

Word2eBook

How to Create eBook Versions of Your Book

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Introduction

Have you been thinking about converting your print book to eBook? Perhaps you've read a few other articles about how to do that, some of which claimed it was easy, but then didn't really go into much detail about how to complete the task.

It isn't "easy." But it's not technically difficult either; just time-consuming. If you have lots of patience, you'll surely succeed.

Here's why.

First; eBook readers are like very rudimentary web browsers. They will not accept the fancy formatting you spent so much time on while producing your print version. They have very limited text presentation capabilities, and unless your book is very small and simple, it will require a significant amount of time and effort on your part to figure out how to exploit those limited capabilities so as to provide the best possible presentation of your book on the various reading devices.

Second; the conversion tools available at the present time are somewhat buggy and unrefined. They are not eminently "intuitive," lack support for certain fundamentally essential HTML functions, and occasionally translate perfectly good mark-up incorrectly, producing goofy errors that require you to come up with awkward *ad hoc* work-arounds.

If you have the time and patience, or simply can't justify having someone else to the project for you, here's a step-by-step guide, based upon my learning experiences.

Good luck with your first attempt!

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Check Your Premises

Articles often suggest you need only save your Word document as "filtered" HTML, and then convert that to the eBook formats using *Calibre*. That might work for a very simple, text-only book. If you try that with anything else, you will probably not be satisfied with the result.

Beginning your project with the intention of merely duplicating your print version in the "eBook format" will definitely turn into a frustrating waste of time, because that is simply *impossible*. It cannot be done. In the first place, there are two popular eBook file formats; Amazon's *.mobi/.prc* format, and the more standard *.epub* format used by NOOK, Apple, Google, and others. These two systems render content somewhat differently, and you'll no doubt want to adjust your two different eBook files as needed to achieve equal results, regardless of which product the end user has. Secondly, the various hardware readers will render your files differently, and end users will also be able to change things like the font, text size, line length, justification, color, and so on.

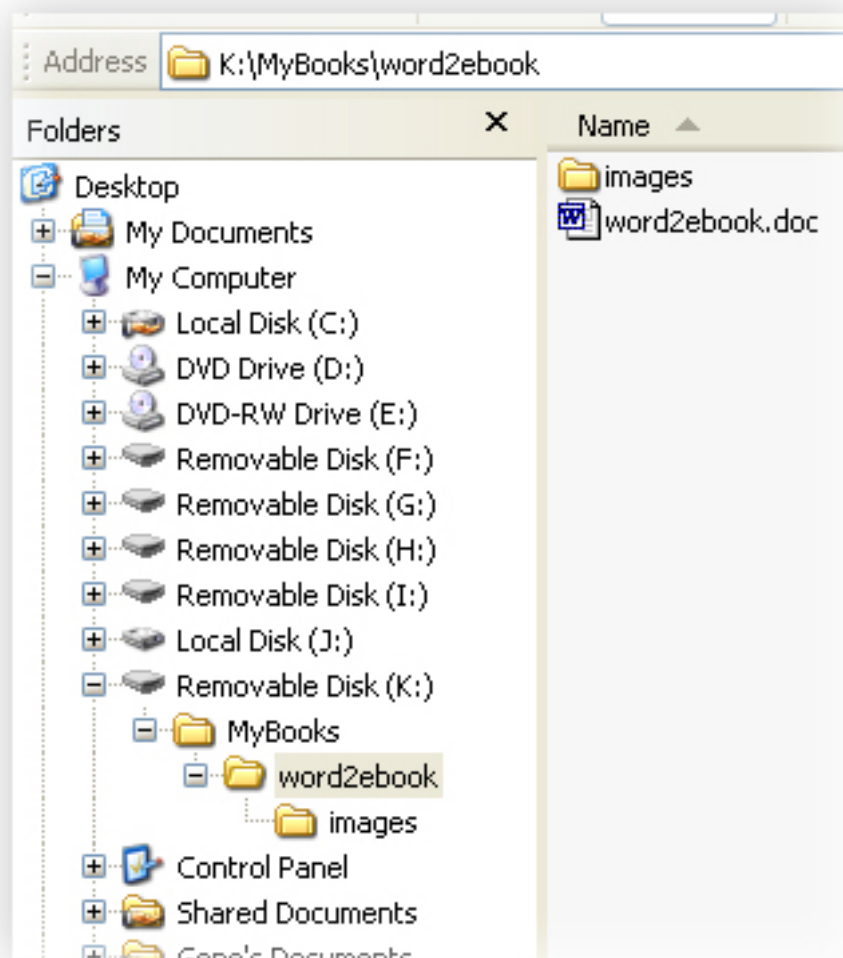
The best you can do is to create a clean, generic file that will render nicely with the typical defaults. Thus, begin with the attitude that you will be creating products that are intrinsically quite different than the existing paperback or hard-cover versions of your book. Not much of the formatting from your ink-on-paper products can be carried over into your electronic eBook formats.

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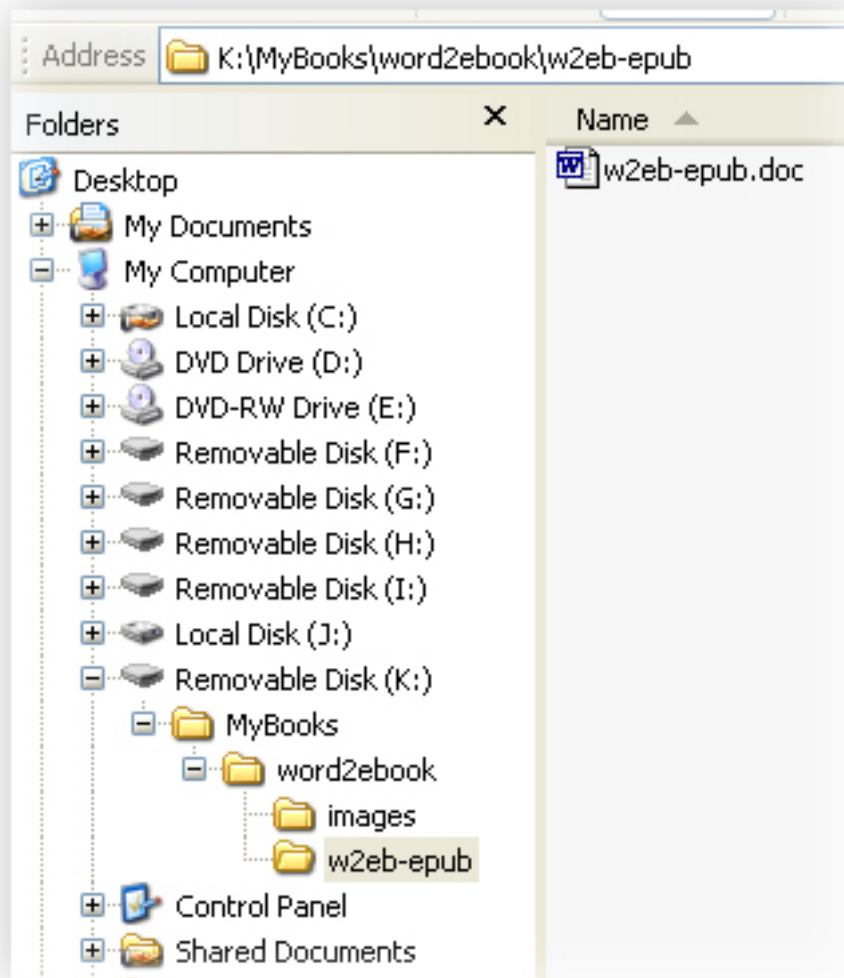
Trimming Your .doc File

Comment: The following assumes that you are starting with a finished, publishing-ready, manuscript originally created in Microsoft Word as a .doc format file. If your manuscript was created in some other application, chances are that application supports the .doc format, and will allow you to save a copy as a .doc file. Otherwise you will probably be able to find a free converter online.

Example: To simplify the following, I'll use this write-up as an example, as if it were a book entitled *Word2eBook*, originally created in Microsoft Word and saved as *word2ebook.doc* in a folder with the same name. The *images* folder, also shown below, contains copies of the original images used in the Word version of the book. My example files and folders will be referred to in the text as examples like this ... [*word2ebook.doc*], [*w2eb*], etc. These citations should be read as “i.e., the word2ebook.doc file”, “i.e., the w2eb folder”, etc.



1. Save a copy of your document to a new folder with a special name with a “-epub” suffix, such as “w2eb-epub” giving the file the same name: “w2eb-epub.doc.” You will be using this copy as the source for an HTML version of your book.



Note: If you don’t know much about “**H**yper**T**ext **M**arkup **L**anguage, don’t worry about it. You can think of eBook readers as very rudimentary web browsers, which support only the most fundamental implementation of HTML. You will easily pick up that much in the following steps.

Tip: To ensure that you will not inadvertently corrupt your print version manuscript, open its properties dialog and change its attributes to “Read Only” for the time being.

2. Going into the new eBook folder [*w2eb-epub*], open the working copy of your book [*w2eb-epub.doc*] in Word.

Note: Some claim that the Word-converted HTML file will be usable as is, but I doubt that is ever really the case. HTML produced by word (and various “doc2html”converters) is usually poorly formatted and often full of proprietary tags. That is a huge hindrance when you need to tweak the HTML file in order to publish quality eBook versions ... and you *will* need to do a lot of tweaking to get that result.

3. Before converting your working .doc file to .html, there are several things you can do first to ensure the cleanest result.

a. Does your book have images?

- Some readers now support color; others do not, and will convert your color content to grayscale. If you have color images, view each one in grayscale to ensure that it will be acceptable.
- Kindle, Nook, and Sony readers have an average 6-inch/600px screen width; iPad's is somewhat larger:

Summary (size/resolution)

iPad	9.7/ 1024 x 768
Kindle 3	6/ 600 x 800
Kindle DX	9.7/ 1200 x 824
nook/nook Color	6/ 600 x 800
Sony Reader(3 models)	7/ 1024 x 600
	5/ 800 x 600
	7.1/ 600 x 1024
Borders Kobo eReader	6/



Compulsory free education for children between ages six and sixteen came to Michigan in 1871. Everyone thought that was a good idea ... except property owners, who were forced to pay for it through the assessment of property taxes. Being charged according to the value of one's property rather than the number of family members actually using the school didn't seem to make any sense, especially to those having no children. And worse, those owning property felt they were being forced to pay for the schooling of the children of those who didn't. Collecting taxes from islanders, who received little else in exchange for their contributions to the county's kitty, proved to be somewhat of a challenge. Nevertheless, all island children were offered a quality education in a little schoolhouse that was finally built at the turn of the century.

