PayPal appears to be a very simple and inexpensive online payment provider.

APPLYING TO PAYPAL

PayPal has four options for businesses:

- PayPal Website Payments Standard
- PayPal Website Payments Pro
- PayPal Email Payments
- PayPal as an Additional Payment Option

The first option – Website Payments Standard – seems to be the most viable. It accepts all major credit cards, debit cards, bank transfers, and PayPal payments securely, and hassle-free. There is no approval process, no setup fee, no monthly fee, and no need to set up a shopping cart. Customers could shop on the website and pay either with their own PayPal account, if they have one, or by simply entering a credit card number. Transaction fees are low - 1.9 to 2.9%, plus US\$0.30 per transaction. Website Payments Standard also protects against fraud. The time it takes to set up this service is 10 minutes, once an application form has been submitted, and approval is instantaneous.

A comparison chart of all the different options and their features is available at https://www.paypal.com/cgi-bin/webscr?cmd=_profile-comparison.

OPPORTUNITIES SPECIFIC TO THE CCSP PRESS

Currently, the CCSP Press does not have an online payment option for *Book Publishing 1*. Setting up an online payment system on the CCSP Press website would facilitate both direct book sales and e-chapter sales. For this project, we have not implemented Paypal, but if the CCSP Press intends to continue with direct sales, we recommend they implement Paypal, or a similar provider, in the near future.



BIBLIOWISE

OPPORTUNITIES

OPEN JOURNAL SYSTEM

The Open Journal System (OJS) is a development of the Public Knowledge Project. This federally-funded project is intended to improve access to research, and therefore would be particularly suitable for scholarly texts.

OPPORTUNITIES FOR SMALL PUBLISHERS

Publishers could make use of OJS as a means for making content available online. OJS allows the ability limit access, by disabling print features. It is also possible to use OJS in conjunction with an online payment system, so that content can be made available for a fee.

OJS DETAILS

OJS is open source software and thus may be downloaded for free at <http://pkp.sfu.ca/ojs/>. Through security and access settings, you can limit how users register on the journal site to the role of reader (rather than author or reviewer), or disable user registration altogether. Since you can allow unregistered users to view the journal site, disabling user registration may be a way to make the material available, without operating like a traditional journal. A journal manager could still manually add authors; thus, journal administrators would be able to control what was included in the journal, feasibly limiting content to selected material that is published by a particular press (<http://pkp.sfu.ca/ojs/OJSinanHour.pdf>).

OJS was created to facilitate open access publishing; however, it is also possible to create a subscription-based journal, though the software does not have the capability to charge by individual chapters, or even by book, within a single journal (<http://pkp.sfu.ca/ojs/OJSinanHour.pdf>). Yet, a publisher could potentially set up a separate journal for each book that it desires to have available over the internet, thus creating a pay-per-book subscription model. If interested in limiting access further, Digital Publishing System is another open source software system that is being released in mid-2006. Digital Publishing System is a tool for publishers, intended to cost-effectively present scholarly journals, monographs, conference proceedings, and other discourse. Publishers utilizing Digital Publishing System will be able to customize access for users; access may be subscription-based, open, or, unlike OJS, available by pay-per-view (<http://dpubs.org/about.html>, 3/5/06). For more information, see the Digital Publishing System website at <http://dpubs.org/>.



BIBLIOWISE

OPPORTUNITIES

The subscription options that are available through OJS are varied. A journal could have individual subscription rates, institutional subscription rates, and might offer special rates for members of an organization or students. Subscriptions can be offered for different time periods. Therefore, if a publisher desires to limit time-access to particular material, a separate journal could be established for this content, and subscriptions could be offered for the amount of time desired by the publisher. Subscriptions can be further customized to allow for partial open access, with select items made available immediately, or delayed open access, with contents only available at some point after initial print publication. OJS also supports print and/or online subscriptions. Thus, a publisher could potentially set up a free subscription for non-printable access, and a fee-based subscription for the capability to print (<http://pkp.sfu.ca/ojs/OJSinHour.pdf>).

For further information on OJS, view the OJS in an Hour document at <http://pkp.sfu.ca/ojs/OJSinHour.pdf>, or the Public Knowledge website at <http://pkp.sfu.ca/ojs/>.

OPPORTUNITIES SPECIFIC TO THE CCSP PRESS

Previously, the CCSP Press has used OJS to post chapters of *Book Publishing 1* online. During the course of this project, we added abstracts of *Book Publishing 1* to the CCSP Press's website. Because of this, the CCSP Press is no longer using OJS.



BIBLIOWISE

OPPORTUNITIES

PODCASTS

Podcasts are a new and rising phenomenon online, that are capturing the attention of a young, technically-savvy audience. Publishers, including Raincoast Books, are beginning to use podcasts as an online marketing tool with very low associated costs.

OPPORTUNITIES FOR SMALL PUBLISHERS

The ultimate goal with podcast marketing is to engage your customers with extra, free content and hopefully drive them to look at your website, search for your authors, or to buy a book that they otherwise might not have heard of. It is an excellent and inexpensive way to raise the visibility of authors, books, and the publishing house.

PODCAST DETAILS

Podcasts are typically audio (or sometimes video) recordings that can be downloaded and listened to on computers, palm pilots, PDA's and on many recent cell phones models. As an example, Raincoast Books currently has a podcast of Jim Lynch reading from his latest book *The Highest Tide*, listed on their home page, in their books section. Therefore any customers browsing through Raincoast's books can access this extra feature easily and directly.

There are many other avenues to promote podcasts online. Apple's iTunes website will host podcasts, as well as many other sites including:

- Feed Burner (<http://www.feedburner.com/fb/a/home>)
- OurMedia (<http://www.ourmedia.org/>)
- Podlot (<http://podlot.com/>)
- Podbus (<http://podbus.com/>)
- Audioblog (<http://www.audioblog.com/>)

Also, most of these websites will host podcasts for free, meaning that the only cost of marketing in this manner, is the cost of making the podcast itself.

Making a podcast is also easy. A microphone and some audio recording software are needed. Audacity (<http://audacity.sourceforge.net/>) is a free audio-editing program that works for Mac and Windows machines, and GarageBand, which comes with most Macs, can also edit audio recordings.



BIBLIOWISE

OPPORTUNITIES

OPPORTUNITIES SPECIFIC TO THE CCSP PRESS

Because of the nature of the material in *Book Publishing 1*, podcasts are not useful to the CCSP Press at this time. However, as the CCSP Press evolves, it may consider hosting podcasts of experts, speaking about publishing technology and theory.



BIBLIOWISE

OPPORTUNITIES

SEARCH ENGINE OPTIMIZATION

This section will review a number of ways to increase a website's profile in search engines. This proves difficult, as it is possible for a search engine to factor hundreds of variables into its rankings, and the variables that are considered and their weighting may constantly shift.

OPPORTUNITIES FOR SMALL PUBLISHERS

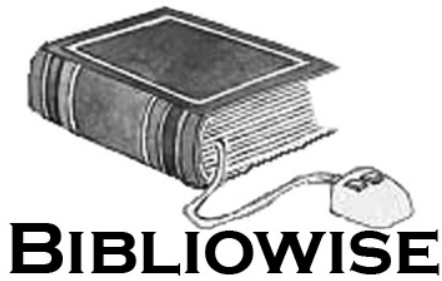
With thousands upon thousands of web pages, it is important for small publishers to understand how to make their sites stand out. Today, the methods used to rank websites within most search engines are kept secret. However, the two biggest players, Google and Yahoo, offer some advice to webmasters, as detailed below.

IMPROVING YOUR GOOGLE RANKING

Google, probably the most popular search engine, considers more than 100 factors when creating page ranks, and provides advice to webmasters for designing sites. PageRank, one of the factors that Google considers in positioning pages, is a numeric value that ranks pages based off of the number of links to a web page. The importance of the page that is being linked from also plays into this measurement; this importance is measured by how many sites are linked to it. Some links are not counted by Google – for example, links that come from “link farms” are filtered out. Because a website cannot control who links to its page, links into a site do not penalize the linked site. However, if a publisher's website links to another site that is penalized, it may cause the publisher's site to also be penalized by Google.

There are many other suggestions that Google makes to tailor web pages for searching. The points that appear to be the most applicable to small publishers include the following:

- Try to post links to your site on other web pages.
- Your site should have a clear hierarchy, and every page should be reachable from one static text link.
- Create a site map for your users with links to the important parts of your site.
- Consider the words that users would think of to find your page, and make sure that your site uses these words. A Google crawler identifies text included on a page and matches it to search terms.



