

eBook Quality Checklist v2.0

This is a list of items that need to be checked when reviewing an eBook. This list is based on past auditing experience with these titles.

1. **READ THE TICKET:** Read the Correspondence of the ticket before you begin.
2. **METADATA:** Check the book title and author's name in the menu of a Kindle device; when in doubt, compare to the cover. If the spelling or wording is wrong, or if the metadata is in all caps, ask for a correction to the metadata.
 - a. **Series:** If the title page includes the name of the series above or below the book title, include the series name in the metadata (if above, Series Name: Book Title; if below, Book Title: Series Name). (**Note:** "A Novel" is not a series name; "A Jack Bauer Novel" is a series name.)
 - b. **Foreign Language:** If the book is in a foreign language, open the OPF file and confirm that the language tag is correct:
 - English = <dc:language>en</dc:language>
 - French = <dc:language>fr</dc:language>
 - Italian = <dc:language>it</dc:language>
 - German = <dc:language>de</dc:language>
 - Spanish= <dc:language>es</dc:language>
 - Portuguese = <dc:language>pt</dc:language>
3. **SRL:** The Start Reading Location (SRL) should reflect the author's intent for where he or she begins telling the story. Depending on the book, this can be whichever of the following occurs first: map, quote, poem, cast of characters, part, introduction/prologue, or first chapter. (If the first chapter/section does not have a heading, refer to it as "Start Reading" in the TOC and NCX, but do not add that heading to the page.)
4. **COVER IMAGE:** Confirm that the cover has been included in the converted file and looks good in both e-Ink and color. Make sure the cover doesn't include the spine, inside flap, or any portion of the back cover. If there is a problem with the cover, discuss it with the person who opened the ticket on the first pass so they have enough time to fix.
 - a. **E-Ink Legibility:** If any of the words on the cover can't be read in e-Ink, send a screenshot to the person who opened the ticket and ask them to have it fixed. (This isn't optional, the cover must be legible.)
 - b. **E-Ink Art Quality:** If the cover can be read in e-Ink, but the art looks bad, send a screenshot to the person who opened the ticket and ask them if they want to fix it or approve it as-is.
 - c. **Cover Pending:** If the cover hasn't been provided and the ticket does not say when it will be provided, contact the person who opened the ticket to find out when it will be ready. (We sometimes start conversions without the cover to get things moving.)

5. **COPYRIGHT: Print Artifacts:** Search for and remove print artifacts such as “The text of this book is set in ...” and “Printed in ...”. Keep references to the artwork as-is.
6. **NAVIGATION:** Make sure the HTML TOC guide item and NCX are included.
 - a. **What to Include:**
 1. **HTML TOC:** The HTML TOC should appear after the dedication; if there is no dedication, it should appear after the copyright. The HTML TOC should link to everything that comes after the HTML TOC. When TOC entries are changed, the NCX should be changed to match. (Exception: The capitalization of the NCX does not need to match the capitalization of the TOC; what matters is that each of them is a good customer experience.)
 2. **NCX:** At a minimum, the NCX should include every part and chapter, as well as the title page, copyright, table of contents, and back matter. If the NCX includes additional pages of front matter, let it be.
 3. **Notes:**
 - a. **MULTIPLE CHAPTER TYPES:** If the book alternates between chapters and another type of material that is set off with a page break and heading, such as dated journal entries, include all of these in the the HTML TOC and NCX. (Example: *Lost by Jacqueline Davies*, ASIN: B008PEFYAE.) When in doubt, please ask Tricia.
 - b. **RECIPES:** If a novel includes recipes, add links to the recipes in the TOC and NCX for a better customer experience.
 - c. **SNEAK PEEK/PREVIEW/SAMPLE/EXCERPT:** If a novel includes chapter(s) of another novel, the TOC and NCX should read, for example, "Preview: *Name of Novel*". Follow the language of the source for whether to use Sneak Peek, Preview, Sample, or Excerpt; use "Preview" if the source does not specify. Link to the beginning of the sample only.
 - b. **Formatting:** Unless otherwise requested, the HTML TOC heading should be centered and everything else should be left-aligned. For long entries, indent the 2nd line for a better customer experience. The links in the HTML TOC should match the chapter headings of that book in terms of capitalization, whether or not the word "chapter" is included, whether the chapter numbers are numerals or spelled out, etc. (Exception: If the chapter name is long and looks bad in all caps, ok to use initial caps in TOC instead.) Our SOP to match the chapter headings overrides matching the style of the source TOC.
 1. **Location and/or Time:** Chapter headings sometimes include the location and/or time; this should not be included in the HTML TOC and NCX, unless there is no other heading or number.
 2. **No Heading/Number:** If the chapter does not have any heading or number, the HTML TOC and NCX should list the first three words of the chapter followed by an ellipsis.