The one-room school, built in 1899, accommodated students of all ages, beginning with the first grade. Eighth grade graduates were typically thirteen or fourteen. An eighth grade education was considered sufficient for any practical person. Those who wished to do so could go on to high school on the

The Island Schoolhouse



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Teachers were usually young men or women who went on to attend a County Normal teacher's school for a year or two

- Readers can reduce image widths if needed, but cannot enlarge them. This suggests that anything over 600px will work, relying upon the reader to

reduce them to fit. This isn't a good idea, because unnecessarily large images result in an unnecessarily large file size, wasting reader storage space. A 600px image width would fill the average 6-inch screen horizontally, although this would be reduced as needed to fit within the left/right text margins, as shown here (left). A smaller image will be rendered as is, and will usually result in a more attractive page layout. The image on the right, at 335px wide, occupies about 55% of the screen width, as expected ($335/600 = .55$).

- Images should have been inserted in your Word document in their native form, and not resized or otherwise tweaked using any of Word's image editing tools. What you see will otherwise not be what you get in your eBook file, because Word actually saves the original, plus your tweaking instructions. When you convert your .doc file to the HTML source for your eBook formats, the converter will output the original images, not the screen versions.
- To minimize the sizes of your eBook files, save all your images as .jpg types, with a resolution of 72dpi. To minimize image file sizes even more, simple items, such as bitmaps, can be saved as .gif images. A compression factor (sometimes called “quality”) of 60 will also greatly reduce the file size of original .jpg images.

Note: This compression ratio usually provides on-screen images that are indistinguishable from their original quality. However, images that have already been compressed will become pixilated when compressed even more, so proceed with caution.

- If your book has images, they will be stripped out of the text and saved in a separate folder when your .doc file is converted to an .html version. You can then rework them as necessary or desired, according to these considerations. Your improved images will remain linked to from within the .html file, and will appear automatically in the .html version of your manuscript. (There is no need to work with images within the Word domain.)
- b. To keep Word from trying to second-guess you as you make the following changes to your file, click on “*Tools > AutoCorrect Options...*” and un-check all the boxes under each one of the tabs in the “*AutoCorrect*” dialog.
 - c. Indexes are not supported, and are not necessary, since eBook readers have text searching capabilities. If your book has a Word-implemented index, remove it before you convert the manuscript to HTML. Use the search and replace function to find and delete all the field codes, then delete the index pages.

Tip: To find the field codes, the “Find what:” term is **^d xe ^?**
 - d. There must be no extraneous page elements in your Word file; since there is no support for such elements in the eBook formats. Page headers and footers, and text boxes must therefore be removed.

Hint: Text boxes used to position page numbers can be a real challenge to find after you've begun tinkering with your document, so look for these and delete them before you do other things that change the page layout. To help expose text boxes, touch [Shift+Ctrl+8] to turn on ¶ and reveal hidden formatting.

- e. Fancy features like drop caps are not supported so must be converted back to regular text.
- f. Footnotes and endnotes are not supported. If you wish to retain these, change the superscript references to bracketed references in regular text, and include the detail as endnotes in regular text at the end of the section, chapter or book.
- g. The various eBook readers will use a default font of their own, or one of the end-user's choosing. Select your entire document (e.g., pressing Ctrl+A) and change everything to the generic Times New Roman.

Note: If your book has special effects which are implemented by alternative font selections, you will need to devise a different method of achieving the effect, since eBook readers give you no font prerogatives. Replacing such text as an image is not usually recommended, because images will be resized, if needed, to fit the reader screen, and text in images usually does not scale nicely.

- h. If you have used font sizes other than 10, 12, and 14, the eBook readers will automatically change them to the closest lower or higher size, so you might wish to change any odd-sized text to one of these sizes to avoid surprises.
- i. If you have justified your paragraphs, change them to left-aligned (Ctrl+L).
- j. If you have any manually-implemented line endings, remove them, permitting the text to flow and wrap naturally. Remove any hyphens that you inserted manually. Remove any manually-inserted page breaks and section breaks.

Note: The eBook readers need to be able to freely reflow the text as needed for different size screens and fonts.

- k. Paragraph indents, if used, should be implemented using Word's paragraph formatting dialog, not by using spaces or tabs. Readers will indent the first line of each paragraph by default. You will be able to control this (indent size or no indent) from the HTML document.
- l. Blank lines used for spacing in the Word document will not be rendered predictably in the eBook formats. Replace blank line spacing using the Spacing: Before/After provisions in Word's paragraph formatting dialog.
- m. Support for tables in eBook formats is limited. If there are any highly formatted tables in your book, you will probably not be happy with the way they are rendered in the HTML version. Simplify them, else leave them as is, but be prepared to fix them up in the HTML file.
- n. If you have arranged anything using tabs, you will need to devise a different way of accomplishing the spacing. Tabs don't work in HTML, and the HTML converter is likely to produce a messy work-around, probably by converting tabs to spaces (successive ** ** entities.) You can let that happen, if you want, to see how it works out. If the result is too cumbersome, come back to your .doc file and remove the tabs, then reconvert it.

Tip: To remove tabs, use the search and replace function, with **^t** in the “Find what:” field, leaving the “Replace with:” field blank, and then click on “Replace All.” This removes all tab insertions from the text. (Using Word’s *Clear All* in the “Format Tabs...” dialog box removes tab settings, but not the tab characters embedded in the text.)

Example: The *Summary (size/resolution)* list appearing above is an example of tab-positioned content. When all the tabs are removed, that content will all fall back to the left margin. In the HTML domain, this content would probably render best if arranged using a HTML table. In this case, you could convert that listing to a table in Word, but it would probably be easier to just leave it and arrange it in an HTML table later.

- o. If your book has nested lists, as does this example, there’s bad news. The converters aren’t very good at handling nested lists, and differ quite significantly in this respect. Rework any lists in your .doc file using only regular decimal numbers and regular “disk” type bullets.

Note: The epub format handles only simple numbered and bulleted lists; there is no way to employ anything other than regular decimal numbers and black “disk” bullets, so the lower-alpha list type used here will be converted, unacceptably, to decimal numbers. Moreover, the **start=** attribute isn’t supported, so you cannot interrupt a list, for example with some intervening text, and then restart it with the next higher number (as happens in this example.) The mobi/prc converter is more cooperative in these respects, but has (at the time of this writing) a nasty bug which causes the first number in a list to inherit the formatting of the immediately preceding text. If that happens to be a header, with larger, bolder characters, the first number in the list will also be large and bold, which situations will force you to come up with some regular text to separate the header and the first item in the list.

Example: For this example, the only option will be to convert the ordered lists using the lower-case alpha characters to unordered lists with solid black bullets, after which the text will have some nested bulleted lists.

- p. If your book has a table of contents, you can retain that, although any page numbers shown will be irrelevant, so delete them along with their leader lines, if any. In the eBook readers, tables of contents are hyperlinked to the appropriate locations in the book. You can implement this in Word if you want to using bookmarks, or you can do this later in the HTML file.

Note: The programs you will use to create the .files for the eBook readers also have ways to build tables of content, but you will probably be happier with one of your own inline design and placement.

Hint: If you wish to use the Word method, here’s how. Bookmark all the headings that you want to appear in your eBook’s clickable Table of Contents, including the heading of your Table of Contents listing itself. To do this, highlight each heading (e.g.; **Table of Contents**), then click “*Insert > Bookmark...*” enter a “*Bookmark name*”, (e.g.; “TableOfContents”), then click *Add*.

Note: Word is likely to add some bookmarks of its own, usually with cryptic names. Keep the “Hidden bookmarks” box checked, and delete any bookmarks that you didn’t create. It will prove helpful if you use the heading itself, with spaced removed, as the name of your bookmark, as suggested above.

4. Having accomplished all the above tweaks, **SAVE YOUR DOCUMENT.**

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Converting to HTML

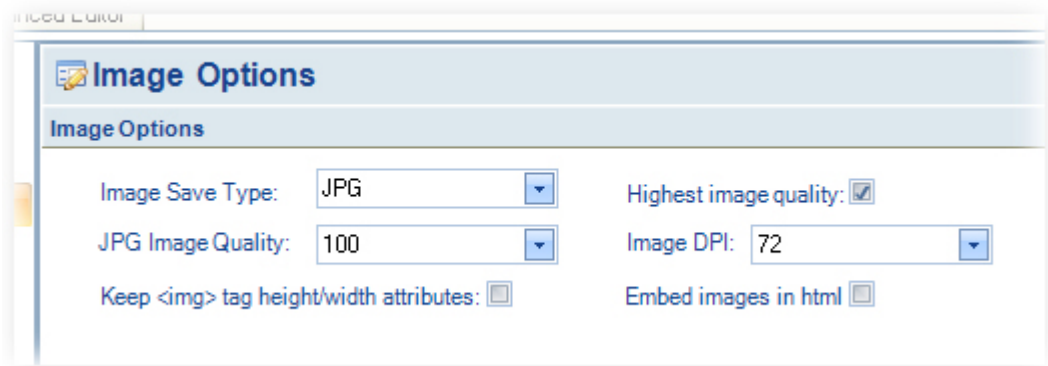
Comment: The programs that will create the eBook versions of your book use simple, standardized, HTML files as their source material. HTML files are essentially text files, with some simple tags added to specify how you wish to have the text rendered in the browser or reader.

1. Rather than use Word's "Save As..." mode to convert your .doc file to *Web Page, Filtered (*.htm or *.html)* as is usually recommended at this point, download and install [Word Cleaner – Doc To HTML Converter](#) (free 14-day trial version available.)

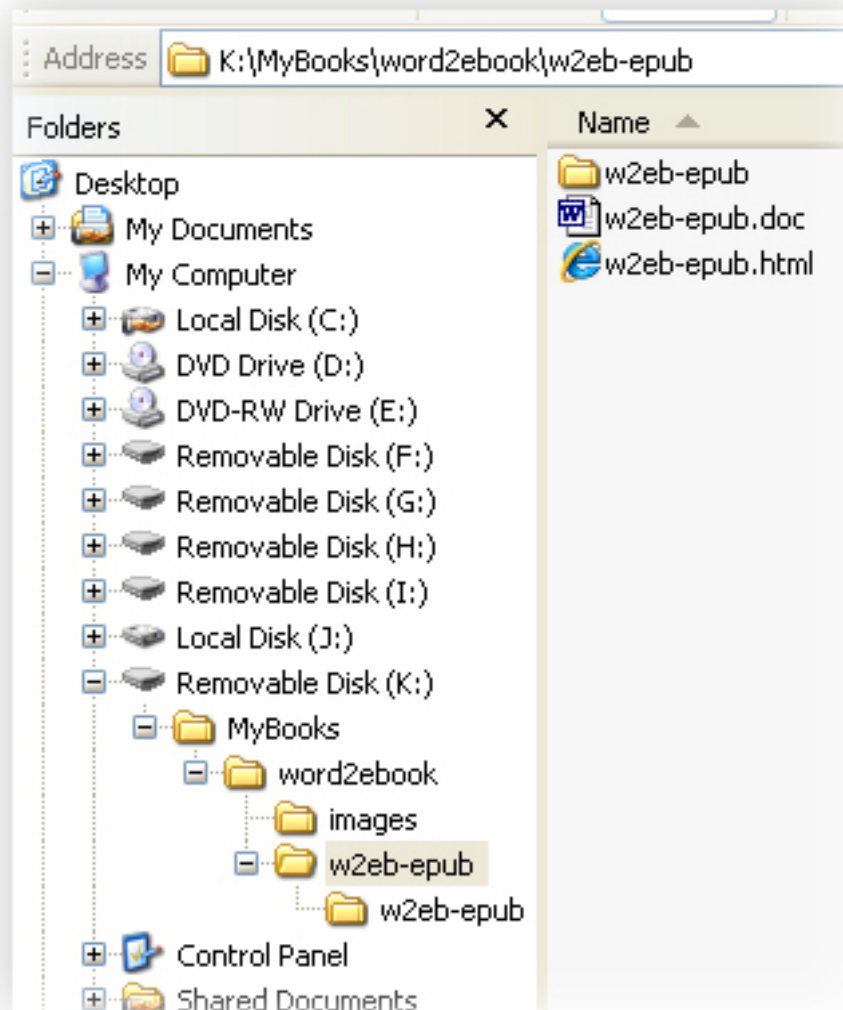
Note: Word's own HTML converter has always been infamous for inserting all sorts of strange and messy HTML in converted documents, in an attempt to duplicate the look of the original document (apparently for compatibility with Microsoft's *FrontPage* web development application.) In this case, duplication isn't the goal, and anything other than a very simple book will require some serious tinkering with the HTML, during which all that superfluous Word-generated bloat becomes a serious hindrance. The Word Cleaner application generates a much cleaner HTML file, preserving only essential text formatting, and any images found in the document.