OPPORTUNITIES

- Because Google does not recognize text in images, try to use text to display important content (or ensure that the same information is somewhere else on the page).
- Ensure that TITLE and ALT tags are descriptive and accurate. Google places more importance on the information in these tags.
- Submit your website to the Google Index at <http://www.google.com/addurl.html>. Google adds and updates new sites to their index each time the web is crawled. However, Google does not add all submitted URLs to the index, and does not make any guarantees about whether submissions will appear, or when this will occur.
- Also submit a sitemap to the Google Sitemaps (beta) project at <https://www.google.com/webmasters/sitemaps/siteoverview?hl=en>. Google Sitemaps utilizes this information to learn about the structure of the site and to increase coverage of the site's webpages.
- Submit your site to relevant directories such as the Open Directory Project and Yahoo, as well as to other industry-specific, expert sites.

Google also emphasizes a number of basic principles, and specific recommendations, for the development of websites. This is done to prevent your site from being penalized by Google:

- Avoid using methods to solely improve search engine rankings, unless the methods employed are helpful to your users. For example, do not include words that are irrelevant to the people using your site.
- Do not become involved in link schemes designed to increase your site's ranking or PageRank, or utilize unauthorized programs to submit pages, check rankings, etc.
- The use of products such as WebPosition Gold™ is not recommended.
- Do not create multiple pages with duplicate content, or "doorway" pages created only for search engines.

In discussion with Eryn Holbrook, a local web designer, we learned that keywords are one of the least important factors in Google's consideration of a page's ranking. However, there is no harm in includ-



OPPORTUNITIES

ing keywords, and they may be important in relation to other search engines. By performing some research, you should be able to find information on popular keywords. While we would strongly discourage the use of keywords that are irrelevant to your site, if there are popular keywords that relate to your publishing firm, they may be helpful in increasing your web profile.

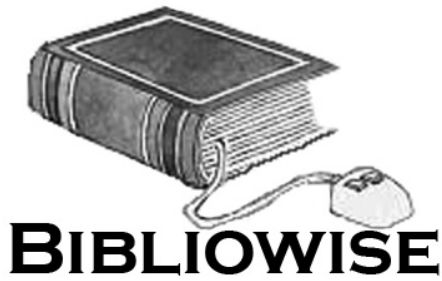
The points that Eryn Holbrook highlighted as being most important for Google searches include the creation of a clear hierarchy in a website, including titles and headers. The words used for titles and headers should be descriptive, as they are looked at with greater priority than the rest of the site's text. As inferred above, you should also make sure to include words in your site's title, headers and text that people interested in your site might use for search terms.

IMPROVING YOUR YAHOO RANKING

Both Yahoo and Google, allow a user to submit their web page free to the Google Index or to the Yahoo Search. Yahoo also offers a service called Yahoo Search Submit Express (which costs US\$49 for the first URL). Our understanding is that in contrast to the free submission to Yahoo Search, when you use this service, your URLs are crawled every 48 hours to guarantee that the most current information is available to search users. To determine whether this service is useful, Yahoo recommends that you ask whether the site is a must-see, if the content of the page changes frequently, and whether it is a priority to increase traffic to this page. If you register for this service, Yahoo will provide daily reports, containing detailed information that they claim can help you "to improve your pages, optimize program performance and generate more keywords."

Further, the Yahoo Directory is an online guide to the World Wide Web. It is the catalogue of sites created by Yahoo's editors who visit and evaluate web sites, and then organize them into subject-based categories and sub-categories. Through the directory, Yahoo users can browse a collection of sites on the same subject. Publishers that get their sites listed in the directory can increase the likelihood of their site, eventually showing in web search results.

There are two ways to submit a site to the Yahoo Directory. The first option (Yahoo Standard) is free, but only available for non-commercial sites. The second option is with Yahoo Directory Submit, and



OPPORTUNITIES

requires a non-refundable, recurring annual fee of US\$299. This service will guarantee an expedited consideration of the site for inclusion in the Directory within seven business days. Yahoo indicates that if a site sells something, promotes goods and services, or represents a company that sells products and/or services, it belongs in a specific sub-category somewhere within the Business and Economy section of the directory. According to our research, publisher/publishing falls into the “Business and Economy→Shopping and Services→Publishers” category. For more information visit the following sites:

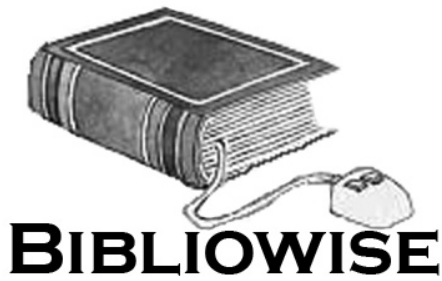
- http://en.wikipedia.org/wiki/Search_engine_optimization
- <http://www.google.com/webmasters/guidelines.html>
- <http://search.yahoo.com/info/submit.html>
- <http://searchmarketing.yahoo.com/srchsb/sse.php?mkt=us>
- <http://www.webworkshop.net/pagerank.html>
- <http://searchenginewatch.com/facts/article.php/2156041>

OPPORTUNITIES SPECIFIC TO CCSP PRESS

The CCSP Press implemented a number of search engine optimization elements described above, including registration of the site with Google Index, Yahoo Search and the Open Directory Project. Other steps taken to improve search results for the CCSP Press site include creating a hierarchy in the coding of the website; using meaningful words in the title, header and text; and adding keywords. Although we are not implementing this at present, we strongly recommend that the CCSP Press create a site map, and submit it to the Google Sitemaps (beta) project. This will become increasingly important as the website grows.

Because the CCSP Press is a business and registering their website with the Yahooo directory would cost US\$299 annually, we are not presently recommending this option. However, the Canadian Centre for Studies in Publishing (rather than the CCSP Press) might consider the free Yahoo Standard option, which could potentially increase traffic to the CCSP Press website. In addition, we will not be applying for Yahoo Search Submit Express, due to the US\$49 fee.

Finally, we attempted to increase the number of links to our site in an effort to improve our page ranking. For more information see the implementation section for Links from Professional Organizations and Blogs.



OPPORTUNITIES

WEBSITES FOR PUBLISHERS

The effectiveness of a website as an online marketing tool, or as a vehicle for direct sales, is directly related to the quality of its design.

OPPORTUNITIES FOR SMALL PUBLISHERS

Publishers can increase the online visibility of their books and press by providing visually appealing, content-filled, and easy to navigate websites.

MAKING THEM STAY

Once a publisher has drawn users to its website by promotion in the greater web sphere, an inviting space must be created that makes users want to stay on the site. The more visually appealing a website is, the more likely it is that someone will stay on the site to browse books, or other features that might be included on a website. It is important, therefore, to invest time in the design and branding of the web page.

Other features that a publisher might consider on its website are blogs and podcasts. These options are dynamic and engage the user. The Raincoast Books website includes both podcasts and blogs—features that are easily visible from the home page.



For more information on podcasts, see the Podcasts section.



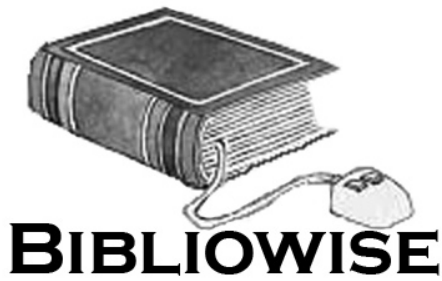
OPPORTUNITIES

BOOK SELLING

All of the publishers' websites reviewed included, at minimum, a page that listed where to buy the publishers' books. The more effective sites included a way to purchase the book, whether directly from the publisher, or through a third party such as Amazon or Chapters. The sophistication of book purchasing options appeared to relate to the size of the publisher. For example, New Star Books (a small publisher with a small staff) simply listed where books could be purchased. Arsenal Pulp Press, which is slightly larger than New Star Books, gave viewers the option of purchasing books directly from Arsenal Pulp Press' site. However, this process cannot be completed online.

New Society Publishers allows individuals to purchase books online directly from their site, and encourages readers to do so. Users simply check the "Buy Now" button and are lead through the check-out process.

