

Adding info about your book (metadata)

The metadata section of the *content.opf* file is where you will specify information about your book, including its title, creator, identifier, illustrator, publisher, subject, description, and more. Metadata is what makes it possible for potential readers to find your book. It is very important to add sufficient, accurate metadata for every ebook you publish.

The metadata section begins with the `metadata` element, which itself contains two further namespace declarations:

```
<metadata xmlns:dc="http://purl.org/dc/elements/1.1/"  
  xmlns:opf="http://www.idpf.org/2007/opf">
```

Those namespace declarations allow you to use elements and attributes from the Dublin Core (DC) Metadata specification (<http://dublincore.org/documents/2004/12/20/dces/>) and Open Packaging Format specification (<http://www.idpf.org/2007/opf/opf2.0/download/>), respectively, while keeping your XML document valid. Note that elements that come from the Dublin Core specification should be prefaced with `dc:` while attributes that come from the OPF specification should be prefaced with `opf:`.

Next, you must include a Dublin Core title, identifier, and language in your metadata section. We'll start with the title.

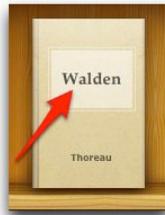
```
<dc:title>Walden</dc:title>
```

The title is not optional, and some ereaders won't even open a book that doesn't have one.

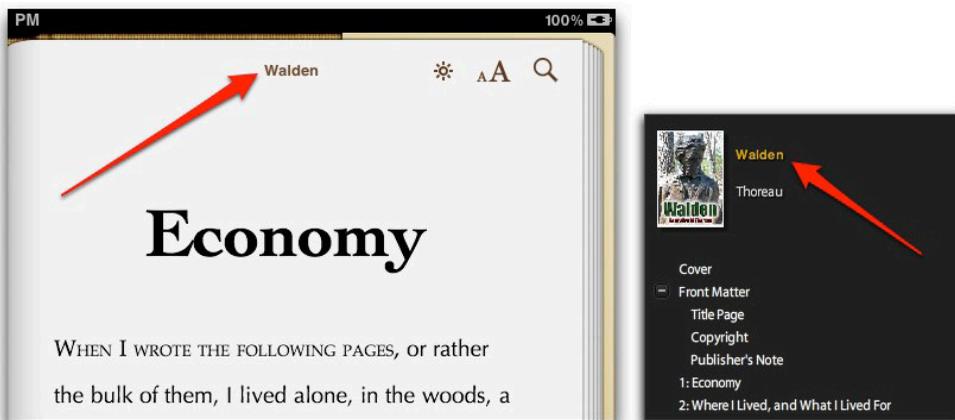
InDesign does not create a title by default. You must either add it within the program by following the instructions in "Add metadata to your ebook" in Chapter 2 or by following the instructions in the rest of this section to add it manually.

The specification says you must have at least one title (but possible more than one) and that though there is no current specification for how multiple titles should be handled by ereaders, they might take into account the `xml:lang` attribute, if present.

There are many places to specify a title of your ebook, but it is important to note that it is the content of the `dc:title` element that is used by most if not all ereaders to identify your book as shown in the following illustrations.



In iBooks on the iPad, the contents of the `dc:title` element are used for the cover if no cover image has been provided.



The title specified in the content.opf file is used to identify your book in the ereader. iBooks uses it on the cover if there is no cover image and also at the top of each right-hand page. ADE lists the title in the left navigation bar (right).

The second required element is `dc:identifier`, whose value should match the value you used in the `dtb:uid meta` element in the `toc.ncx` file and whose `id` should match the `id` of the `package` element's `unique-identifier` attribute. (InDesign can take care of this step for you when you export to EPUB.)

You can specify the *kind* of identifier used with the `opf:scheme` attribute. Although the specification does not yet define which attributes are allowed, I have seen *ISBN* (international standard book number), *DOI* (digital object identifier), *URN* (uniform resource name), *URI* (uniform resource identifier), and *URL* (uniform resource locator). Indeed, you can create multiple identifiers and identify the scheme of each.