2. You can convert your Word file using the simple "*Convert and remove formatting*" mode. Word Cleaner will create a matching .html [*w2eb-epub.html*] file in your working [*w2eb-epub*] folder.

Note: Unless you tell it otherwise, Word Cleaner will create HTML image tags with height and width attributes, which are irrelevant in eBook files. To turn that off, select the "*Convert and remove formatting*" option, then click on "*Edit Template.*" Then click on "*Image Options*" and establish the following settings.



3. When Word Cleaner creates the HTML version of your book, its images, if any, will be exported to a separate subfolder having the same name as the HTML file [*w2eb-epub*]. The images are now no longer embedded in the document. Instead, the HTML version contains links to the images at the place where they should appear in the text, and those links will identify the subfolder [*w2eb-epub*] as the location of the images. (Therefore, do not change the location of either the HTML file or the images.)



4. You will use this HTML version of your manuscript [*w2eb-epub.html*] as the development tool which will permit you to tweak each eBook version of your book so that it will present as nicely, and professional-looking as possible. You will make two versions; a *mobi/prc* version for Kindle readers, and a *epub* version for the NOOK, iPad, and all the rest. These two formats are significantly different, and each comes with its own limitations and quirks.
5. To continue, you will need five more software tools, all of which are free:
 - a. If you don't have a good text editor (not "Notepad"), get one. I use [NoteTab Pro](#). A free fully-functional trial version is available. A highly rated, but somewhat less user-friendly, free alternative is [Notepad++](#).
 - b. Get Calibre from [calibre-ebook.com](#). Calibre is used to create the .epub versions of your book.
 - c. Get [Sigil](#) from Google. You use Sigil to clean up your .epub code so that it conforms strictly to XHTML specifications (a requirement for Apple, and some other servers.)

- d. Get *Mobipocket Creator* Publisher Edition from www.mobipocket.com. You'll use this tool to add guides, metadata and a cover to your manuscript, then convert it to the .prc eBook format, which you will ultimately upload to Amazon.Com.
 - e. Get also the *Mobipocket Reader* viewer also from the same place. You will use this to view the .prc files you create using Mobipocket Creator.
6. From this point forward, the process involves modifying and adjusting things in the HTML file and regenerating the .epub and .prc versions until you finally get them to render acceptably in their viewers. This will be a back-and-forth process, probably involving many iterations until you are completely satisfied that you've achieved the best result possible.

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Preparing a Cover Image

Before continuing, you will need a cover image for your eBook, so prepare that now.

1. Move a copy of your front cover image to your HTML file's images sub-folder [w2eb-epub]
2. The recommended cover size is 600x800 pixels, with 500 pixels on the smaller side being the absolute minimum. Of course, that aspect ratio corresponds to the size of the typical reader screen, not to any standard book size, so either re-size your cover image so that its width does not exceed 600px, or its height does not exceed 800px. If your printed book is a 6" x 9" format, you might resize the cover image to 533 x 800 pixels at 72dpi. Larger images will also work since they will be automatically resized as needed, but they will unnecessarily bloat the size of your finished .epub and .prc files.

Tip: If you resize an existing cover layout, which has an aspect ratio of anything other than 1:1.5, it will not fit 600 x 800 screens nicely. Try resizing it without preserving its aspect ratio to 600 x 800. If the result is unacceptable, consider other techniques, such as cropping, or adding borders to either side by cloning edges, or etc.

3. The cover image can be in color, and should be saved in jpg format, with the usual 72 dpi resolution. Also try a compression factor of 60, and if the result is acceptable, use that.

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A Short HTML Primer

Don't know anything about HTML? Not to worry; HTML is not a programming language. It is simply a rather simplistic method of marking up text with signals that tell web browsers how you'd like it presented.

Consider reviewing the following even if you already know HTML, because this will let you understand how limited the support for HTML actually is. If it isn't mentioned below, you won't need it, else it probably won't work.

Think *Inside* the Box

Although I have been using the term "HTML" up to this point, the ePub format actually employs a mark-up system called "XHTML." XHTML is a cross between "XML" and "HTML."

XML's only purpose is to identify data by type, saying nothing about how it is to be displayed, or even if it is to be displayed. XML is commonly used in database operations, and has strictly enforced rules about how information is to be identified.

HTML is just the opposite, providing for screen display formatting, without caring about exactly what kind of information is being presented on the screen. Devised about thirty years ago, HTML came into public use in 1991, with only twenty mark-up elements. Over the years it has "grown like Topsey," as it were, and web browsers have been designed to accommodate all sorts of additions, variations and sloppiness. For example, HTML tags can be written in upper-case, lower-case, or even a combination of the two. That sort of chaos can be tolerated by today's personal computers, but not by lower capability hand-held devices with limited memory and processing power.

Hence XHTML, a version of HTML that combines a small set of basic HTML mark-up elements with the strict enforcement of rules adapted from XML.

If you are familiar with HTML, you can get away with treating your book's HTML files as "HTML," since the converter software will try to fix all the rule violations and convert your file to XHTML before producing an .epub or .prc version of it. The Kindle .prc version is fairly tolerant of flaws, but if you don't pay attention to some basic XHTML rules, you will definitely run into trouble when you try to validate your epub file.

1. XHTML strictly enforces a box model. This means that all content must be enclosed within an opening tag and a closing tag, and tags must be properly nested. You will easily understand how this works by studying the following illustration (used with thanks to the "xhtml.com" website.) With regular HTML, this would work ...

```
<p><b><i>The quick brown fox jumped ...</b></i>
```

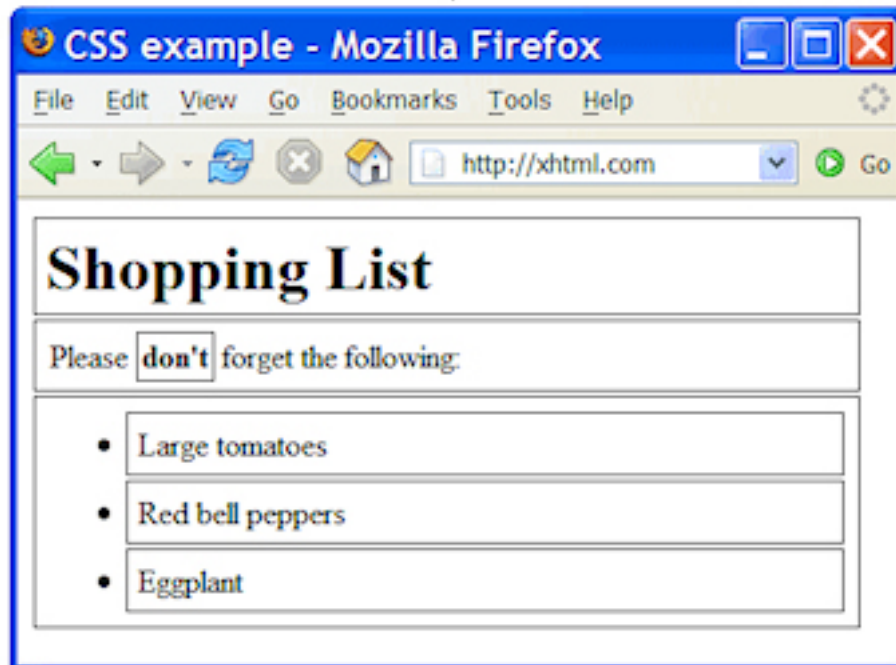
You can see that this is not box-model and rule compliant, because the **** and **<i>** are out of order, and there is no closing **</p>** tag to terminate the right-hand end of the box. XHTML will not tolerate this sort of sloppiness, requiring that the line be properly marked-up, like this ...

```
<p><b><i>The quick brown fox jumped.</i></b></p>
```

```

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
    "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en">
  <head>
    <title>CSS Example</title>
  </head>
  <body>
    <h1>Shopping List</h1>
    <p>Please <strong>don't</strong> forget the following:</p>
    <ul>
      <li>Large tomatoes</li>
      <li>Red bell peppers</li>
      <li>Eggplant</li>
    </ul>
  </body>
</html>

```



The block level elements (XHTML 1.0 strict interpretation) are ...

- | | |
|----------------------------|---------------------------|
| <blockquote> - quotation | <h6> - level-six heading |
| <div> - generic container | <hr> - horizontal rule |
| <dl> - definition list | - ordered list |
| <h1> - level-one heading | <p> - paragraph |
| <h2> - level-two heading | <pre> - preformatted text |
| <h3> - level-three heading | <table> - table |
| <h4> - level-four heading | - unordered list |
| <h5> - level-five heading | |

2. XHTML is case-sensitive, and does not support upper-case mark-up. All tags and attributes must be in lower-case characters.
3. Empty elements must be designated as such using a closing stroke ...

instead of `
` use `
`

instead of `` use ``

instead of `<h1>` use `<h1 />`

... etc.

4. Attribute values must always be quoted, for example: `<table width="90%">`
5. Identifier attributes must take the form of `id="..."` and an element may have only one. The `name="..."` identifier attribute is no longer supported.
6. Use [ASCII codes or HTML entities](#) for potentially confusing special characters:

instead of `&` use `&`; or `&`;


instead of `@` use `@`;

instead of `©` use `©` or `©`;

... etc.