The screenshot shows a web browser window with the URL <http://www.newsociety.com/bookid/3900>. The page is titled "NSP - Book Info Page" and features the New Society Publishers logo and tagline "books to walk the talk". The main content area displays the book "The Solar Food Dryer" by Eben Fodor. The book description highlights its low-cost, high-performance, sun-powered design for drying food. A "Buy Now" button is visible next to the book's cover image. The cover shows various fruits and vegetables being dried. The book details include: Paperback, 144 pages, 7.5 inches x height 9 inches, Weight 340 Grams, ISBN: 0895719440, and Pub Date: 2008-01-01. A sidebar on the left contains navigation links such as "New This Season", "Buy Topics", "Our Authors", "Our Book List", "Buy Our Books", "About NSP", "Links", "Contact Us", and "Home". At the bottom, there are links for "ORDER ONLINE", "ORDER A CATALOG", and "BUY DIRECT 1-800-387-2373".



BIBLIOWISE

OPPORTUNITIES

Medium- to large-sized publishers gave viewers several third-party options to make book purchases. For example, HarperCollins Canada links individual books to sites such as Amazon, Chapters, and McNally Robinson, in addition to a number of regional retailers.



Buy The Book

[About the Book](#)
[Description](#)

[About Helen Dunmore](#)

Done

HarperCollinsCanada is pleased to offer you a wide choice of Canadian booksellers from whom to make your purchase. Simply choose an online retailer from the list below. Those marked with an asterisk (*) offer convenient one-click ordering that takes you directly to their buying page for the book you've selected. Thank you for choosing this title from HarperCollinsCanada.

NATIONAL ONLINE RETAILERS

[Amazon.ca](#)
[Chapters-Indigo](#)
[McNally Robinson](#)

ALBERTA

[B. Macabees](#)
[Banff Books and Art Den](#)
[Café Books](#)
[Greenwoods](#)
[Orlando Books](#)
[Pages On Kensington](#)
[Self Connection Books](#)

AuthorTracker

Don't miss Helen Dunmore's next book. Sign up for [AuthorTracker!](#)

Making books available online may appear challenging, but a number of options are available for smaller publishers. If publishers are willing to sell their books through Amazon, they could simply include a link to the Amazon website. In addition to increasing sales, publishers that link to Amazon receive an additional cut of the sale. Another consideration is to implement an online payment option, allowing users to purchase the book directly from the publisher.



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OPPORTUNITIES

OPPORTUNITIES SPECIFIC TO THE CCSP PRESS

For this project, we have implemented a number of structural improvements to the CCSP Press website, including adding abstracts and chapters of *Book Publishing 1*. Additionally, the website is now linked to Amazon so viewers can easily purchase *Book Publishing 1* online. For the future, the Press might consider including blogs, podcasts, or a pay feature (to purchase the physical book or online chapters) on their website. Ideally, the website will be linked with external blogs, relevant organizations, and Amazon, increasing the likelihood that the site will be viewed by web users, and facilitating better search retrieval through Google and Yahoo.



OPPORTUNITIES

WIKIPEDIA

Wikipedia is an online encyclopedia. It is created and edited by its readers, as opposed to by one publishing company.

OPPORTUNITIES FOR SMALL PUBLISHERS

Wikipedia is opportune for small publishers because it gives them free access to an online venue that reaches thousands of potential readers. Wikipedia has been said to have a comparable rate of error to the *Encyclopedia Britannica*, which attests to Wikipedia's credibility. One of the advantages of Wikipedia is that publishers can easily update their entries.

WIKIPEDIA DETAILS

Wikipedia is available in many languages, French, English, and "Simple English (English for learners of English as a second language)" being some of them.

ADDING ENTRIES TO WIKIPEDIA

Wikipedia entries can be made by almost anyone who wishes, and who has access to the internet. It is simply a matter of signing up, and beginning entries. To sign up, one must go onto Wikipedia's website at <http://wikipedia.org/>. The language must be selected, for example, choose "English." The top right corner of the English page then has an option to create a Wikipedia account, which allows entries to be made. To make an entry on a page already in existence, click on the top tab, "edit this page." If a change has been made to the page, click "Save page." Creating a new page, for example, a page for a small publisher's press, if it does not yet exist, is done by:

1. Searching for the page. 2. Wikipedia will come up with a page indicating, "No page with that title exists." There will be an option on this page to create the new "article," or page. The small publisher, in this example, can then create a page for their company.

OPPORTUNITIES SPECIFIC TO THE CCSP PRESS

We created Wikipedia entries for both the CCSP Press and for the Canadian Centre for Studies in Publishing. The benefits of this are much like the benefits to small publishers in general: free availability to a large user base.



BIBLIOWISE

IMPLEMENTATION

IMPLEMENTATION

The following are all the opportunities that we felt would be appropriate to implement for the CCSP Press's first title, *Book Publishing 1*. In each section we provide a summary of the implementation steps and also, where appropriate, a timeline for the implementation process.

AMAZON ADVANTAGE

In order to provide an outlet for online sales, the CCSP Press has become a member of the Amazon Advantage program at Amazon.com. This program allows customers to place orders for *Book Publishing 1* online through Amazon.com, and will help the CCSP Press with distribution and order fulfillment.

The application process was quite simple. We applied to the Amazon Advantage program through Amazon's online application form (at <http://www.amazon.com/exec/obidos/subst/partners/direct/direct-application.html/>) and were instantly approved for a selling account. We then immediately submitted title information about *Book Publishing 1*. Amazon replied by email, saying the title approval process typically took five business days. In this case, *Book Publishing 1* was approved within four business days.

Once the book had been approved, customers were able to search for it on the Amazon.com website. In a search for "Book Publishing 1" our title was first on the list. Clicking on our listing would take you to a detailed page that included the book's description (from the back cover), information about the authors and editors, and bibliographic data such as the ISBN and page length. We then sent a cover image of *Book Publishing 1* to Amazon via FTP. The image was available online four days later.

Amazon made their first order of *Book Publishing 1* four days after they originally approved the title. Within two days of this request we had confirmed receipt of their order and shipped the books to them.

The selling price for *Book Publishing 1* was first listed on the Amazon website five days after the title was approved. Previously to this, it was listed without a price and had the shipping description "Limited Availability - Out of Print." The site now says "Usually Ships within 4-6 Weeks."



BIBLIOWISE

IMPLEMENTATION

IMPLEMENTATION TIMELINE

March 11:

- Applied to Amazon Advantage program. Immediate approval.
- Submitted information for *Book Publishing 1*.

March 16:

- *Book Publishing 1* approved.

March 17:

- Submitted a cover photo of *Book Publishing 1* via FTP.

March 20:

- Amazon requested our first order of books.

March 21:

- Cover photo appeared online.
- Confirmed receipt of Amazon's order.

March 22:

- Shipped copies of book to Amazon.
- List price for *Book Publishing 1* appeared online.



IMPLEMENTATION

AMAZON ASSOCIATES

After the CCSP Press was approved to the Amazon Advantage program for *Book Publishing 1*, the next step was to apply to the Amazon Associates program, again using Amazon's online application form. (<http://associates.amazon.com/gp/associates/join/>)

After completing the application we received a confirmation email, including an HTML code that we could add to the CCSP Press's website to create a direct link to Amazon to foster online sales. This link originally took users to the Amazon front page. We further revised the coding (using the tools Amazon provided us with) to make it specific to *Book Publishing 1*. The link now has an image of the cover, lists the authors and the price, and when clicked on, the link takes you directly to the book's listing on Amazon. Part of the coding Amazon provided us with included a "Buy This Book" button, which adds *Book Publishing 1* directly into your shopping cart on Amazon.com, when you click on it.

IMPLEMENTATION TIMELINE

March 17:

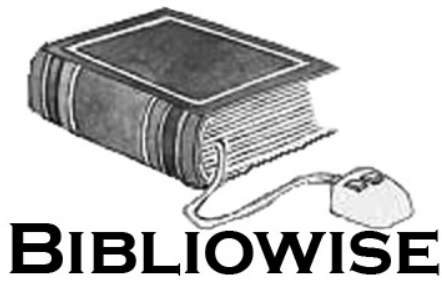
- Applied to Amazon Associates program. Immediate approval.

March 18:

- Received instructions from Amazon Associates regarding links to Amazon on our website.

March 23:

- Succeeded in adding Amazon's direct link to the CCSP Press's website.



IMPLEMENTATION

AMAZON INSIDE

The CCSP Press decided to participate in the Amazon Search Inside the Book (also known as Amazon Inside) program. This program will not only allow readers to browse the covers, table of contents, excerpts, indexes, and citations of *Book Publishing 1*, but it also offers a whole text search of the book.