3. **Links:** All of the HTML TOC links should go to the right place, and be formatted so the user knows they are links (underlined in e-Ink; default link color and underlined on tablet).
 4. **Artwork:** If there is a page of artwork before each chapter, the TOC and NCX should link to the chapter instead of the art to meet the customer's expectations of where these links will go.
 5. **Black Text:** Some conversion houses hard code the TOC links in black. When checking the book on a tablet, change the background to black and make sure the TOC links don't disappear. This is a bad user experience. Tell the conversion house to remove the color tag so that the device will use default colors.
 - c. **First Chapter/Section:** If the first chapter/section does not have a heading, refer to it as "Start Reading" in the TOC and NCX, but do not add that heading to the page.
 - d. **Accessible from Kindle Menu:** The HTML TOC should be accessible from the Kindle menu.
 - e. **Nested NCX:** If there are parts and chapters, the NCX should include the parts and chapters on the same level. The only time that an NCX should be nested is in an omnibus and the omnibus should only have two levels max (1st level: books; 2nd level: everything else) because the devices only display two levels.
 - f. **NCX Language:** The NCX is visible to the customers on certain devices, so the entries must all be in the same language as the book and be spelled correctly. An easy way to check this is in the NCX view of Kindle Previewer. See the NCX Language Table for common translations.
7. **ART THROUGHOUT:** All art in the source should be in the Kindle book, including art at the beginning of chapters and in between sections.
- a. **Keep Size Proportional:** The image on the Kindle should be proportional to the image in the source (a full-page image should equal a full-screen image).
 - b. **Text Wrap:** If the source contains an image floated to the left or right of the text, we can do that in reflowable KF8. The text can wrap around the image or not, depending on how it's coded. (The Mobi7 version degrades gracefully; it puts the image above the text.)
 - c. **Height and Width:** In Mobi7, all art must include width and height settings in order to render properly. Height and width should match the pixel dimensions of the actual image file or a proportionally scaled value. (Check the code before asking a conversion house to recapture art; sometimes the problem is that the height and width info is missing.)
 - d. **Images Shifting:** Make sure image placement does not shift significantly when font size is changed on the device. If this happens, it is likely the conversion house has used "ems" in the code as spacing measurements. Percentages should be used consistently as it is more compatible across a variety of viewing screen sizes.
 - e. **Captions:** There should be two lines of space between the caption and the text that follows it.
8. **CHAPTER HEADINGS:**
- a. **Match Source:** Match the source regarding any heading designs, images, embedded fonts, etc.