These rules are all quite simple and easy to comply with. Paying attention to them as you work with your HTML file will help guarantee a good result on the first pass. In order for the ePub version of your book to be accepted on some sites (namely Apple's) it must successfully pass *EpubCheck*, a XHTML validation test. Unfortunately, when such validators fail your file, they will return some very cryptic and meaningless error descriptions, which you will need to research in order to determine what the error is, and where it is ... even for the most silly little thing. Hence, it's much easier to be careful about avoiding errors to begin with.

eBook HTML Fundamentals

1. Looking at your HTML file [*w2eb-epub.html*], you'll notice that most lines are contained within `<p>...</p>` tags. The "p" stands for "paragraph," and the area on the page between those two tags is treated like an imaginary box, or "block." Beginning with the `<p>` tag, all the text following will be word wrapped, line after line, until the `</p>` tag is encountered. At that point, the line will be terminated, with the focus dropped to a new lower line where the next paragraph might begin (similar to typing a very long line, then touching **Enter**  on your keyboard.)
 - a. As you can also see, the `<p>...</p>` tags are also used to manage short lines.
 - b. `</p>` closing tags also produce a line feed, adding a space between the closed line and the next lower line. To terminate a line without adding that line spacing, the `
` tag may be used, which stands for "break" (as in "line break".) If you discover any "`
`" tags, change them to the "`
`" XHTML syntax.

Tip: Use your text editor's search and replace function to replace all instances of `
` with `
`.

Note: The `<blockquote>...</blockquote>` element should create a non-indented block, with space above and below to set it apart slightly from regular paragraph text. The *Claibre* converter renders the element appropriately in these respects. However, *Mobipocket Creator* does not, inserting a small first line indent (about 1em per each `<blockquote>` tag) and failing to add sufficient before and after spacing, so you'll probably want to add that spacing manually.

- f. Text can be enclosed in `...` tags to make it bold, and between `...` (emphasis) tags to create italics. `<big>...</big>` and `<small>...</small>` tags are also supported, which make the text one increment bigger and smaller than the default size. For example ...

```
<p><center><strong><em><big>Gone With the Wind</big></em></strong><br />
<em>by Margaret Mitchell</em><br />
<small>1936</small></center></p>
<p><center>The story of Scarlett O'Hara, a headstrong Southern belle<br />
who survives the hardships of the American Civil War.</center></p>
```

...comes out like this ...

Gone With the Wind
by Margaret Mitchell
1936

The story of Scarlett O'Hara, a headstrong Southern belle
who survives the hardships of the American Civil War.

Note: Use `...` to create bold text; not `...`. Use `...` to create italicized text; not `<i>...</i>`.

- g. If you wish to center some text on a page, you could use the old HTML `<center>...</center>` tags, as shown above. Everything within these tags will be centered. A nicer way is to use the CSS style you added to the `<head>` section of your HTML file.

Note: The technique you are using here is called Cascade Style Sheets. CSS was invented as a means of overcoming the very limited capabilities of HTML. Almost any HTML tag can be modified in a variety of ways. The .epub and .prc eBook formats, however, have limited support for CSS which, at the present time, does not appear to be clearly defined anywhere, so its use is a matter of trial and error.

Here's an example showing how these styles can be applied ...

```
<p class="centered">Once upon a time<br />
in Arkansas,<br />
an old man sat<br />
at his little cabin's door</p>
<p class="centered">He fiddled out a tune<br />
that he liked to hear;<br />
a jolly little reel<br />
that he played by ear.</p>
```

This would be rendered like this ...

Once upon a time
in Arkansas.
An old man sat
at his little cabin's door.

He fiddled out a tune
that he liked to hear;
a jolly little reel
that he played by ear.

Note: `<u>...</u>` also works to underline text, although this is seldom used because underlined text can be confused with clickable hyperlinks.

- h. Images are embedded in HTML files using the `` tag. The image tag always includes at least one attribute, `src=` (meaning “source”) giving the name and location of the image:

```

```

In this example, the attribute includes the name of the folder containing the image, and the name of the image itself. For regular websites, it is helpful if the browser knows how much space to allocate for an image, so width and height attributes are usually included in the tag, in which case the above might look like this:

```

```

The `width="..."` and `height="..."` attributes are irrelevant in eBook file formats, since images will be downsized to suite the view and end-user settings. If they appear in your image tags, you can erase them, and any other attributes that happen to be included (such as `title="..."` and `alt="..."`), leaving just the very clean ...

```

```

- i. HTML link tags, in their simplest form, look like this ...

```
<a href="www.amazon.com">Go to Amazon</a>
```

This would ordinarily show up on a webpage as [Go to Amazon](#). Links to outside resources aren’t used much in eBooks, but links to internal locations are ...

```
<a href="#ch1">Chapter One</a>
```

This points to a target location, which is marked using a special naming link...

```
<a id="ch1">
```

Whenever someone clicks on [Chapter One](#) they will be taken to the place in the eBook where you placed the corresponding naming tag.

- j. Heading tags create bold text, and control its size with respect to the other text on the page. The choices are `<h1>` (large) though `<h6>` (small) ...

```
<h1>Chapter One</h1>
```

```
<h2>Chapter One</h2>
```

```
<h3>Chapter One</h3>
```

```
<h4>Chapter One</h4>
```

```
<h5>Chapter One</h5>
```

```
<h6>Chapter One</h6>
```

Chapter One

Chapter One

Chapter One

Chapter One

Chapter One

Chapter One

Note: Here again, header tags are rendered differently in Calibre’s .epub conversion, and Mobipocket Creator’s .prc version. You can use CSS to style these tags to suit yourself in the two different formats.

- k. HTML tables are often the only practical solution for appropriately arranging information. Support for tables is limited, different between the .epub and .prc converters, and poorly documented. So you'll need to keep them simple, and work using the "trial-and-error" approach.

A HTML "table" is really just a box, with boxes inside arranged in rows and columns. You can arrange content by sticking it inside the nested boxes. You create tables using three elements: `<table>...</table>`, `<tr>...</tr>`, and `<td>...</td>`. These represent, respectively, the beginning and end of the table box, the beginning and end of a horizontal row within that box, and the beginning and end of a data cell on the row. The data cells on the various rows align vertically to form columns. Each row must therefore have the same number of cells, although individual cells can be made to span more than one column, if needed. Individual cells can also be made to span more than one row. Thus, innovative arrangements are possible, even with simple tables ...

```
<table>
<tr>
  <th colspan="3">Example Table</th>
</tr>
<tr>
  <td>Northwest</td><td>North Central</td><td>Northeast</td>
</tr>
<tr>
  <td>Midwest</td><td>Mid-Central</td><td>Mideast</td>
</tr>
<tr>
  <td>Southwest</td>
  <td>South Central</td>
  <td>Southeast</td>
</tr>
</table>
```


Example Table		
Northwest	North Central	Northeast
Midwest	Mid-Central	Mideast
Southwest	South Central	Southeast

The mark-up for the last row in this example illustrates a more common arrangement of `<td>...</td>` elements, which can contain lengthy paragraph text, or images. When using tables to arrange text, the grid lines are usually not wanted, and may be turned off by adding an attribute to the `<table>` tag:

```
<table border="0">
```

Example Table		
Northwest	North Central	Northeast
Midwest	Mid-Central	Mideast
Southwest	South Central	Southeast

The `<th>...</th>` element is special variation of `<td>...</td>`, used to provide a bold, centered heading. Notice the `colspan="3"` attribute, which specifies that the data cell is to span three columns.

eBook Formats		
Amazon Kindle	.mobi/.prc	
Bns&Nbl NOOK	.epub	
Apple iPad	validated .epub	

In this table (grid lines shown for reference purposes only), the text in the cells is centered vertically and horizontally. “Middle” is the usual default for vertical positioning, so that need not be specified, but the usual default for horizontal positioning is left, so the attribute `align="center"` is included in each `<td>` tag. To create space for an image, the attribute `rowspan="3"` is included in the top `<td>` element for the last column. The full mark-up for this table looks like this ...

```
<table border="0">
<tr>
  <th colspan="3">eBook Formats</th>
</tr>
<tr>
  <td align="center">Amazon Kindlet</td>
  <td align="center">.mobi/.prc</td>
  <td rowspan="3">images/mouseebook.jpg</td>
</tr>
<tr>
  <td align="center">Bns&Nbl NOOK</td>
  <td align="center">.epub</td>
</tr>
<tr>
  <td align="center">Apple iPad</td>
  <td align="center">validated .epub</td>
</tr>
</table>
```

Note: While the eBook formats provide only for left-aligned or centered images, and without text wrapping, you can see how you can sometimes use a table to overcome those limitations. Be aware, however, that end-users can adjust font styles and sizes on reader screens that are not all the same size. If you decide to employ this strategy, check the look of it at various font sizes and screen widths to make sure it will not often fall apart in an unattractive and annoying way.

- HTML lists are often useful, but support is limited in the eBook formats. There are basically two useful types; “ordered lists” (numbered) and “unordered lists” (bulleted.) In XHTML, ordered lists use decimal numbers only, even if nested, and may not be interrupted, then resumed with the next consecutive number. Unordered lists use only solid black disc-type bullets, even if nested. Examples are ...

```
<ol>
  <li>One, Two</li>
  <li>Buckle My Shoe<li>
    <li>Three, Four</li>
    <li>Shut the Door</li>
  </li>
</ol>
```

- One, Two
- Buckle My Shoe
- Three, Four
- Shut the Door

<pre> One, Two Buckle My Shoe Three, Four Shut the Door One, Two Buckle My Shoe Left Shoe Right Shoe Three, Four Shut the Door </pre>	<ul style="list-style-type: none"> • One, Two • Buckle My Shoe • Three, Four • Shut the Door <ol style="list-style-type: none"> 1. One, Two 2. Buckle My Shoe <ul style="list-style-type: none"> • Left Shoe • Right Shoe 3. Three, Four 4. Shut the Door
---	---

Notice that lists begin with either an `` or `` tag, which indicates its type and which list item marker to use. List items must be enclosed in `...` tags. Lists can be freely nested to any level.

- m. The `<div>...</div>` element is block-type element that can be used as a container, usually for positioning content, but also sometimes to contain other non-block-level elements in order to satisfy XHTML's requirement that everything must be within a box of some sort. For example, you might have an image that is not related to any paragraph text; put it inside `<div>` tags. You can also nest block-level elements, such as paragraph text (`<p>...</p>`) within `<div>...</div>` elements to realize special margin offsets, background effects, and so on.
- n. Some useful Mobipocket custom tags are ...

```

<mbp:pagebreak>
<mbp:nu>...</mbp:nu>

```

These are not part of HTML, but are recognized by Mobipocket Creator for specific purposes. The first forces a page break; the second prevents underlining (nu = "no underline".) These proprietary elements may not be used in the ePub version.