The first step in applying to the program was to make sure that the CCSP Press owned the exclusive copyright and marketing and promotion rights to *Book Publishing 1*, which was the precondition of its participation. After confirming the CCSP Press's position, we went to Amazon's website and filled out the online application form. We also had to review and agree to a participation agreement before signing up.

After we submitted the registration form, Amazon Inside sent an email to us immediately, saying that a physical copy of our title should be shipped to them preferably within a week. Once shipped, it typically takes five to eight weeks for the Amazon Inside feature to appear online. We shipped the book four days after their order.

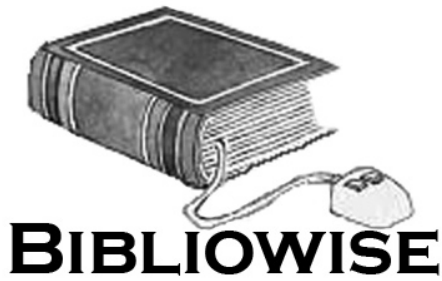
IMPLEMENTATION TIMELINE

March 24:

- Reviewed and agreed to the participation agreement.
- Signed application form.
- Received order for the book.

March 28:

- Shipped the book.



IMPLEMENTATION

BIBLIOVAULT

The CCSP Press decided to apply to BiblioVault's archive. This decision was due to our interest in promoting our book to a scholarly market, and the possibility of utilizing POD fulfillment services in the future. We sent an email to the address listed on the BiblioVault page for enquiries about participating in this program to bv-help@press.uchicago.edu. Our email described the CCSP Press and its mandate, and articulated our interest in BiblioVault, both as a scholarly repository, and as a potential future POD partner.

One week later we received an email from Mary Summerfield, Director of Business Development and Planning at the University of Chicago Press. This letter explained that as the BiblioVault program is currently in transition from a grant funded operation to a self-sustaining operation, they are currently reviewing cost structures and pricing. Summerfield indicated that they would be happy to discuss our participation in BiblioVault once this transition period is over in July 2006.

We recommend that the CCSP Press contact BiblioVault again in July 2006.

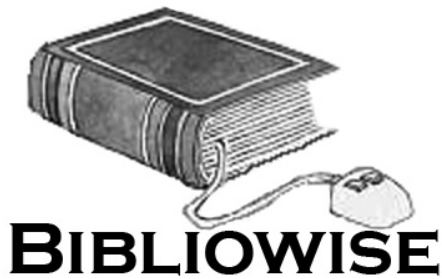
IMPLEMENTATION TIMELINE

March 14:

- Sent email to BiblioVault.

March 21:

- BiblioVault responded by email, suggesting they would be interested in communicating again in July.



IMPLEMENTATION

BLOGS

From an initial list of 10 blogs, all related to books or publishing, we decided to contact and/or post on the following: The Online Review of Books & Current Affairs, Bookslut, Book Ninja, The Publishing Spot, and The Publishing Contrarian.

The Online Review of Books & Current Affairs (<http://www.onlinereviewofbooks.com>) is an online book review publication, accommodating the growing number of independently published and small press books on the market. We sent a query to onreview@comcast.net asking them to review *Book Publishing 1*.

Bookslut (<http://www.bookslut.com>) is a monthly web magazine and daily blog dedicated to book lovers. They provide a constant supply of news, reviews, commentary, insight on books and book-related matters. Regular Bookslut visitors like to keep up to date with what is being published, and frequently comment on various books and authors. Many are authors themselves, and given their level of knowledge about new titles, it is safe to assume that the audience of this site is open to reading about the publishing industry as a whole. While *Book Publishing 1* it is not the usual type of book reviewed on this site, it might be of interest to this audience. We contacted Jessa Crispin, who handles review inquiries on the site about reviewing *Book Publishing 1*.

We also posted a message in the “Shameless Self-Promotion” section of Book Ninja (<http://www.bookninja.com>). Book Ninja, like Bookslut, is a site devoted to the discussion of books; however, Book Ninja also has sections for magazines and comics. This site is Canadian, which increases our chances of reaching our target audience -- that is, people interested specifically in the Canadian publishing industry. The message we posted described *Book Publishing 1* as a “must-read” for people wanting to learn more about the industry. We mentioned that it might be appealing to authors who want to familiarize themselves with the publishing process. We also included links to the CCSP Press website and the Amazon.com listing.

On the same day, we contacted Jason Boog, who runs The Publishing Spot (<http://www.thepublishingspot.com>). We sent Jason a link to the CCSP Press website and included a brief explanation of why the book would be of interest to his readers. The Publishing Spot is devoted to people who want to know where and how to publish. In

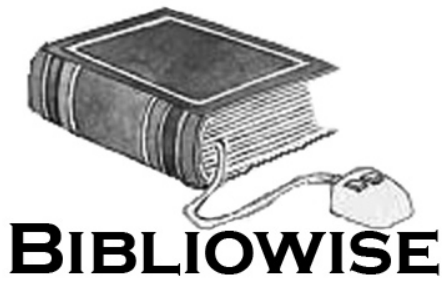


IMPLEMENTATION

other words, they are mainly writers. Again, while this is not our primary audience, it is an audience that might be interested in learning about the industry from a different perspective. The site contains sections on promoting, self-publishing, online publishing, podcasting, and agents. The following day we received an email from Jason. He had visited the CCSP Press website and written a short promotional piece on *Book Publishing 1* and the Press. He also provided links to the CCSP Press, two chapter abstracts from *Book Publishing 1*, the Thinkubator, Simon Fraser University, and the Amazon.com listing. As of April 2, this posting has received one comment, from UBC instructor Ellen Weber, who seemed very interested in both the book and the Press.

In addition, we posted a comment on The Publishing Contrarian, which is a publishing forum created specifically for the exchange of ideas about the publishing business and how it operates (<http://www.thepublishingcontrarian.com>). As mentioned in the Opportunities section, The Publishing Contrarian is the blog most in tune with *Book Publishing 1*'s target audience of publishing professionals and those interested in learning more about the publishing industry. The post, addressed to the blog's moderator, Lynne Scanlon, included a link to the CCSP Press website. As each post needs to be reviewed before it appears online, our message did not appear on the site for several hours. In that time, Lynne Scanlon reviewed the CCSP Press website and our title, and posted a short note along with our message. In the note she mentions that *Book Publishing 1* was written by various students and faculty members of SFU's Master of Publishing Program, and that the book is priced at \$39.95.

Overall, we believe that blogging is an effective way of reaching a broader audience for *Book Publishing 1*. While there are relatively few blogs related directly to the publishing industry (The Publishing Contrarian is the only one we found), there are countless blogs related to books and authors. The response we received in a short period of time is very promising. Blog moderators have been open to promoting the book on their sites, which means they believe the book would be of interest to their readers. It is entirely possible that this method of promotion will garner at least a few sales of the book, albeit probably over an extended period of time, and only if blog entries are kept



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up to date. Even if this exposure does not result in a huge proliferation of sales, however, blogging is still positive in the sense that more people will learn about the book and the Press.

IMPLEMENTATION TIMELINE

March 17:

- Emailed the Online Review of Books and Current Affairs requesting a review for *Book Publishing 1*.

March 30:

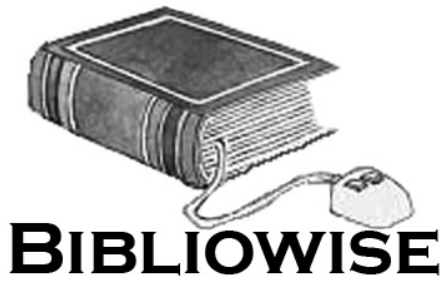
- Contacted Bookslut to request an online review for *Book Publishing 1*.
- Posted a message on Book Ninja.
- Contacted the moderator for The Publishing Spot.

March 31:

- Received a reply from Jason Boog, who provided us with a link to his blog where he had written a brief piece on the CCSP Press and *Book Publishing 1*.
- Contacted Lynne Scanlon at the Publishing Contrarian. Our message was posted later that day, along with a short note from Lynne.

April 1:

- Ellen Weber, an instructor at UBC, posted a comment on Jason Boog's write-up on The Publishing Spot.



IMPLEMENTATION

GOOGLE BOOK SEARCH

We applied to Google's Partner Program on behalf of the CCSP Press. On the Google Books main search page (www.books.google.com) there is a link called "Information for Publishers." Following that link provided information about the Google Book Partner Program and a link for applying to the program. After clicking the "Apply" button, we were provided with a simple form requesting information about the CCSP Press and a contact email and password. We immediately submitted the form.

