

HTML language uses tags.

Tags are used to specify certain elements on the page so the web browser knows how to render them. Here's what a set of tags look like:

<tag>out your text in here </tag>

The above tags are the HTML tags. Your entire HTML document goes inside of those tags. All tags start with a less than symbol and end with a greater than symbol – like this < >.

The starting tag simply has the term HTML (or what your command will be) inside of it, but you'll notice that the ending tag has a / before the term HTML. The / is what designates it is the closing tag. This tag tells your web browser that the first HTML tag is the start of the HTML document and the second /HTML closing tag is the end. Most tags look like this. For example, if you want to make text bold you might see this:

bold text

There are pre-designated headings in HTML language.

H1, H2, H3, H4, H5, and H6 tags are all used to create header text. H1 is the largest and H6 is the smallest.

Headers go in order. All of those H1, H2, H3, etc. tags are meant to be used in a hierarchy. The biggest number goes first to headline a section, and then if you have subheads in the section, you use the next number down.

Amazon has already styled and formatted the heading descriptors look and feel. For example, this image shows an Amazon description with an H1 header, followed by an H2 header.

This is a great book!

Learn how it can help you!

Here's the book description.

So what are the tags and what do they look like?

Headers:

Amazon allows you to use header HTML codes to create larger font sizes, highlighted in the Amazon orange.

<h1></h1>

H1 Header

<h2></h2>

H2 Header

<h3></h3>

H3 Header

<h4></h4>

H4 Header

<h5></h5>

H5 Header

<h6></h6>

H6 Header

Bold:

To make your text bold, enclose the text in either of the following tags:

Bolded Text

Italics:

You can use either of the following to italicize your text:

<i></i>

Italicized Text

Paragraphs and Spacing:

 creates a new line break

<p></p>

to enclose a paragraph

A description that uses a line
break to shorten a paragraph.

Horizontal Rule:

To create a line, or horizontal rule, you use the following:

`<hr>`

Lists:

Sometimes you want to list the awards you have won or other features of your book. You can create ordered/numbered lists or unordered /bulleted lists with the following codes:

Ordered List:

``

`List item 1`

`List Item 2`

``

1. List item 1

2. List item 2

Unordered List:

``

`List Item`

`List Items`

``

• List Item

• List Item

Strikethrough:

Do you want to put strikethrough formatting on your text, to maybe indicate a sale price? Use either of the following:

`<s></s>`

`<strike></strike>`

This is our ~~crossed-out~~ strikethrough text.

Underline:

To underline a word in your description, you can use:

`<u></u>`

When you want to underline a word.

Subscript:

To reduce the size of the text and drop it below the normal text line, you can use:

``

This is for subscript text in a sentence.

Superscript:

To reduce the size of the text and put it at the top of the text (like a trademark symbol), you can use:

``

This is for superscript text in a sentence.

Word of warning

You don't have to use all tags just because they are there, and you'll actually look more professional if you limit your palette. You will probably find descriptions where styles have been put together like they were in a blender. Use maybe two or three otherwise people will be looking at your formatting, rather than read your words.

Use italics and bold sparingly. Italics are for emphasis or to set off a book title. Bold is for emphasis. You *shouldn't* write a sentence like *this one* I'm creating *right now*. Instead use italics to set off book titles or larger quotes.

Let's see how this actually works then. Here is a book description on Amazon Books.

The screenshot shows the Amazon Books product page for 'Me Before You: A Novel (Movie Tie-In)' by Jojo Moyes. The page includes a book cover, a 'Look inside' button, and a list of formats and editions. The paperback version is highlighted with a price of \$6.87. The page also features a synopsis, a quote from a reviewer, and a 'Buy New' section with a price of \$6.87. The 'Buy New' section includes a quantity selector, a list price of \$9.99, and a savings of \$3.12 (31%). It also mentions 'FREE Shipping on orders with at least \$25 of books' and 'In Stock. Ships from and sold by Amazon.com. Gift-wrap available.' There are buttons for 'Add to Cart', 'Add to List', 'Add to Wedding Registry', and 'Add to Baby Registry'. A 'Have one to sell?' section is also present.