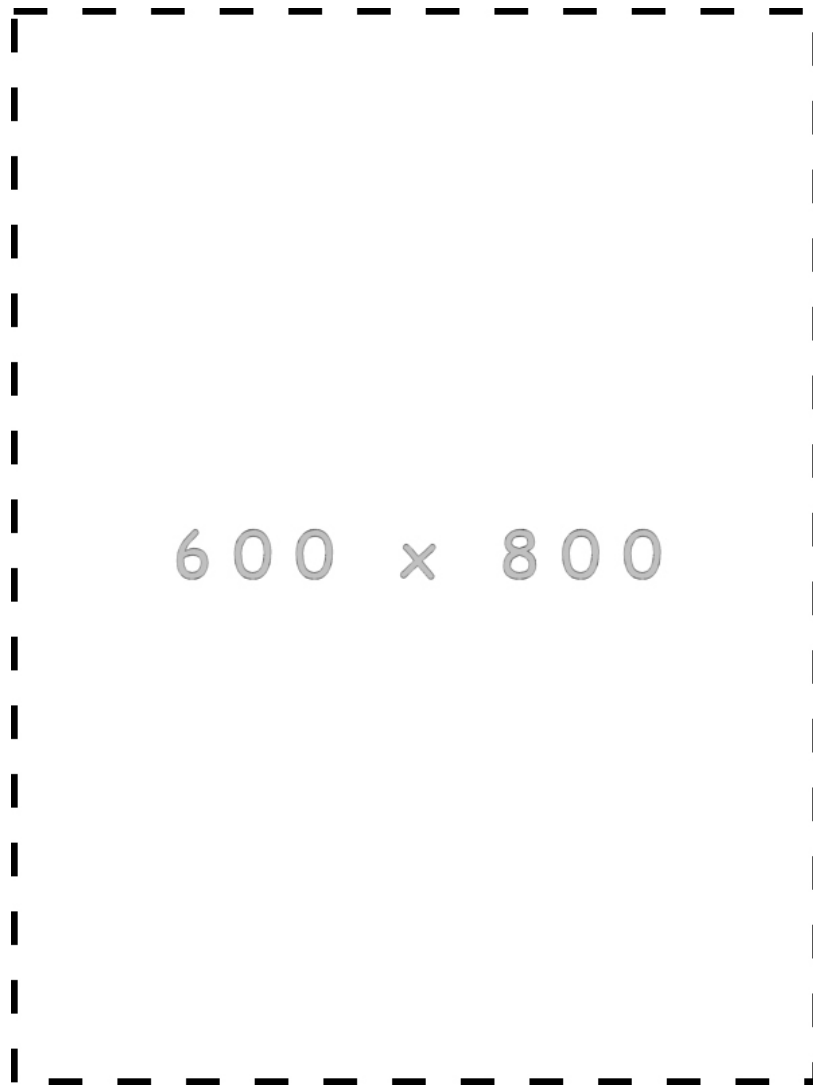
- ❧ -

Tweaking Your ePub/HTML File

Comment: Getting back to business, your task is to go through your eBook, section-by-section, and adjust things so that each one is as nicely formatted at possible. You can do this using your text editor and the Firefox web browser. Unless you have a lot of images, tables, or lists, most of your interior text will fall into place nicely without much attention.

The .epub format (NOOK, iPad, Sony, etc.) is the more difficult and fussy of the two, so it makes sense to create and perfect that version first. The resulting HTML produced can then be tweaked to create the .prc (Kindle) version.

1. You can do a lot to configure your epub format by working with the HTML file and your regular web browser. The [Firefox](#) browser is recommended, because you can install the nifty ["HTML Tidy"](#) validator, which will help you ensure that your HTML source file is error-free.



- a. Create a blank image that is 600px wide and 800px high, with a border around its edges. Save it to the same folder as your HTML file's other images as "600x800.jpg," then add this immediately below the `<body>` tag in your HTML file:

```

```

... replacing the sub-folder and file names with your own.

Tip: You can copy and paste the above image into your own image editing application and resize it to 600px x 800px.

- b. Open your file in FireFox, *Restore Down* the FireFox browser window and adjust the window size to fit this image (which will appear at the top of your eBook) to simulate a typical eBook viewer.

2. As you work with your HTML file, after each change, refresh the view and check the icon at the lower right-hand corner of the screen. Click the icon to see the details about any errors or warnings, and then correct them as needed before going on.



3. Configure the HTML file for the .epub conversion
 - a. Open the HTML file in your text editor. As a visual aid for yourself, and ultimately for end-users, create some white space between the sections in your book where breaks might logically appear, by inserting four blank lines; e.g.:

```
<p>&nbsp;</p>
<p>&nbsp;</p>
<p>&nbsp;</p>
<p>&nbsp;</p>
```

- b. If you used Word's bookmark feature, Word Cleaner will probably provide both "name" and "id" bookmarks. The .epub format does not support "name" links, so Sigil's XHTML validator will report them as an error. Remove all the `` links, leaving only the ``

Hint: Use your text editor's search function to find all instances of `<a name=` and then delete each such link manually.

- c. Insert this useful CSS immediately above `</head>` tag in your HTML file:

```
<style type="text/css">
h1 {text-align:center;}
p {text-indent:2em;}
.centered {text-indent:0em;text-align:center;}
.noindent {text-indent:0em;}
</style>
```

- Set the position of main headings as desired in the CSS "h1" style; "left" or "center".
 - Set the paragraph indent to 2em, or as desired, in the CSS "p" style. (the "em" equals about four spaces, so gets automatically adjusted for font style and size changes.)
- d. The converter also removes centered formatting, so re-center items as needed using the CSS `.centered` style as much as possible, else the `<center>...</center>` HTML tags.

Note: You may use the `<center>...</center>` tags only within block elements. You use the dotted styles as attributes within other tags, like this ...

```
<p class="centered">Paragraph text</p>
<div class="centered">Paragraph text</div>
```

- e. If you have centered tables in your book, add this line to your collection of CSS styles just above the `</head>` tag:

```
table {display:inline-table;}
```

... and then use the `<center>...</center>` method to center them on the screen.

- f. Clean up numbered and bulleted lists, if any. Unfortunately, Word Cleaner encloses list items in paragraph tags, like this ...

```
<li>
<p>Lorem ipsum dolor sit amet, consetetur</p>
</li>
```

This produces unwanted indents and line spacing, so delete the `<p>` and `</p>` tags in each line, leaving this:

```
<li>Lorem ipsum dolor sit amet, consetetur</li>
```

As previously discussed, the ePub format does not support list item markers other than decimal numerals and solid black bullets, nor is the `start=` attribute allowed.

If you have made extensive use of nested lists in your manuscript, you will need to convert them to simpler configurations. If you have nested ordered lists, you will need to break them up, else change everything under the parent list to unordered lists with bullet markers, otherwise all the child lists will have the same “1, 2, 3 ...” markers as the parent, which never looks right. Nested unordered lists, even with identical bullets, usually look okay.

Lists types may be freely nested to several levels, but not broken. In other words, you cannot stop an ordered list to insert some intervening content, and then restart it with the next successive number.

- ❧ -

Nicely Laid Out Content

4. Your “title page” should ordinarily be at the head of your eBook. It should include only your title, subtitle (if any) and author’s name. This will be easy. You can control font sizes to some extent using the heading tags, vertical spacing with non-breaking spaces and break tags, and horizontal positioning with CSS styles.

Note: Because end-users can change various presentation aspects, the “page” paradigm isn’t applicable to eBooks, and your eBook will present poorly if you attempt to create a page structure. Instead of thinking in terms of *pages*, think instead about arranging content in *sections*. Then it makes sense to provide some sort of separation between sections as a signal to end users that they’ve reached the end of an item, and are at the beginning of the next.

The Kindle .prc format does allow you to insert page breaks, using the mobipocket proprietary `<mbp:pagebreak/>` tag. This is a nice way to separate sections, because it causes the heading of the next section to appear at the top of the reader screen, as if starting a new page.

For your .epub format, one option is to simply use white space. Four lines of it will be sufficient, since there will usually be a heading of some sort at the beginning of the next

section, and more than four lines usually looks like too much blank space on small reader screens.

Another nice strategy is to use a device, as shown here.

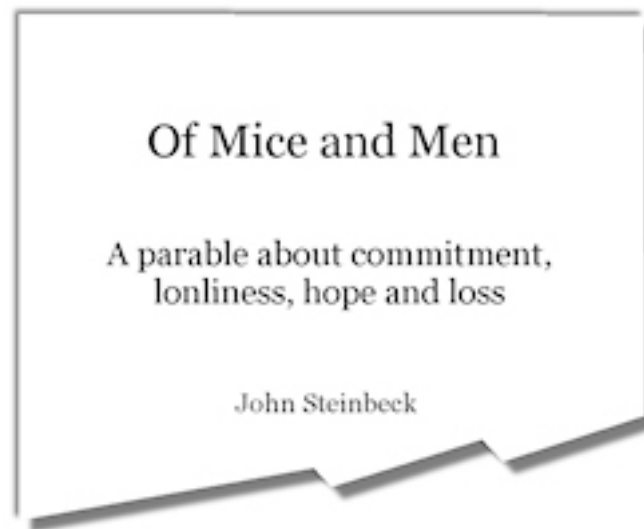


If you choose this approach, the device must be inserted as an image, not as a fancy, but non-generic, font character or symbol. Users can change fonts, and the font they select might not have an equivalent character or symbol. Keyboard characters ...

... are always safe, of course.

Here's an example title section ...

```
<p>&nbsp;</p>
<p>&nbsp;</p>
<p>&nbsp;</p>
<p>&nbsp;</p>
<h1 class="centered"><em>Of Mice and Men</em></h1>
<p>&nbsp;</p>
<p>&nbsp;</p>
<h2 class="centered">A parable about commitment, loneliness, hope and loss</h2>
<p>&nbsp;</p>
<p>&nbsp;</p>
<p>&nbsp;</p>
<p>&nbsp;</p>
<h4 class="centered">John Steinbeck</h4>
<p>&nbsp;</p>
<p>&nbsp;</p>
<p>&nbsp;</p>
<p>&nbsp;</p>
```



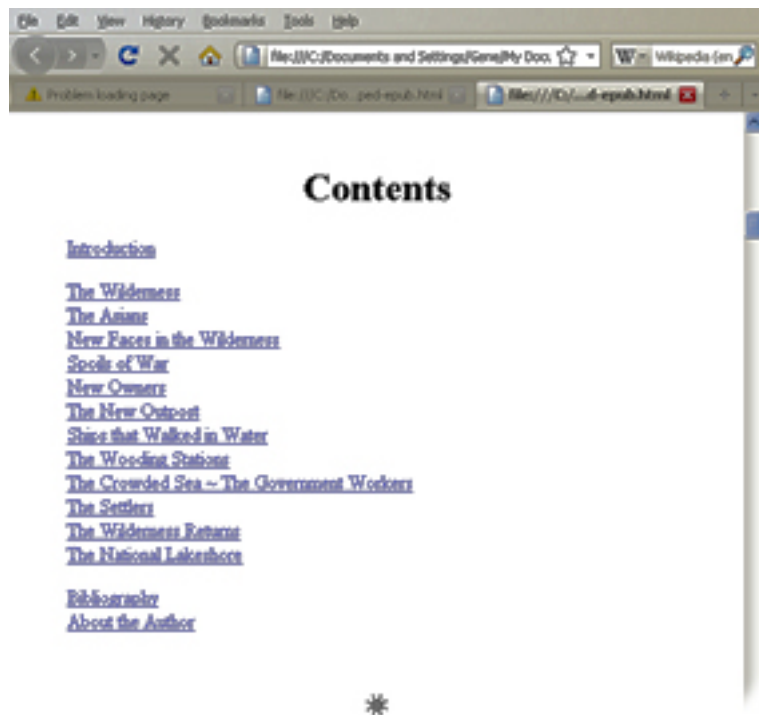
5. The next page will ordinarily be your copyright section. The same idea applies, although the exercise will probably be a little more rigorous (and fun.) You probably spent a lot of time laying that page out nicely in the print copy of your book, so it makes sense to duplicate that, as much as possible, in your eBook version.