The following day, we received an email reply from Google welcoming the CCSP Press to the Partner Program. The reply asked that we follow up by going to a specified link to confirm our email address. The email also indicated that once this verification was complete, Google Books would review our publisher information and make a decision regarding our application.

Two days after completing the follow-up confirmation, we received a reply from Google welcoming us to the Partner Program and providing us with a link to our Google Books account.

Once we had obtained a PDF copy of the book, we logged into our account, activated the account, provided bibliographic information about the title and a link to our website (www.ccsppress.com/books/BP1), and uploaded the PDF files. Google requires that files are titled with the ISBN number of the book. It is also possible to upload images of the front and back covers of the book. Though since the book is currently being processed, there seems to be no option to upload additional information. The CCSP Press should upload the cover after the book has been processed.

As of April 1, *Book Publishing 1* is still being processed and is not retrievable through Google Book Search.

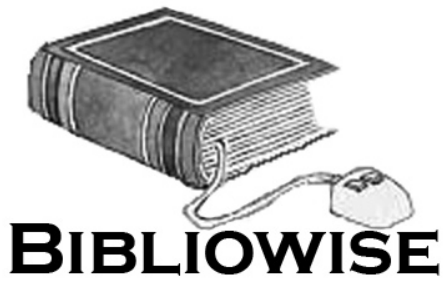
IMPLEMENTATION TIMELINE

March 9:

- Applied online to Google Books Partner Program.

March 10:

- Received a welcome email from Google.
- Follow-up request to verify email address and password.



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March 13:

- Completed follow-up.

March 15:

- Received our Google Books Partner Program account.

March 23:

- Logged into our account.
- Added *Book Publishing 1* bibliographic data.
- Uploaded the PDF file of the book.

April 1:

- Checked status of the book. It is listed as processing.



BIBLIOWISE

IMPLEMENTATION

LINKS FROM PROFESSIONAL ORGANIZATIONS

We researched six associations that have features on their websites for publishers and other organizations to link to. From this initial list, we contacted the Association of Canadian Publishers (ACP), the Canadian Publisher's Council (CPC), The Editors Association of Canada (EAC), the Writer's Union of Canada (TWUC), and the Young Publisher's Network (YPN), inquiring about the possibility of providing a link to the CCSP Press from their websites.

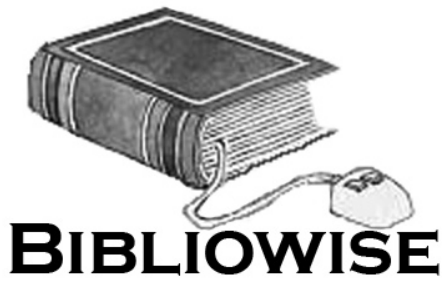
The Association of Canadian Publishers (<http://www.publishers.ca/links.htm>) represents approximately 140 Canadian-owned and controlled book publishers from across the country. It promotes excellence of Canadian books, in bringing more Canadian books to more readers in Canada, and in expanding Canadian-owned publishers' domestic and international market share. The ACP website has a links section, which mostly links to agencies, book fairs, and the like.

The ACP emailed us, indicating that in order to post links, organizations must be members of the ACP. As it is difficult to acquire membership to the ACP, and since the CCSP Press is currently not a member, we will not be attempting to post information on the ACP website.

The Canadian Publisher's Council (<http://www.pubcouncil.ca/general.htm>) is Canada's main English language book publishing trade association. It represents the interests of publishing companies both domestically and internationally. The CPC has a links section for booksellers, associations, and publishing events; however, there is not a specific place for books or publishers.

We sent an email to this organization, but have yet to receive a response.

The Editors Association of Canada (http://209.197.81.79/resources/web_links/book_publishing.html) promotes professional editing as key in producing effective communication. It has 1600 members, who work in various aspects of editing, including the corporate, technical, government, non-profit, and publishing sectors. EAC has a links page with areas for books and book publishers. Submissions can be made on the site via a submission form.



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We submitted a form to the EAC, however our impression is that this process does not guarantee inclusion of our URL on their website, and we have not received any further information.

The Writers' Union of Canada (TWUC <http://www.writersunion.ca/>) is a national organization that brings together writers and fosters diversity and a sense of community in Canada's literary scene. TWUC has a links page, but again, there does not seem to be a clear category for the CCSP Press to fall into.

We emailed this organization, but have not received a response.

The Young Publisher's Network (YPN) is a network of young publishing professionals. We requested, both verbally and on the YPN's wiki, that they post a link to the CCSP Press website. They conveyed some apprehension about posting a link to *Book Publishing 1*, because it may not fit their mandate.

IMPLEMENTATION TIMELINE

March 22:

- Email sent to admin@candbook.org, inquiring about providing a link on the Educational Publishing page of the Association of Canadian Publishers.
- Email sent to pubadmin@pubcouncil.ca (The Canadian Publisher's Council).
- Email sent to info@writersunion.ca (Writer's Union).

March 23:

- Submitted form to EAC, for providing links on their website.
- Received email from ACP, indicating that we have to be members to include links.

March 24:

- Spoke with members of the YPN, regarding links.
- Requested links be posted on their website via wiki.



BIBLIOWISE

IMPLEMENTATION

SEARCH ENGINE OPTIMIZATION

We attempted to improve the chances of the CCSP Press being found through a web search by registering the site with Google Index, Yahoo Search, and the Open Directory Project, and by considering a number of factors when designing the website, as detailed below. In addition, we attempted to increase the number of links to our site, as described in the Implementation sections of Links from Other Organizations and Blogs. Increasing the links to our site will improve our page ranking, which is described further in the Search Engine Optimization section of Opportunities.

WEBSITE DESIGN

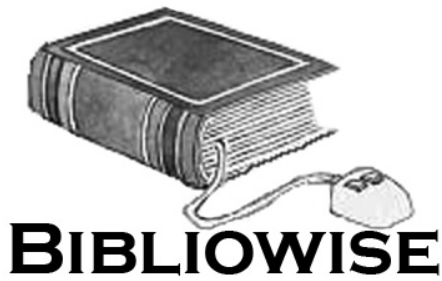
We have been monitoring our search ranking in Google and Yahoo periodically, and have seen marked improvements over time.

A number of steps were taken in the coding of the CCSP Press website in an effort to improve search results. These steps included the creation of a hierarchy with titles and headers; the use of meaningful words in the title, header and text; and the addition of keywords.

All words on a site are searched by Google spiders; however, more priority is given to titles and headers, therefore it is particularly important that these be descriptive. The title that is used on the CCSP Press home page is “Canadian Centre for Studies in Publishing at Simon Fraser University Vancouver | CCSP Press.” We changed the title on the *Book Publishing 1* page to “Canadian Centre for Studies in Publishing | CCSP Press | Book Publishing 1.”

The terms Book Publishing 1, CCSP Press, and BP1 all exist in headers, along with such common words as learn, purchase, title, and contact. The text of the website is filled with words and phrases such as title acquisition, book industry, author, editor, textbooks; and others that are not necessarily specific to book publishing, like operations, management, markets. While we do not recommend deliberately adding misleading words to your page or keywords, words that are likely to be searched and are still descriptive of your information are ideal.

Keywords are one of the least important factors in Google’s consideration of a page’s ranking, however they may be important in relation to other search engines. The keywords for the home page of the CCSP Press include the terms SFU publishing, Canadian publishing,



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publishing centre, publishing center, publishing Canada, press, and small press. On the *Book Publishing 1* page we added a number of terms that relate to the chapters in the book, and all of the authors names. Examples of these include: editor, author, getting published, contract, Oxford University Press, project management, McClelland & Stewart, editions, pop culture, educational publishing, and PExOD.

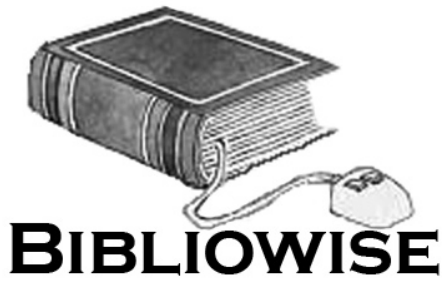
YAHOO SEARCH

Bibliowise listed the CCSP Press website with Yahoo Search. This is a free listing, and although Yahoo makes no claims that it increases ranking, registering your site with directories is one of the suggestions made to webmasters by Google. Submitting the site to Yahoo is straightforward. We started by going to <http://www.yahoo.com> and scrolling to the bottom of the page. There we followed the link titled "Submit Your Site." Out of the choices presented on this page, we chose the free option by following the link: "Submit your Site for Free." All that is required is to enter the URL of the website. Yahoo then claims that it's "crawler" (the yahoo equivalent of the "Google Spider") will explore your website, extract links, and find new associated pages.

