**Crafting Keywords for your book: A Guideline**

**Keywords** for your book render it discoverable for readers searching Amazon and other online outlets. These keywords are metadata that help to optimize searches, so when potential readers search for themes/topics/locations/people, your book should pop up when they key that in.

This is why we are asking you to compile a **list of keywords (words and phrases)** tohelp buyers find your book**.**

Collectively, these words and phrases should be **750 characters maximum**. Words and phrases should be separated by semi-colons. Please rank them by importance, with the most important keywords and phrases named first.

**Things to Keep in Mind**

Imagine someone searching for your book who does not know its title – what would they search for?

+choose unique keywords for their ability to describe your book’s content but do not repeat words from your book’s title or subtitle

+include key phrases on themes, personalities, or locations that feature heavily in your book; you can also use keywords to indicate time period, geography, and method

+include concepts associated with your book

+use natural language, i.e. imagine someone searching online; don't use highly stylized academic text

+do include alternative phrases and spellings or synonyms (e.g. World War II, World War 2, Second World War, WW II, European theater, Pacific theater)

+keep keywords short, i.e. two-to-five-words only per key phrase

+avoid using punctuation and diacritical marks within key phrases

+spaces between words in a key phrase are fine, but you do not have to insert spaces between the semicolons separating keywords

**Samples**

**I (single-authored book)**

**Title:** *Diplomats at War: Friendship and Betrayal on the Brink of the Vietnam Conflict*

**Description:** Before it spread into a tragic war that defined a generation, the conflict in Vietnam smoldered as a guerrilla insurgency and a diplomatic nightmare. Into this volatile country stepped Frederick “Fritz” Nolting, the US ambassador, and his second-in-command, William “Bill” Trueheart, immortalized in David Halberstam’s landmark work *The Best and the Brightest* and accidental players in a pivotal juncture in modern US history.

*Diplomats at War* is a personal memoir by former *Washington Pos*t reporter Charles Trueheart—Bill’s son and Nolting’s godson—who grew up amid the events that traumatized two families and an entire nation. The book embeds the reader at the US embassy and dissects the fateful rift between Nolting and Trueheart over their divergent assessments of the South Vietnamese regime under Ngo Dinh Diem, who would ultimately be assassinated in a coup backed by the United States. Charles Trueheart retells the story of the United States’ headlong plunge into war from an entirely new vantage point—that of a son piecing together how his father and godfather participated in, and were deeply damaged by, this historic flashpoint. Their critical rupture, which also destroyed their close friendship, served as a dramatic preface to the United States’ disastrous involvement in the Vietnam conflict.

**Keywords:** Vietnam War;coup d’etat;John F. Kennedy;JFK;Buddhist Crisis;Ngo Dinh Diem;The Ugly American;David Halberstam;1963;American Embassy;Saigon;Lyndon B. Johnson;LBJ;Henry Cabot Lodge;Madame Nhu;Communism;the Sixties;Voice of America;Americans abroad;Viet Cong;National Liberation Front;North Vietnam;South Vietnam;Ho Chi Minh;White House;University of Virginia;journalism;war correspondents;reporters;New York Times;Averell Harriman;Roger Hilsman;Robert McNamara;Gia Long Palace;political assassination;civil unrest;NATO;North Atlantic Treaty Organization;pagoda raids of August 1963;presidential campaign of 1964;strategic hamlets;Maxwell Taylor;military coup;Time Magazine;protest;Times of Vietnam;United Nations;Richard Nixon;Ngo Dinh Nhu

**II (edited volume)**

**Title:** *Race, Politics, and Reconstruction: The First Black Cadets at Old West Point*

**Description:** *Race, Politics, and Reconstruction* tells the story of racial integration at the United States Military Academy after the Civil War and spotlights the social environment and cultural currents that led to its failure. The first attempt to racially integrate West Point proved not simply a lost opportunity but an opportunity sabotaged with shocking degrees of forethought and deliberation.

By investigating West Point’s experience with race from varied and nuanced perspectives, including those of the first Black cadets, the US Army officer corps, white cadets, the Academy’s faculty and staff, and the Black and white American publics, the contributors to this volume cast both the promise and the failure of integration at West Point as an illuminating microcosm of Reconstruction itself.

**Keywords:** Racial Integration;U.S. Army;Civil War;military academy;racial integration;segregation;U.S. Army Officer Corps;U.S. Colored Troops;United States Colored Troops;African American Cadets;Resistance to Integration;Henry O. Flipper;James Webster Smith;William Harding Carter;Oliver O. Howard;Johnson Chesnut Whittaker;Charles Sumner Wilson;Emory Upton;Henry Alonzo Napier;Army and Navy Journal;Black Press;abolitionist movement;Freedmen’s Bureau;emancipation;Emancipation Proclamation;citizenship;fifteenth amendment;racial uplift;Ulysses S. Grant;hazing;Ku Klux Klan;Naval Academy