6. If you have a dedication page, that would be next, followed by your table of contents. Your table of contents will be a list of links, rather than a table of pointers to page numbers, since your eBook will have no page numbers. Merely provide a header, such as “Table of Contents.” then a list of internal links pointing to naming links at the beginning of your book’s chapters or sections.

Here’s an example ...

```
<p><a id="Contents"></a></p>
<p>&nbsp;</p>
<p>&nbsp;</p>
<h1>Contents</h1>
<blockquote>
  <p class="noindent"><a href="#Introduction">Introduction</a></p>
  <p class="noindent"><a href="#TheWilderness">The Wilderness</a><br />
  <a href="#TheAsians">The Asians</a><br />
  <a href="#NewFacesInTheWilderness">New Faces in the Wilderness</a><br />
  <a href="#SpoilsOfWar">Spoils of War</a><br />
  <a href="#NewOwners">New Owners</a><br />
  <a href="#TheNewOutpost">The New Outpost</a><br />
  <a href="#ShipsThatWalkedInWater">Ships that Walked in Water</a><br />
  <a href="#TheWoodingStations">The Wooding Stations</a><br />
  <a href="#TheCrowdedSea">The Crowded Sea ~The Government Workers</a><br />
  <a href="#TheSettlers">The Settlers</a><br />
  <a href="#TheWildernessReturns">The Wilderness Returns</a><br />
  <a href="#TheNationalLakeshore">The National Lakeshore</a></p>
  <p class="noindent"><a href="#Bibliography">Bibliography</a><br />
  <a href="#AboutTheAuthor">About the Author</a></p>
</blockquote>
<p>&nbsp;</p>
<div class="centered">
  
</div>
<p>&nbsp;</p>
<p>&nbsp;</p>
<p>&nbsp;</p>
<p>&nbsp;</p>
```



- a. Starting from the top, a bookmark is provided for the table of contents, then two `<p> </p>` lines push the header down somewhat. The header, “Contents” is then enlarged and centered using `<h1>` tags which, in this case, are centered in the CSS style. The `<blockquote>` element is used to push the listings away from the left edge of the screen. Spacing between the “Introduction” line and the chapter headings is achieved by exploiting the line spacing of the `<p>` element, and `
` breaks where that spacing is not wanted.
- b. The list items are actually links, so they show up in blue with an underline. Each list item is linked to a corresponding `` bookmark tag at the point in the text where its corresponding header is located. Clicking a link takes you to that location in your eBook. The headers at those sections will be linked back here using the `` bookmark created at the top of this listing, so clicking any one of the headers will return the user to the Table of Contents.

Comment: You will probably come to prefer creating the book-marking/linking system needed for the table of contents manually in the HTML file, rather than using the Word book-marking method.

7. The next page is likely to be the first page of your book’s actual content, perhaps the first page of “Chapter 1”. The only issues here are usually the heading of each section, and the placement of images. If your text includes quotations or passages of poetry, some special formatting for those sections will probably be needed. From the foregoing information and examples, you have already seen some ways to handle these tasks.
 - a. If your book has images, your options are quite limited. They can be either centered, or placed against the left margin. In either case, the space on either side of the image will be blank, since there is no way to wrap text around images. Image tags always need to be placed inside a block-level element. When left-aligned, they can be included with text within `<p>...</p>` elements. For centered images, CSS centered `<div>...</div>` element will work.
 - b. Paragraph indenting is automatic. This can become an annoyance if you are in the habit of enclosing everything in `<p>...</p>` tags. Also, the default indent is probably smaller than you prefer. The solutions to the first dilemma are two: either do not use `<p>` as a container for anything but indented paragraphs, else style a kind of `<p>` that doesn’t get indented. The solution for the second is to use a style definition to change the default indent.
 - c. Here’s an example of what a typical such section might look like ...

```
<p><a id="HistoryThumbnail"></a></p>
<p>&nbsp;</p>
<p>&nbsp;</p>
<h1><a href="#Contents">History Thumbnail</a></h1>
<p>South Manitou was once the center of civilization and commerce in the
Manitou Passage. In fact, settlement in the area began on this little island.
Its ... </p>
<div class="centered"></div>
```

```

<p>One thing led to another. First it
was the &quot;wooders&quot;; ... the
young woodchoppers and various support
people needed to run that kind of ...
</p>
<p>As Chicago grew, travel between there
and Buffalo resulted in heavy traffic on
the lower Great Lakes. Long before
automobiles and paved roads, passengers
and freight traveled from New
York's harbor to Chicago by barge and
boat. Early ... </p>
<p>In time, things changed, and the boom
town gradually turned into a ghost town.
They left as they had come. As coal
became more commonly available and wood
increasingly expensive, the importance
of wooding stations declined and the
Island's ... </p>
<p>For twenty years, more or less, what
people had built on South Manitou
suffered the ravages of the elements.
Our works quickly molder and crumble
when not kept up, as if nature is no
respector of our creativity and is in a
hurry to rid herself </p>
<p>&nbsp;</p>
<div class="centered">
  
</div>
<p>&nbsp;</p>
<p>&nbsp;</p>
<p>&nbsp;</p>

```

- d. In the underlying markup for this section you can see the `` bookmark at the very top, to which the Table of Contents is linked. Next, notice how the heading "History Thumbnail" is linked back to the Table of Contents. This is merely an optional convenience; you might not choose to do this, since eBook readers all have a menu item or icon linked to the Table of Contents anyway.
- e. The CSS block at the top of the HTML file for this page is ...

```

<style type="text/css">
p {text-indent:2em;}
h1 {text-indent:0em;}
.centered {text-indent:0em;text-align:center;}
.noindent {text-indent:0em;}
</style>

```

In this section, the image is centered using the CSS `.centered` style. Include the `class="centered"` attribute within the tag as shown for

History Thumbnail

South Manitou was once the center of civilization and commerce in the Manitou Passage. In fact, settlement in the area began on this little island. Its protected, natural deep-water harbor made it the perfect refuge from bad weather. The island was densely forested, so when steamers began to sail the Great Lakes, its strategic location between the Straits and Chicago made it the best place to take on firewood for their boilers. Back then, when the "wooding" business was going great guns, a little "boom town" developed on the shores of "Crescent Bay".



One thing led to another. First it was the "wooders" ... the young woodchoppers and various support people needed to run that kind of operation. A dock was built, and even a little railroad to transport logs from the interior down to the bay. Then came the immigrant farmers ... homesteaders mostly from Bavaria. Life was good here, so brother enticed brother to come, then close friends, and before long there was a little farming community.

As Chicago grew, travel between there and Buffalo resulted in heavy traffic on the lower Great Lakes. Long before automobiles and paved roads, passengers and freight traveled from New York's harbor to Chicago by barge and boat. Early sailors quickly discovered that the Great Lakes, and especially Lake Michigan, were different than the ocean, being capable of kicking up treacherously angry seas without notice. As the disasters increased and the Lake Michigan shoreline became a graveyard for ships, the government launched an ambitious program to build lighthouses and establish lifesaving stations. That brought lightkeepers and surfmen to South Manitou.

In time, things changed, and the boom town gradually turned into a ghost town. They left as they had come. As coal became more commonly available and wood increasingly expensive, the importance of wooding stations declined and the Island's wooders were the first to go. Without the frequent and regular arrivals and departures of ferries and freighters, the cost of shipping became prohibitive, and one-by-one families abandoned their farmsteads for a better life on the mainland. Steel hulls and electronic navigation equipment turned lighthouses and foghorn stations into curious monuments to a simpler time. More out of sentiment than need, lighthouses were automated rather than closed, and after some 150-years of service the U.S. Lighthouse Service was merged into the U.S. Coast Guard. The day of the lightkeeper was over. There was no longer any work here for "wickies". Finally, in the early 1950's the Coast Guard, successor to the old U.S. Lifesaving Service, took down the flag for the last time. Most islanders simply locked their doors and left with little more than a few of their most treasured personal things, the rest of their possessions not being worth the cost of shipping to the mainland.

For twenty years, more or less, what people had built on South Manitou suffered the ravages of the elements. Our works quickly molder and crumble when not kept up, as if nature is no respector of our creativity and is in a hurry to rid herself of it. Shameless vandals and looters wantonly assisted in the process of destruction. In the early 1970's fortune smiled once again on South Manitou when the island became part of the newly authorized Sleeping Bear Dunes National Lakeshore. In time, the Park and its partners began the process of stabilizing and restoring what was left of the Island's historic and cultural resources.



anything you wish to have centered. All the paragraphs in this section are indented. If you have content you do not want to indent, add your `class="noindent"` style to the tag enclosing that item.

Finishing Up

1. End matter consists of material outside the main body of your book that may furnish useful references to the reader. Common types of end matter in printed books are references, appendixes, bibliographies and indexes.
 - a. As already mentioned, eBooks have no provisions for managing references in the form of footnotes or endnotes. The best you can do, if you must incorporate references, is to handle them manually. Insert a bracketed reference ^[1] inline with the text like this ...

`^[1]`

... then add the corresponding notes as the last page of each chapter or section, or at the end of the book itself. You can also link the index number to the corresponding item your reference page if you wish, using the same method used for your table of contents. For example ...

`^[1]`

- b. Appendixes and bibliographies do not usually raise any unusual formatting issues. Indexes are not needed, since eBook readers are likely to have an adequate search function.
2. Proof Reading and testing your eBook is a must. The conversion process can easily introduce flaws, especially in the form of inadvertently deleted text. This can be done using only your text editor and your FireFox browser with the *HTML Tidy* add-on.

Reminder: If you click the *Restore Down* button at the upper right-hand corner of the browser window and adjust the size of the window to about 600px by 800px, it will provide a reasonable approximation of what your content will look like on an eBook screen.

- a. Go to your table of contents and see that all the expected items are presented as links, and check each one to make sure it works.
 - b. If you have included links from section headers to your Table of Contents, ensure that they too all work.
 - c. Scan through your eBook visually inspecting one section at a time. Observe that your text items are formatted as you intended, and that any images are properly located, with adequate white space above and below.
 - d. Compare each page to a print copy of your book, looking for missing content. No need to read your entire eBook. Instead, working paragraph by paragraph on each page, ensure that no paragraphs are missing, and that the first few words and the final few words in each paragraph in your eBook match those in your print copy.