GOOGLE INDEX

Google also has a listing option for improving search ranking. Google encourages web designers to submit their site to the Google Index (providing a web address). They explain that Google adds and updates new sites to their index each time the web is crawled. However, they don't add all URLs, and do not make any guarantees about whether submissions will appear, or when this will occur.

One way to find the listing is to follow the "About Google" link located below the search bar on the main Google page. This takes you to a page filled with behind the scenes information. Following the links "Webmaster Info" located under the "For Site Owners" heading took us to the page where the search engine optimization information is posted. Because Google allows you to enter not only the URL but also a list of keywords for your site, we waited to complete this listing process until the CCSP Press website was completed. In addition to filling in the URL and entering keywords, Google also requires that users type the letters in a distorted word-picture in order that they can distinguish between sites entered by humans and those entered by software robots.



IMPLEMENTATION

OPEN DIRECTORY PROJECT

Whereas Google and Yahoo both index sites automatically using software robots, the Open Directory Project is a human edited classification system. It operates using an open source philosophy and as such is “constructed and maintained by a vast community of volunteer editors” (<http://dmoz.org>). Unlike Yahoo and Google which make no claims about how quickly an added site will be processed, the Open Directory Project claims that the editors responsible may take “up to two weeks” to process your site.

Adding a site to the Open Directory is easy. Simply go to the main page (at <http://dmoz.org>) and select “Suggest URL” or go directly to <http://dmoz.org/add.html> for instructions. We read through the instruction in Step One to determine that our page was appropriate for submission. Step Two requests that users check the dmoz directory to be sure their site is not already listed. Then following Step Three, we determined that the CCSP Press website belonged in the following category:

- Regional: North America: Canada: Business and Economy: Publishing.

Bibliowise suggested the URL of the CCSP Press in this category and included the following description of the site and the Press:

Canadian Centre for Studies in Publishing (CCSP) Press publishes books for the scholarly market that examine the book industry, promulgates the results of research into practices of the book industry, and informs students of the CCSP in the practicalities of book publishing.

Although the site promises that an editor will look at the submission within two weeks, it also notes that it may be as long as several months “for your site to be listed on partner sites which use the Open Directory data, such as AOL Search, AltaVista, HotBot, Google, Lycos, Netscape Search, etc. We make updates of the data available weekly, but each partner has their own update schedule” (<http://dmoz.org>).

The site also states that, to make the Open Directory Project a useful tool, editors may decide to change the category where a page will be listed, or in some cases, may decide not to list a submitted page. Pages



IMPLEMENTATION

submitted by software robots will be removed from the listing with no notice given.

IMPLEMENTATION TIMELINE

March 24:

- Listed the CCSP Press website with Yahoo Search.

March 31:

- Determined the proper category for the Open Directory Project.

April 2:

- Listed CCSP Press site on Google Index.

April 2:

- Yahoo search for the CCSP Press finds the CCSP site as the third ranking. This is an improvement.
- Wikipedia entry for the CCSP is the fifth ranked page.
- The CCSP Press website does not appear in the first five pages of results (50 entries).

April 2:

- Submitted the CCSP Press URL to the Open Directory Project.
- Received immediate response indicating it may be several months for the site to be listed on partner sites, which use the Open Directory data.

April 4:

- Google search for the CCSP Press finds the CCSP site that refers to the Press as the first ranking.
- CCSP site is the second ranked page.
- CCSP Press site is the tenth ranked page (which occurs on the first page of results).

April 4:

- Yahoo search for the CCSP Press finds the CCSP site that refers to the Press as the eleventh ranking.
- The CCSP site is the thirtieth ranked page.
- The CCSP Press website does not appear in the first five pages of results (50 entries).



BIBLIOWISE

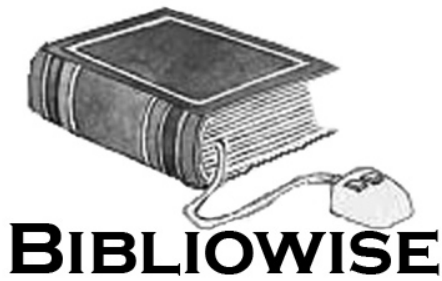
IMPLEMENTATION

WEBSITE FOR THE CCSP PRESS

We made a number of structural improvements to the CCSP Press website in hopes of creating an inviting and informative space that is easy to navigate. The old site was a page within the CCSP site that simply described *Book Publishing 1*, and provided contact information to purchase the book through the CCSP. The book was not available through Amazon, and thus there was no link to Amazon.

The screenshot shows the website layout for the Canadian Centre for Studies in Publishing (CCSP). At the top, it says 'SIMON FRASER UNIVERSITY VANCOUVER >>' followed by a gold banner with 'CANADIAN CENTRE FOR STUDIES IN PUBLISHING' and 'CCSP PUBLISHING'. A dark blue navigation menu on the left lists categories like 'ABOUT >>', 'CCSP PRESS >>', 'PROGRAMS >>', and 'RESEARCH >>', with sub-items such as 'Location & Facilities', 'Contact', 'Master of Publishing', 'Summer Publishing Workshops', 'Writing and Publishing Program', 'Undergraduate Minor', 'Advanced Publishing Research Lab', 'Current Research and Publications', 'Internship Reports', 'Canadian Journal of Communication', and 'Canadian Publishers' Records Database'. The main content area features a breadcrumb trail 'CCSP Home > CCSP Press' and a featured book page for 'PUBLISHING STUDIES Book Publishing 1'. The book cover is shown with the title and editors: 'Edited by Rowland Lorimer, John W. Maxwell, & Jillian G. Shoichet'. To the right of the cover, there is a descriptive paragraph about the book's origin in 1995 and its focus on publishing practices.

At the beginning of the project, a new URL was created for the CCSP Press website (<http://www.ccsp.com>). The website now has its own space, and it is no longer under the umbrella of the CCSP site. Bibliowise created a real home page for the CCSP Press, rather than a page that simply describes *Book Publishing 1*. This page now links to



IMPLEMENTATION

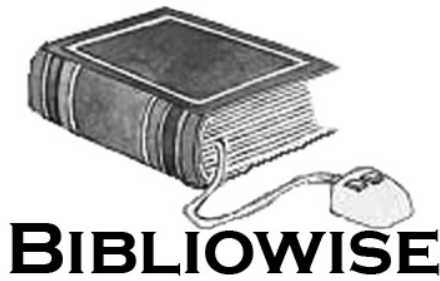
another page that describes *Book Publishing 1*. Although not presently in use, a “Books” page was inserted that will be used if the book list of CCSP Press grows (<http://www.ccsppress.com/books>). It was important to add the page now so the URL for *Book Publishing 1* (<http://www.ccsppress.com/books/BP1>) would not change later. However, at present, if you enter the URL for the “Books” page, you only see the home page.

From the *Book Publishing 1* page, you can link to abstracts of the chapters in the book. This was an important element to add because we wanted to ensure that interested parties could easily retrieve information about the text. Originally, this information was available through a journal created using OJS, however it is much easier for a user to find the information directly from the CCSP Press website, and we also hoped that by adding the information we might increase traffic to the site. Blogs that write about the book may link directly to the *Book Publishing 1* page, where they may access the abstracts (and in the near future PDFs of some of the chapters).

In addition to external links from blogs, we have requested that links to our site be added to the website of organizations related to the publishing industry (these organizations are appropriate because they relate to the subject matter of the book). For more information, see [Links From Professional Organizations](#). By increasing the number of external links to our site, we expand the likelihood that the site will be viewed by web users, and facilitate better search retrieval through search engines such as Google. We have also added our URL to Google Index, Yahoo Search and the Open Directory Project (for more information see [Search Engine Optimization Implementation](#)).

The CCSP Press website is now linked to Amazon so viewers can easily purchase *Book Publishing 1* online. For more information, see [Amazon Advantage Implementation](#). The site also provides an email address for direct purchases from CCSP.