- b. **Embedded Fonts:** Embed heading fonts whenever possible. When headings have embedded fonts, QA should confirm that they are a good customer experience on all KF8 devices. If we can't make them work on all KF8 devices, we should inform the publisher that we will use default fonts instead. (For Mobi 7 devices, we can use media queries with image captures when the publisher requests it.)
 - c. **Art:** When headings have artistic treatments, they should be captured as images to retain the book's look and feel. If the art can be separated from the text, the image and the text should be separate.
 - d. **Default Font:** If headings do not have artistic treatments and/or embedded fonts are not available, the conversion house should use default fonts instead of capturing headings as images.
9. **CHAPTER STARTS:** Chapter starts are where most books tend to establish a look. Ensure that the look of the design from the PDF translates to digital as well as possible AND makes sense in digital.
 - a. **Typos:** The conversion house may have hand-coded the chapter start, so check for typos such as opening quote missing in front of the drop cap, capitalization or spelling errors when words are changed from all caps to regular caps, and space missing after a one-letter word drop cap, which affects text-to-speech (Examples: "IWAS" instead of "I WAS", "ABIG" instead of "A BIG").
 - b. **Special Formatting:** The first few words of the chapter might have special formatting. Match the source regarding any small caps, bold, italics, embedded fonts, and/or drop caps. (If a book has drop caps in KF8, it has lift caps in Mobi 7.)
 - c. **Three-Word Limit vs. Following Source:** If the entire first line of the source has a special treatment (such as ALL CAPS, embedded font, bold, italics, etc.), the Kindle edition should only apply that special treatment to the first three words. Only impose the three-word limit when the entire first line has a special treatment; otherwise, match the source. If the entire first sentence has a special treatment, match the source.
 - d. **Embedded Fonts:** When chapter starts have embedded fonts, QA should confirm that they are a good customer experience on all KF8 devices. If we can't make them work on all KF8 devices, we will use default fonts instead.
 - e. **Drop Caps:** When drop caps have embedded fonts, QA should confirm that they are a good customer experience on all KF8 devices. If we can't make them work on all KF8 devices, we will use default fonts instead.

If the drop cap has too much space underneath it on the Fire HD, use this code: `span.dropcap {float: left; font-size: 330%; margin-left: 0.1em; margin-right: 0.1em; margin-top: -0.33em; margin-bottom: -0.5em; }`
10. **SECTION BREAKS:** Confirm that section breaks in the Kindle version match the source. Our goal is to make sure that customers will not be confused by the formatting of any scene change within the story.
 - a. If section break markers (fleurons) are used for all section breaks in the source, make sure they are reproduced with crisp quality.

- b. If section break markers are only used in the source when the section break occurs near or at a page break, remove them from the Kindle edition.
11. **BODY TEXT:** Read snippets of text as you are paging through each chapter. It never hurts to do a standard OCR search even if OCR errors are uncommon in these conversions.
 - a. **Hyphenation:** Use the spell-check script to check for joined or split words and extraneous hyphens (usually soft hyphens not removed from print). Train your eye to fixate on hyphen or em dash use. When in doubt, check hyphenated words in Merriam-Webster's Collegiate Dictionary, 11th Edition.
 - b. **Line breaks:** Check for unnecessary line breaks. Do not force line breaks in body text unless the line break is inherent to the meaning, such as in songs and poems.
 - c. **Margins:** Check for margins that are bigger than the default. We can use bigger margins for sections of a book, but we should not code wider margins for the entire book, even if the source has wide margins throughout. If the conversion house has done this, ask them to remove that code so the device can use defaults.
 - d. **Em dashes:** Em dashes should be coded as HTML entities. In English books, they should not be surrounded by spaces. Request this from the conversion house, but do not invest much time in checking it; what matters most is that the book is consistent with itself. Many foreign language books require spaces around em dashes; follow the source, using non-breaking spaces (& n b s p ;) when spaces are required.
 - e. **Ellipses:** Ellipses should be coded as HTML entities instead of three periods. In English books, do a quick glance to confirm that the conversion house has done this, but do not QA the spaces around the ellipses because it not a good use of our time. Many foreign language books require spaces after ellipses; follow the source, using non-breaking spaces () when spaces are required.
 - f. **Numbered lists:** Numbered lists should always be formatted with and tags so that they render correctly across all devices. If there are alignment problems, ask for the list to be formatted with these tags.
 - g. **Bulleted lists:** Bulleted lists should always be formatted with and tags so that they render correctly across all devices. If there are alignment problems, ask for the list to be formatted with these tags.
 - h. **Defaults:** Confirm that the body text font, size, and color can be changed by the user in KF8. (Using default fonts for body text is recommended, but not required. We can use a publisher's font for body text if it is readable on all devices.) Headings, chapter starts, and special paragraphs can use embedded fonts if provided by the publisher.
12. **FONT REPRODUCTIONS:** In the source, look for emails, text messages, handwritten notes, letters, or any other uses of font that wouldn't be supported in current Kindle specs.
 - a. **Options:** Other supported formatting can be substituted to signal to the readers' eye that this is separate from the "regular" text of the story: monospaced font, bold, italics, CAPS, indented text, etc. If a special font is needed, embedded fonts can be used for KF8.