- e. Whenever making any changes or adjustments, keep your eye on the HTML Tidy result icon at the lower right-hand corner of the browser window, and correct the cause of any errors or warnings as they occur.
3. When you are satisfied that your HTML file is production-ready, it's time to try converting it to the .epub format.

- ❧ -

On to Calibre!

Calibre is an eBook library management tool, but is capable of converting between various eBook formats. You'll use it to convert your epub-optimized HTML file to the .epub format.

1. Open Calibre by clicking on its desktop icon.
2. Click on the "Add Books" icon, locate your "-epub.html" file, and click "Open."
3. Select your book in Calibre's listing window, and then click on "Convert books."
4. In the "Convert" dialog window, ensure that "EPUB" is selected in the upper right-hand corner, then click "OK."
5. An "EPUB" version appears within a few moments in the book details frame on the right side of the Calibre window.
6. Click on the "Click to open" link in the book details frame. As you will see, when you added your book in Step 2, Calibre created a new folder in your "Calibre Library," and a zip package containing a new version of your HTML file, and any other content linked to it; mainly your images. Then when you converted that ZIPed material to an EPUB version of your book, it stuck that .epub file in this same folder. Take note of where Calibre created this "Calibre Library" folder.

Note: the HTML file in the ZIP container is not the same as your working file. *Do not edit this version of the HTML file.*

7. To inspect the ePub version, click your book's title and the "View" icon (or Hot Key "V"). Calibre opens the .epub version of your book in its built-in eBook reader. Scan through your book from beginning to end to see how it looks. If you find things that you need to correct or readjust, make the necessary changes in your original working HTML file [*w2eb-epub.html*].
8. After having revised and corrected your original HTML file, select your book in Calibre's listing pane and delete it. Then go back to Step 2. above, and try again with the new version of your HTML file.
9. When you are satisfied with the way your book looks in Calibre's reader, click on the "Edit metadata" icon and fill in the "Meta information" fields.
 - "Tags" are basically classification terms. The Library of Congress "[Classification Outline](#)" and the "[Dewey Decimal Classification summaries](#)" can be helpful in selecting terms that properly categorizes your book.
 - If your print book has an ISBN number, you may enter it here.

Note: There is some controversy about whether or not ISBN numbers, which were originally devised for printed matter, can legitimately be applied to digital material. Some recommend attaching your print book's ISBN to the eBook versions, so that sellers who offer both (Amazon, Barnes & Noble, etc.) can relate your digital version to print versions, offering either on the same page.

- Click the “Browse” button under the “Book Cover” frame and find the cover you previously created in your HTML file's image folder [*w2eb-epub*].
- Moving to the “Comments” frame, enter a description for your book. For example:

Booklet Description: A pocket guide for visitors of Michigan's South Manitou Island at the Sleeping Bear Dunes National Lakeshore.

- Click the “OK” button to save this information, then regenerate your .epub file by highlighting your book in the listing frame and clicking once again on the “Convert books” icon.

Warning: Calibre includes your cover image and meta data with your ePub eBook only when you generate (or regenerate) the .epub version. If you change the cover or any part of the meta data, you must regenerate the .epub version.

Note: Calibre provides a way to edit and rebuild the .epub version directly (Hot Key “T” or right-click the title and select “Edit epub”.) That is sometimes useful for making simple changes or experimenting with alternatives. If you make changes using this Calibre capability, be sure to incorporate the same changes in your working HTML file. Because Calibre generates split HTML files and its own style formatting, you'll probably be more comfortable making changes in your working HTML file, as mentioned above.

Note: Be aware that when you delete your book from the Calibre library, the cover image and meta data are also deleted. Because of this, don't bother loading the cover and entering the meta data until you are completely satisfied with the .epub version.

10. Exit the Calibre program.

- ❧ -

Sigil Fixes Your EPUB File

Calibre actually converts your eBook to XHTML files. Over the years, HTML has evolved through several iterations, and browsers have been designed to accommodate them all, plus automatically correct for sloppy HTML markup and the errors developers typically make. All that redundancy is fine for computers, but hand-held devices need a more compact browser, and therefore cannot afford to be so accommodating. XHTML was therefore designed as a stricter and compact system. To ensure that the .epub version of your book is in compliance, and therefore not likely to garner a lot of customer complaints, some resellers require that it must successfully pass inspection before they'll accept it. The Sigil program will allow you to test your file, and also has a built-in implementation of the *HTML Tidy* tool that automatically corrects any problems in your .epub files.

1. Open Sigil by clicking its desktop icon.
2. Click the “Open” icon and locate your Calibre-generated .epub file in the “Calibre Library” folder.

3. Click the whiskbroom icon to enable Sigil's HTML Tidy feature, then click the green "Validate Epub" checkmark.
4. Hopefully, Sigil will report *No problems found!* Otherwise, note any complaint, correct your working HTML file accordingly, repeat the Calibre conversion process, and then try again.
5. Once you achieve a *No problems found!* result, ***be sure to save your cleaned up version of the .epub file before leaving Sigil.***

- ❧ -

EpubCheck - The Final Validation

1. EpubCheck seems to currently be considered the definitive validation tool. Go to the [Threepress Consulting, Inc.](http://www.threepressconsulting.com) website to use EpubCheck online.
2. Click the "Browse" button to locate the Sigil-cleaned version of your .epub file.
3. Click "Validate."
4. Hopefully, the *epubcheck* and *epubpreflight* validating tools will return a *Passed!* result. Otherwise they'll return a list of cryptic complaints and a link to a forum where you might be able to find out what they mean.

Note: When a long list of errors appears, the situation might not be as dire as it looks. A single flaw can cause the validators to report a variety of dependant errors, all of which will disappear once that error is fixed.

Tip: If Sigil returned a *No problems found!* result, EpubCheck will usually agree. If not, you might have neglected to save your file before exiting Sigil.

5. Once you achieve a *Passed!* result, the .epub version of your eBook can be considered finished and ready to publish.

- ❧ -

Use Mobipocket Creator to Generate the .prc Version

Having perfected your book's ePub version, converting your book to the Kindle prc format will be easier, but not necessarily "easy."

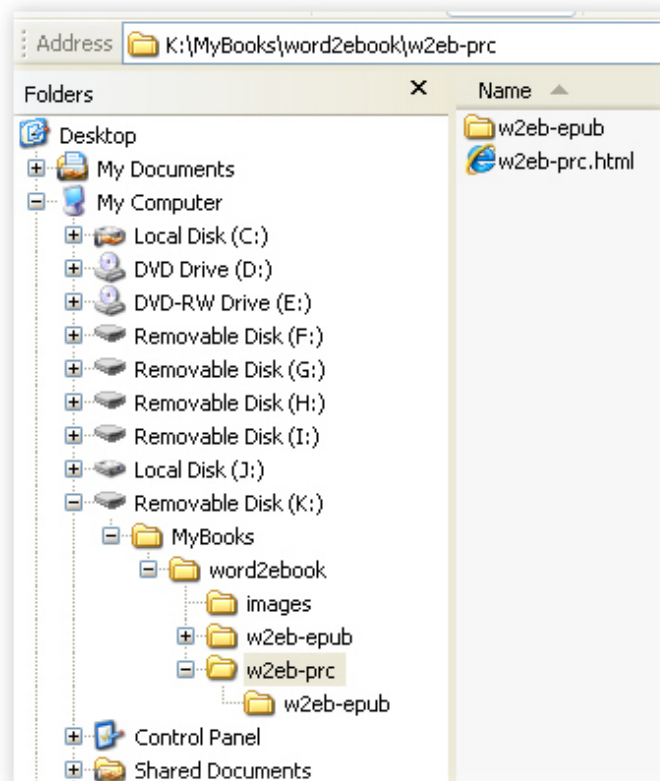
There are significant differences between the .epub and .prc formats, and the way the Calibre and Mobipocket Creator converters handle the task of generating the prc version. Since Amazon's Kindle reader is the only one that uses the prc format, and since Amazon owns Mobipocket, it seems likely that Mobipocket Creator is the better choice for generating this format.

1. Copy the HTML file [*w2eb-epub.html*] from your ePub [*w2eb-epub*] subfolder to its parent folder [*word2ebook*], and replace the "-epub" in its file name with "-prc" [*w2eb-prc.html*].
2. Open Mobipocket Creator ("Mobipocket Creator") by clicking on its desktop icon.
3. Click the "Settings" icon

- a. Set the “Default folder” by browsing to the parent folder *[word2ebook]*.

Note: Mobipocket Creator will save its work to a folder having the same name as your HTML file *[w2eb-prc]*. If such a folder doesn’t already exist under the default folder you declared above, it will create it.
 - b. Leave the other items in this column at their defaults
 - c. Set all the “editor” fields to the location of your text editor; for example:
“C:\Program Files\NoteTab Pro 5\NotePro.exe” (include the quote marks.)
 - d. Click the “Update” button to return to the “Home” screen.

Tip: Mobipocket Creator only saves things when you “Update” them. If you leave the screen without doing that, Mobipocket Creator will leave that screen without warning and your changes will not be saved.
4. Under “Import From Existing File” click “HTML Document” The “Import File Wizard” appears.
- a. Use the “Browse” button next to the “Choose a file” field to find your “-prc.html” *[w2eb-prc.html]* file, and then click the “Import” button. You will then land at the “Publication Files” screen, with your “-prc.html” file listed.
 - b. Use Windows Explorer to see that Mobipocket Creator has created a new subfolder with the same name as your html file.
 - c. Copy the folder containing the images for your “epub.html” version into this new folder.
- Note:** this new subfolder contains a new working copy of your “-prc.html” file. You may delete the copy you placed in the parent folder.



- d. Under the “View” menu at the left, click on “Cover Image,” then click “Add a cover image” and locate the cover image you prepared above. Click “Update” to exit the “Cover Image” screen, saving your selection.
 - e. Under the “View” menu, click on “Metadata” and fill in all the fields that you can at this point observing the helpful instructions next to each field. These items can be updated any time prior to publishing your finished prc file at Amazon.Com. Click “Update” to exit the “Metadata” screen, saving your entries.
 - f. Under the “View” menu, click on “Guide,” then click “New guide item,” then:
 - Enter “Table of Contents” (without quotes) in the “Title” field.
 - Select “toc” in the “Type” field.
 - Browse to your “-prc.html” file, then add a an octothorpe character (“number sign”) and the value in the “id=” attribute at your book’s table of contents. For example ...
w2eb-prc.html#TableOfContents
 - g. In the same manner, click “New guide item” again, and ...
 - Enter “Beginning” (without quotes) in the “Title” field.
 - Select “start” in the “Type” field.
 - Browse to your “-prc.html” file, then add a an octothorpe character (“number sign”) and the value in the “id=” attribute of whatever bookmark you wish to use as your “begin reading” location (i.e., the first page of your book after its front-matter.) For example ...
w2eb-prc.html#Introduction
 - h. Click “Update” to exit the “Guide properties” screen, saving this information.
5. To have a first look at your project, select your book’s filename and then click the “Build” icon. Accepting the default settings in the “Build Publication” dialog, click “Build.”