While we feel that the changes we made improve the usefulness of the site, more could be done to make it visually appealing and interesting to the user. We understand that the site will be redeveloped in the near future with its own look, rather than its present appearance, which is very similar to the CCSP site. The redesign of the site is part



IMPLEMENTATION

of an overall branding of the CCSP Press, and we fully support this objective. As part of this process, we also recommend that the web designer take the time to map out what the site will grow into in the long-term. For example, consider all of the pages that will be added and how they will be accessed, even if they are not immediately created. This will help make the site more logical and coherent through time. Further, we recommend that a site map of the present structure of the website be created and added to the website. This site map should also be submitted to the Google Sitemaps (Beta) project.

In addition, we recommend that PayPal or another third-party e-commerce provider be made available for the purchase of books. Presently, if someone is interested in making a direct purchase from the publisher, this person must send an email to the CCSP Press to arrange for payment and shipping. Making it easier to purchase the book from the website will increase the likelihood of a sale actually occurring. (While the interested party could always link to Amazon, arguably it is better to make more options available for the consumer. Further, the publisher has a motivation to encourage direct sales, since the discount provided to Amazon from the publisher is quite high.) If a system such as PayPal is established, it could also be utilized if the CCSP Press decides to sell individual chapters online.

CANADIAN CENTRE FOR STUDIES IN **CCSP** PUBLISHING


CCSP Press
515 West Hastings St.
Vancouver, B.C.
Canada, V6B 5K3
Phone: 604.291.5242
Fax: 604.291.5239
ccsp-info@sfu.ca

Canadian Centre for Studies in Publishing (CCSP) Press publishes books that examine the book industry, promulgates the results of research into practices of the book industry, and informs students of CCSP in the practicalities of book publishing.


CCSP Press publishes for the scholarly market, and is an innovative lab where new models and technologies of publishing will be developed and investigated with the intent of advancing industry practice.

[Book Publishing 1 is the inaugural title of the CCSP Press.](#)

Purchase *Book Publishing 1* direct by contacting ccsp-info@sfu.ca



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WIKIPEDIA

We created pages for the CCSP and the CCSP Press in Wikipedia (the English version). The Canadian Centre for Studies in Publishing (CCSP) page links to the CCSP Press page. The CCSP Press page in Wikipedia links to the CCSP Press website.

We noticed that in order to find those pages, the exact wording of the page titles, including capitalization and punctuation had to be entered in the search field. We were concerned that it was unlikely that the pages would often be found. However, we have since realized that it may take some time before Wikipedia editors tag the pages in order that they be retrieved when related terms are searched.

IMPLEMENTATION TIMELINE

March 23:

- Pages created on Wikipedia.



CONCLUSION

Throughout the course of this project, the members of Bibliowise explored various online marketing opportunities available to small publishing companies in general and the CCSP Press, in particular. Our goal was to find solutions that would both raise the profiles of small publishers in the marketplace and, hopefully, increase their sales. We researched a wide variety of options, evaluated their practical potential and feasibility for small publishers, and, where appropriate, implemented those options that we felt would directly benefit the CCSP Press.

We looked at online retailers Abebooks, Amazon.com, Amazon.ca, and Indigo Online to see which were most appropriate for small publishers. Abebooks connects buyers to independent booksellers, increases visibility for titles, and reaches large public. The cost effectiveness of listing on Abebooks varies, however, depending on company structure and size. We concluded that it was not a viable option for publishers with few titles and limited resources.

Amazon.com offers several programs for booksellers and takes care of distribution and order fulfillment for publishers. Amazon Advantage is an online retailer that gives titles a great deal of customer exposure. Amazon Associates allows members to create links to Amazon on their websites, helping to foster direct sales online through Amazon. This is a free service for all Amazon Advantage members. Amazon Marketplace is a division of Amazon reserved specifically for high-volume sellers, which allows publishers to create a Storefront where publishers can display many titles at once. This also increases visibility of publishers' titles and taps into a large customer base; however, to sell in the Marketplace you must already be a high-volume seller with Amazon Advantage. Amazon Search Inside the Book allows potential customers to browse before they buy—a unique feature for online booksellers. Amazon.com charges a high discount (55%), but justifies this through its extremely large customer base.

Amazon.ca is the Canadian version of Amazon.com and works in much the same way as its American affiliate; however, publishers must be associated with a distributor that works with Amazon in order to take advantage of the service. Raincoast BookExpress is one such distributor for small publishers. Indigo Online is another high profile, online Canadian bookseller that increases title visibility. One must be



CONCLUSION

an Indigo vendor, or have a distributor who is an Indigo vendor, to list with Indigo Online. Small publishers must decide for themselves whether it is worth it to use these services. While it may seem logical that Canadian small publishers go through Canadian-based retailers, we found that unless you have a distributor, or have established direct dealings with Indigo, it might be more advantageous to go through Amazon.com.

In addition to investigating online retail opportunities, we also looked at other ways of raising the profile of small presses. Books In Print is a catalogue of in print titles, and reaches large audience of librarians, booksellers, and publishers. While it is a useful service, its website is difficult to navigate, which might deter publishers from listing their titles. Email marketing lists are another inexpensive way to direct market titles, but publishers should think carefully about how a book's target audience would feel about being marketed to in this way. Putting links to the publishers' websites on the websites of selected professional organizations is a good way of increasing publishers' visibility in targeted locations. We looked at the Editors' Association of Canada, the Association of Canadian Publishers, and the Writers' Union of Canada, and other organizations. The effectiveness of linking from these organizations depends greatly on the target audience of ones' titles.

Posting a company profile on Wikipedia, an online encyclopedia created and edited by users, is another good way of raising the profile of a small press. Further, promotion through blogs that discuss books and publishing allows publishers to reach a narrow target audience, and marketing through podcasts is a potentially inexpensive approach to raise the visibility of authors, books, and publishers.

Google Book Search eliminates one of the biggest disadvantages of marketing books online, which is that consumers lose the ability to thumb through the book and read a few pages like they can in a traditional bookstore. Google Book Search makes browsing through books possible online. Because this is a free service, and easy to carry out, we believe it makes sense for publishers looking for online exposure to submit their titles to Google. However, certain publishers may be wary of their content being fully accessible online.



BIBLIOWISE

CONCLUSION

There are a number of steps a publisher may take to increase their website's visibility. The first step is to create visually appealing, content-filled, and easy to navigate websites. Making books available for sale online is an essential element for consumers. Publishers may also improve the chances of their website being found by a search engine by asking other associations to link to their webpage; registering their site with Google Index, Yahoo Search and the Open Directory Project; creating a hierarchy in the coding of the website; using meaningful words in the title, header and text of the website; and developing a sitemap and submitting it to the Google Sitemaps (Beta) project.

Finally, we looked at Print on Demand options for small publishers. Because BiblioVault, BookSurge and Lightning Source provide access to markets as well as their production services, we recommend small publishers or self-publishers investigate these options if they are looking for alternatives to fulfill small print-runs.

There are numerous opportunities that small publishers can utilize that will improve their success rates and make them more visible in the marketplace. Most of these strategies are inexpensive and easy to implement, although somewhat time consuming. We hope this document will become a useful reference for small publishers looking to improve their online marketing strategies.



GLOSSARY

Abebooks: One of the largest online venues for bookselling and book buying, based out of BC. See <http://www.abe.com>.

Amazon.com: The largest online seller of books (and other consumer goods) in the world. See <http://www.amazon.com>.

Amazon Advantage: A service that lets publishers list, sell, and distribute books through Amazon.

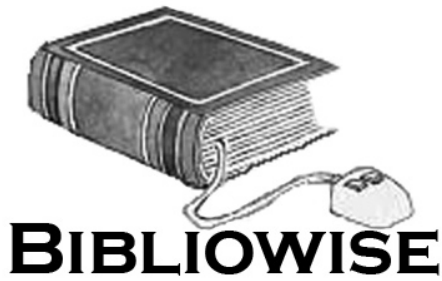
Amazon Associates Program: A program allows affiliates to build links to Amazon content and merchandise. When a user actually buys something from Amazon, the affiliate gets a commission. Affiliate links can be built via Amazon Associates online tools.

Amazon Search Inside This Book Feature: (Formerly known as Look Inside the Book. Also called Amazon Inside.) A feature that allows potential customers to browse inside a book and read a few sample pages before buying. Publishers must sign up to include their books in the service and, once approved, submit a physical (not electronic) copy of the book to be scanned by Amazon.

Amazon Marketplace: A service for members of the Pro-Merchant Program (see below) to sell new and pre-owned goods through Amazon along Amazon's regular offerings. Buyers can purchase items directly from third party sellers. However, to become a seller, you must already be a "Pro-Merchant".