- b. **Underlining:** Do not use underlining because a customer may confuse it with hyperlinked text; substitute bold or other formatting.
 - c. **Smaller text:** Avoid using a font size that is smaller than the regular font size. Customers report this as a bad experience. Use other supported formatting instead.
 - d. **Handwriting:** If reproducing handwriting is necessary to the story (editor can clarify), capture it as image, making sure size and legibility is appropriate.
 - e. **Font colors:** For headings and special material, we can keep font colors that are readable on all current background colors: white, black, sepia, grayscale/e-ink. Colors that aren't readable should be removed.
13. **BLOCK QUOTES:** Match all margins and indents in the source. (If text in the source is indented on the left and right margins, this is a block quote. If it isn't formatted correctly, tell the conversion house to "Wrap the text in <blockquote> tags and use
 tags for any paragraph breaks. Do not use <p> tags within <blockquote> tags or they won't work correctly." In Mobi 7, the <blockquote> tag displays as an indented left margin. In KF8, the <blockquote> tag displays as indented left and right margins.)
14. **CHARACTER SUPPORT:** Be sure to confirm diacritics. This is particularly important for titles that were translated from a non-English language and may have some of that language remaining in the text.
15. **RECIPES:** If a novel includes recipes, add links to the recipes in the TOC and NCX for a better customer experience. If the recipe starts on a new page in the source, match that in the ebook.
16. **FOOTNOTES OR ENDNOTES:** Make sure that footnotes and endnotes are all formatted, placed, and linked correctly. Check all links for accuracy. Having the PDF handy makes this much easier to test.
17. **ABOUT THE AUTHOR:**
 - a. **Heading:** If the chapter headings are flush left or flush right, center the About the Author heading. This provides good balance with the centered author photo.
 - b. **Caption:** Make sure the photo caption is legible and obvious that it is a caption. It is recommended to make the font italic and slightly smaller than regular font to make it more apparent that it is a photo credit.
18. **LINKS:** Check all hyperlinks in the book to make sure they work correctly and follow the guidelines below. For ease of use on all devices, all active links should be underlined. For a better customer experience, hyperlinks should be active, unless otherwise indicated by these guidelines:
 - a. **Links to locations within the book:** *Allowed.* If the book includes text such as "see page 73", the words "page 73" should be retained and should link to the relevant material. This also applies to cross-references to chapters, tables, figures, charts, etc.
 - b. **Links to Amazon.com detail pages (detail pages describe one product and have a buy or pre-order button):** *Allowed.* Link can use shortcut text, for example "Click to read *Name of Book*" (where name of book links to detail page).
 - c. **Links to Amazon.com author or publisher pages:** *Allowed.*
 - d. **Links to other websites:** *Allowed, provided they don't violate Amazon's standards for adult content.*

- e. **Fake links:** *Plain text allowed; should not be an active link.* If the book includes a link to a nonexistent website or email address, the link should be inactive and not underlined. Treat it as regular text.
19. **PRINT ARTIFACTS:** Search for and remove print artifacts such as “The text of this book is set in ...”, “Printed in ...”, barcodes, prices, and “comes with CD/DVD/audio cassette, etc.”.
 20. **SERIES CONTINUITY:** If the title is one of a series, do your best to ensure that they are converted in a similar manner so that they look the same in terms of chapter headings, chapter starts, and drop caps, but only if the print books have retained this design as well.