

Drafting Book-Level Keywords – Author Guidance

Keywords help readers discover your book online. They improve visibility in library catalogues, retailer websites, academic databases, and search engines. Effective keywords also help connect your book with readers who may be searching using related subjects, methods, places, periods, or themes rather than the exact wording of the title or subtitle.

Please provide a single list of **10–15 book-level keywords or keyword phrases** that describe the book. Choose terms that potential readers are likely to use when searching for a book on your topic.

Your keywords should:

- Describe the book as a whole
- Be no more than 500 characters in total, including spaces and punctuation
- Be listed in order of priority, with the most relevant terms first
- Include unique terms that are not already obvious from the title, subtitle, or blurb

Choosing Keywords

When preparing your keywords, please consider the terms that someone might use when searching for a book like yours. These may include:

- Disciplines or fields
- Subjects and concepts
- Research methods or approaches
- Geographical areas
- Historical periods
- Communities, groups, or institutions studied
- Adjacent or related themes in the book

You should think beyond the exact wording of the title and subtitle. For example, a book with ‘migration’ in the title may also be relevant to searches for terms such as ‘borders,’ ‘displacement,’ ‘asylum,’ ‘mobility,’ ‘refugee studies’ or ‘humanitarianism,’ where these terms genuinely reflect the books content.

When drafting your keywords, please avoid:

- Repeating the book title and subtitle
- Duplicating phrases already used in the blurb, unless they are essential search terms
- Using the same word repeatedly in different phrases
- Using only broad terms, such as ‘history,’ ‘culture’ or ‘sociology.’ without adding more specific

subjects, places, methods, or periods.

- Promotional language, such as 'groundbreaking,' 'important,' 'essential' or 'timely;'
- Temporary or time-sensitive terms, such as 'new,' 'pioneering' or 'first account'
- Special characters such as '&' or '%.'

Examples

The examples below show how keywords may combine field, topic, method, place, community, and related concepts. They are illustrative only and should not be treated as fixed templates.

Rebel Valley: Territorio, Infrastructure and Resistance in Alpine Italy

political anthropology; infrastructure; social movements; No TAV movement; high-speed rail; territorial politics; political geography; Val di Susa; Italian Alps; environmental conflict; activism; Italy

Jewish Cultures of Rest and Recreation: Encounters in Spa Towns and Resorts

Jewish studies; Jewish social history; leisure; tourism; spa culture; resorts; Marienbad; Catskill Mountains; modern Jewish life; family life; cosmopolitanism; twentieth-century history

Practices of Care in an Italian Eating Disorder Clinic: Rethinking Food, Family and Ethics

medical anthropology; eating disorders; ethnography; food studies; clinical care; care ethics; family; Italy; mental health; rehabilitation; patient care; healthcare