Amazon Pro-Merchant Program: A service designed specifically for existing frequent or high-volume Amazon sellers to help increase their sales.

BiblioVault: BiblioVault is an electronic text repository for scholarly books launched by the University of Chicago Press in 2001. It currently operates under the Chicago Digital Distribution Center. In addition to being a long-term electronic archive, BiblioVault offers services to facilitate production, sales and marketing of books produced either by offset press, print-on-demand, or as e-books. BiblioVault currently contains 12,000 titles and represents 50 university presses, most in the USA.



Blog: Shortened form of “weblog”. It is a website in which items are posted and displayed with the newest at the top. Like other media, blogs often focus on a particular subject, such as food, politics, or local news. Some blogs function as online diaries. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic.

Bookninja: An irreverent daily newslog covering book news from around the world and a book review site that conducts “reverse omnibus” reviews (ie, reviews where two to four reviewers examine one book).

Books in Print (BIP): The largest bibliographic database (according to its website) of book, audio book, and video titles.

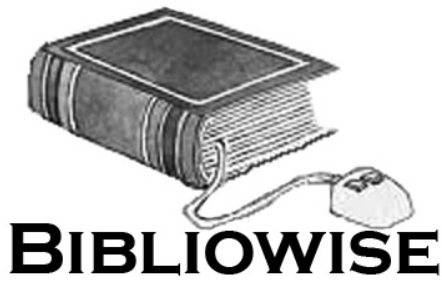
Bookslut: A monthly web magazine and daily blog dedicated to the pleasure of reading. It provides a constant supply of news, reviews, commentary, insight, and opinions.

BookSurge: A US-based print-on-demand (POD) company recently acquired by Amazon.com. BookSurge offers POD production and distribution services worldwide. It offers a broader range of POD options than many other POD firms, including full colour books and a wide range of size options.

Bowker’s: States that they are the US ISBN agency that “provides book and serial information to publishers, booksellers, and libraries globally.” Bowker owns a series of book and serial catalogs.

BowkerLink: A system that provides publishers with an automated tool to update or add to their listings in Bowker’s Books In Print (and Ulrich’s databases, for periodicals).

Chicago Digital Distribution Center: Printer adjacent to the Chicago Distribution Center. Works with BiblioVault to provide production and distribution services to participating university presses. <http://cddc.uchicago.edu/>



Digital Publishing System (DPubs): An alternative to OJS, DPubs is an open source software tool for publishers, intended to cost-effectively present scholarly journals, monographs, conference proceedings, and other discourse. DPubs has some slightly different features than OJS for customizing access. For more information, see the DPubs website at <http://dpubs.org/>.

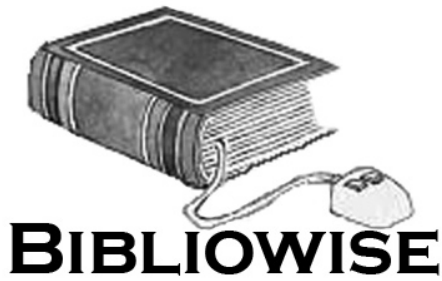
Google Book Search: Formerly Google Print. A tool which searches through the collection of books Google has digitized and returns up to three book results at the top of the list for any Google search. A limited number of pages can be viewed at no cost, and printing has been disabled. Google now provides links to retailers where the book being viewed can be purchased. At <http://books.google.com>, searches can be restricted to book content only. Currently, Google obtains its material through two projects: Google Books Partner Program and Google Books Library Program. See <http://www.books.google.com>.

Google Books Library Program: A controversial program through which Google has partnered with several libraries to digitize the content of their holdings and make that content searchable online. Many authors and publishers are strongly opposed to what they see as a breach of copyright.

Google Books Partner Program: Google's attempt to improve relationships with publishers. Through this program, publishers can send their list directly to Google, and once accepted, they can either upload their own PDFs or supply hard copies for Google to digitize. Links are provided to online booksellers, including the publishers' own websites if they choose. In the future, Google plans to make pay-per-view electronic book selling available.

Google Index (see Search Engine Optimization): A massive database of keyword terms and the corresponding unique identification numbers of the pages containing those terms. It is a free service of Google.

Google Spider: a program that 'crawls' through a website that has been submitted by its webmasters to the Google search engine. It seeks URLs of different representative pages on the site to create cached snapshots of them.



HTML (HyperText Markup Language): The language used for writing code, when creating information to be displayed on a web browser.

Indigo/Chapters: The leading retailer in Canada for books with both an online and conventional retail presence. Indigo/Chapters played a large part in defining EDI Standards for the Canadian book trade. See <http://www.chapters.ca>.

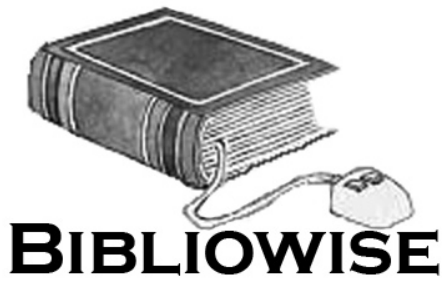
Lightning Source: A UK based POD company working in partnership with Ingrams to provide production and distribution services to small- and self-publishers. See <http://lightningsource.com>.

Long-tail: A term first coined by Chris Anderson in a 2004 article in *Wired* magazine to describe certain business and economic models, such as Amazon.com or Netflix.definition. In long-tail distributions a high-frequency or high-amplitude population is followed by a low-frequency or low-amplitude population which gradually “tails off.” In many cases, the infrequent or low-amplitude events — the long-tail can cumulatively outnumber or outweigh the frequent or high-amplitude events.

Masthead: A trade magazine, both print and online, for Canada’s magazine industry.

Open Directory Project: A multilingual open content directory of World Wide Web links owned by America Online that is constructed and maintained by a community of volunteer editors.

Open Journal System (OJS): Federally-funded and developed by the Public Knowledge Project, OJS is free open source software that may be utilized to publish online journals. The project is intended to improve access to research and facilitate open access publishing. The Canadian Journal of Communication and the CCSP Press Journal, each featuring *Book Publishing 1*, were created using OJS. For more information, see the “OJS in an hour” document at <http://pkp.sfu.ca/ojs/OJSinanHour.pdf>, the Public Knowledge Project website at <http://pkp.sfu.ca/ojs>, the Canadian Journal of Communication at <http://www.cjc-online.ca/>, and the CCSP Press Journal at <http://journals.sfu.ca/ccsp/index.php/ccsp>.



PayPal: An internet business that facilitates financial transactions between merchants and buyers, avoiding traditional methods, such as cheques and money orders. PayPal was acquired by eBay in 2002.

The Publishing Contrarian: An irreverent, unique, online publishing forum created specifically for the exchange of unconventional ideas about the publishing business and how it operates.

Publishing Spot: A blog operated by Jason Boog that focuses on writing, getting published, and the legal aspects of fan fiction.

Quill and Quire: A trade magazine, both print and online, for Canada's book industry.

Referrals: In this case, referrals occur when a company provides a link on their website to another company's website.

Search Engine Optimization: A set of methods aimed at improving the ranking of a website in searching engine listings.

Sitemap: a web page that lists the pages on a web site, typically organized in hierarchical fashion. It can improve search engine optimization of a site by making sure that all the pages can be found.

SYME (System for Manual Entry): Indigo's system for new title data to be submitted to them.

Target Customers: When marketing a product, the customers to whom the marketers are directing that product.

Ulrich's: A listing of periodical publications. It is owned by Bowker's.

Wikipedia: A multilingual web-based free-content encyclopedia.

Yahoo Crawler: A program mainly used to create a copy of all the visited pages for later processing by Yahoo search engine. It will index the downloaded pages to provide fast searches. It can also be used for automating maintenance tasks on a web site, such as checking links or validating HTML code.



BIBLIOWISE

GLOSSARY

Yahoo Directory: An online guide to the World Wide Web. It is the catalogue of sites created by Yahoo's editors who visit and evaluate websites, and then organize them into subject-based categories and sub-categories.

Yahoo Search (see Search Engine Optimization): A unit of the Internet portal, Yahoo Inc.

Yahoo Search Submit Express (see Search Engine Optimization): A new search engine inclusion program. A single Yahoo Search Submit Express submission ensures that a user's URL is included in AltaVista, AllTheWeb, Overture, Yahoo Search, and many other search engines.



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