Note: For most publications, “Standard Compression” is a sensible choice. “No Compression” might be useful for small files with special requirements, and “High Compression” for very large manuscripts.

Note: You probably will not want to apply any protection to your book. Passworded encryption might apply in special circumstances where, for some reason, you feel you need to limit access to your eBook. “DRM” (Digital Rights Management) is a scheme designed to protect against unauthorized sharing (“piracy”,) but may be more of a nuisance for legitimate buyers who wish to view the book on different platforms. Furthermore, DRM-removal software is commonly available on the Internet, so the effectiveness of the scheme is questionable anyway.

Tip: Large and/or complex HTML files may take a minute or more to build. Meanwhile the progress bars and the “Estimating remaining time ... “ indicator are not very helpful. Wait patiently for the “Build finished” screen to appear.

- a. Observe the “Show build details >>” area on the resulting “Build finished” screen. Hopefully, there won’t be any “Warnings” associated with it. If there are, click the button to see what the complaint is, fix the problem(s), and try

the build again. Otherwise, click the “Preview it with the Mobipocket Reader for PC” radio button, then the “OK” button.

Note: Errors commonly reported are simple “can’t find” guide item bookmarks, covers, or other images.

6. Upon inspecting the build result in the Mobipocket Reader, you are sure to find several other things that need correction or improvement.
 - a. You can edit your HTML source file from within the Mobipocket Creator application. Click Mobipocket Creator’s “Files” icon, select your book in the “Publication files” listing, and then click the “Edit with HTML editor” link.
 - b. You can incorporate page breaks in the .prc format. If you want to do that, use your text editor’s search and replace function to replace the four line feeds used to create section separations in the ePub version with this ...

`<p> </p>`
`<mbp:pagebreak>`

- c. Mobipocket Creator also provides a means of removing link underlining. To remove underlines from the links in your table of contents and elsewhere, insert the proprietary `<mpb:nu>...</mpb:nu>` tags like this.

`<mpb:nu>Introduction</mpb:nu>`

7. After editing your HTML source file, rebuild the .prc file and have another look at the Kindle version of your eBook using the preview link. Repeat the edit/rebuild/review processes until you are completely satisfied that your Kindle version is as good as it can be.
8. There is no stand-alone validation system for .prc files. File-checking is done when you upload your .prc file to Amazon.Com.

- ❧ -

Deployment!

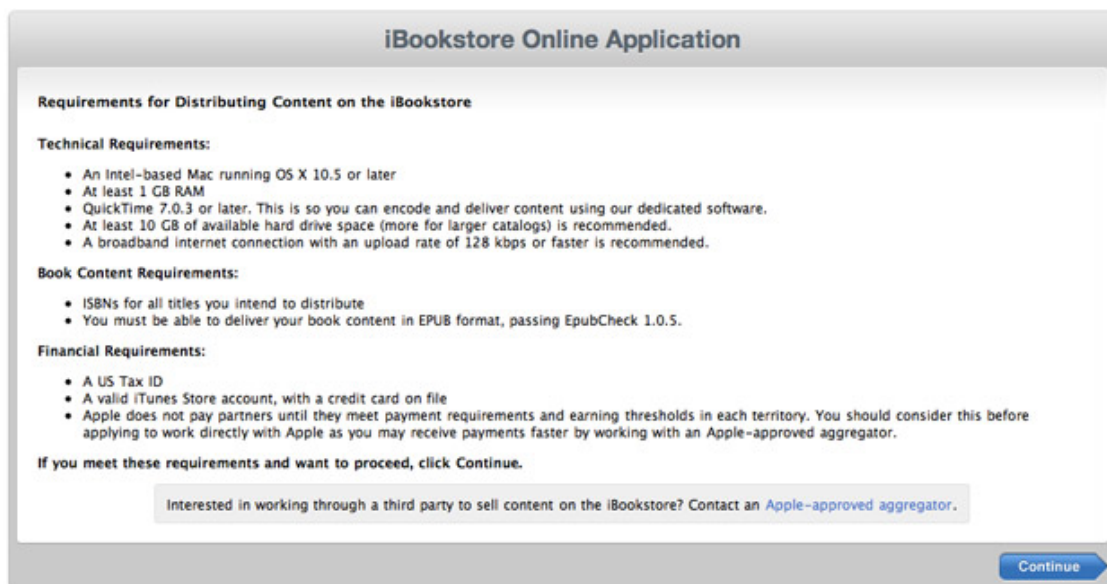
Uploading your Kindle-ready eBook to Amazon is surprisingly easy.

1. Before you begin this process, you might wish to watch this short "[How to Publish to Kindle](#)" YouTube video which Amazon has prepared for you. It will show you what’s involved in signing up and uploading your material, removing much of the anxiety associated with the process of launching your first eBook.
2. Go to [Amazon.Com](#) and create an account by filling in two or three pages with your personal and payment information. Then, at the “Bookshelf” screen, click on *Add a new title ...*, fill in some information about your book (much of which will be on its copyright page, if it has one), upload your cover image and .prc file ... and that’s all there is to it. You will then be given an opportunity to preview your eBook in a special, online Kindle viewer to ensure that it is ready to go “live.”
3. If your print version is already listed on Amazon.Com, within a day or so, your eBook version will also appear on that page. Otherwise, come back to your KDP

(Kindle Direct Publishing) account and when your work is listed as having gone “Live”, copy the ASIN number Amazon assigned to it, then go to Amazon.Com and search on that number to locate your listing.

As for your epub version, you have choices. You can publish it without any fees at [Google](#) and [Barnes & Noble](#). Their sign-up and deployment processes are very similar to Amazon.Com’s. Google’s “Google Editions” platform is somewhat less than intuitive, so pay attention to their helpful comments and instructions and follow them carefully. Barnes and Noble’s “PubIt!” platform is easier to work with, although the site (at least as of this writing) sometimes tends to be less than totally cooperative.

If you’re interested in having Apple sell your work, you’ll probably choose to publish it through an Apple-approved aggregator. To get into the Apple ibook store on your own, you’ll have to jump through all the Apple-imposed hoops ...



The screenshot shows a web application window titled "iBookstore Online Application". Inside, there's a section titled "Requirements for Distributing Content on the iBookstore". This section is divided into three categories: Technical Requirements, Book Content Requirements, and Financial Requirements. Each category has a list of bullet points detailing the necessary hardware, content format, and financial/legal conditions. At the bottom, there's a "Continue" button and a link to contact an Apple-approved aggregator.

iBookstore Online Application

Requirements for Distributing Content on the iBookstore

Technical Requirements:

- An Intel-based Mac running OS X 10.5 or later
- At least 1 GB RAM
- QuickTime 7.0.3 or later. This is so you can encode and deliver content using our dedicated software.
- At least 10 GB of available hard drive space (more for larger catalogs) is recommended.
- A broadband internet connection with an upload rate of 128 kbps or faster is recommended.

Book Content Requirements:

- ISBNs for all titles you intend to distribute
- You must be able to deliver your book content in EPUB format, passing EpubCheck 1.0.5.

Financial Requirements:

- A US Tax ID
- A valid iTunes Store account, with a credit card on file
- Apple does not pay partners until they meet payment requirements and earning thresholds in each territory. You should consider this before applying to work directly with Apple as you may receive payments faster by working with an Apple-approved aggregator.

If you meet these requirements and want to proceed, click Continue.

Interested in working through a third party to sell content on the iBookstore? Contact an [Apple-approved aggregator](#).

Continue

If you wish to distribute your eBook files for free, you can simply make your .epub and .prc files available for download on your own website, else Google “free ebook websites” to see what all the other choices are.

Good luck! And best wishes for a successful eBook publishing career.

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What’s Your eBook Worth?

In the opening two sections above, you were encouraged to accept the idea that your ink-on-paper book and your eBooks would be two much different things; that your eBooks would not simply be digital reproductions of your print book. That sort of thinking is also appropriate to pricing considerations. Google initially priced eBook versions at a percent of the lowest print version price, but that has clearly proven to be inappropriate, guaranteeing that Google would be priced well above everyone else.

Apple iTunes established a convention of pricing everything at 99-cent price breaks, and has applied that same policy to digital publications, so eBooks, by convention, are usually priced accordingly ... \$0.99, \$1.99 ... \$9.99, etc ... regardless of marketplace.

The “sweet spot” is often considered to be \$2.99, since that’s where buyer price resistance seems to break, and because that is also where the bigger reseller royalties kick in. Some claim to have discovered that the earnings are better with a 99¢ price, even with the reduced royalty. Others say that they switch back and forth; using the 99¢ to get their rankings up, then switching to \$2.99 to increase their revenue. (And, of course, there are many who sell little or nothing even at the 99¢ price.)

Perhaps you’re thinking about receiving the same compensation as you receive for your print copy books.

Your 6” x 9” perfect bound book on Lightning Source, priced at \$9.95 and wholesale discounted 55% would net you about \$2.49 per copy. To equal that with your same-title eBook on Amazon.Com, your price would have to be \$3.56 per copy. That might not look like an attractive deal to buyers accustomed to seeing \$2.99 pricing. It might be better to go to \$2.99 and settle for a \$2.09 royalty. This would be your call.

Your letter size manual, priced at \$29.95 with a 55% discount yields a return of \$7.95 at Lightning Source, so you would have to offer your eBook version for \$11.36. But that’s outside Amazon.Com’s \$2.99 - \$9.99 big royalty price bracket, so you will have to settle for the 35% rate, earning just \$3.98, else drop your price to \$9.99 to get back into the 70% category, earning \$6.99 per copy. That’s a choice that seems to have been made for you.

Of the several online places where you can offer your eBooks, Amazon.Com is probably the best first choice. Whatever pricing you establish there would logically apply everywhere else. If you can work the ibook store independently, you can evidently qualify for a 70% compensation rate. If you work through an Apple-approved aggregator, the deals vary, but the “middle-man’s” share will come out of your pocket.

And so it goes. As every marketer knows, pricing is an art.

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Too Much Work – Too Little Time?

Search on “eBook conversion services” to find thousands of solicitations from services offering to convert your Word or PDF document to an eBook format.

Many of these are “cookie cutter” applications (or “meat-grinders” in the Smash Words vernacular,) but if your book is plain text with few, if any, images, you can probably depend upon a good result at the prices shown. These systems will probably not produce an acceptable result when attempting to convert manuscripts that have lots of images, lists, tables and special text formatting. That can become a labor-intensive, and therefore more costly, project.

The present state of the art leaves much to be desired. The file formats vary and are not well-developed. Conversion schemes produce dissimilar results. Reading platforms render the same file differently. You will probably discover that perfection cannot be

achieved, regardless of who converts your manuscript to the eBook formats. Paying someone else big bucks will not necessarily buy you a flawless result, because no matter what their level of expertise, the technology itself is, as yet, imperfect.

Unless your personal time is extremely valuable, practical economic considerations will probably dictate that you should do your project yourself.

And there is no reason to believe that the result will not be just a good.

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[End]