Books > Literature & Fiction > Genre Fiction

Me Before You: A Novel (Movie Tie-In) Paperback – April 26, 2016
by Jojo Moyes (Author)
★ ★ ★ ★ ★ 16,875 customer reviews
Book 1 of 2 in the Me Before You Series

See all 40 formats and editions

Kindle	Hardcover	Paperback	Audiobook	Audio CD
\$3.80	\$17.79	\$6.87	\$25.57	\$20.55
Read with Our Free App	79 Used from \$5.99 58 New from \$10.22 1 Collectible from \$11.50	110 Used from \$1.07 101 New from \$2.88 2 Collectible from \$12.99	19 Used from \$14.81 30 New from \$15.77	

The #1 New York Times bestseller, now a major motion picture. Look out for Jojo's new book, *Paris for One and Other Stories*, available now.

They had nothing in common until love gave them everything to lose . . .

Louisa Clark is an ordinary girl living an exceedingly ordinary life—steady boyfriend, close family—who has barely been farther afield than their tiny village. She takes a badly needed job working for ex-Master of the Universe Will Traynor, who is wheelchair bound after an accident. Will has always lived a huge life—big deals, extreme sports, worldwide travel—and now he's pretty sure he cannot live the way he is.

Will is acerbic, moody, bossy—but Lou refuses to treat him with kid gloves, and soon his happiness means more to her than she expected. When she learns that Will has shocking plans of his own, she sets out to show him that life is still worth living.

A Love Story for this generation and perfect for fans of John Green's *The Fault in Our Stars*, *Me Before You* brings to life two people who couldn't have less in common—a heartbreakingly romantic novel that asks, What do you do when making the person you love happy also means breaking your own heart?

From the Trade Paperback edition.

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Qty: 1 List Price: \$9.99
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In Stock.
Ships from and sold by Amazon.com.
Gift-wrap available.
☐ Yes, I want FREE Two-Day Shipping with Amazon Prime
Add to Cart
Turn on 1-Click ordering for this browser.
Want it Tuesday, Oct. 25? Order within 15 hrs 8 mins and choose One-Day Shipping at checkout. Details
Ship to:
Select a shipping address: ▾
Add to List
Add to Wedding Registry
Add to Baby Registry
Have one to sell? Sell on Amazon

How do you create it?

This would be the code that you would enter in the ‘description’ section when you upload your book into Kindle.

The #1 <i>New York Times</i> bestseller, now a major motion picture. Look out for Jojo’s new book, <i>Paris for One</i> and <i>Other Stories</i>, available now.

<p>They had nothing in common until love gave them everything to lose . . .</p>

<p>Louisa Clark is an ordinary girl living an exceedingly ordinary life—steady boyfriend, close family—who has barely been farther afield than their tiny village. She takes a badly needed job working for ex–Master of the Universe Will Traynor, who is wheelchair bound after an accident. Will has always lived a huge life—big deals, extreme sports, worldwide travel—and now he’s pretty sure he cannot live the way he is.</p>

<p>Will is acerbic, moody, bossy—but Lou refuses to treat him with kid gloves, and soon his happiness means more to her than she expected. When she learns that Will has shocking plans of his own, she sets out to show him that life is still worth living.</p>

<p><i>A Love Story</i> for this generation and perfect for fans of John Green’s <i>The Fault in Our Stars</i>, <i>Me Before You</i> brings to life two people who couldn’t have less in common—a heartbreakingly romantic novel that asks, <i>What do you do when making the person you love happy also means breaking your own heart?</i></p>

<p><i>From the Trade Paperback edition.</i></p>

For the sake of ease, I type my descriptions out in word or you can use notepad and just copy and paste it into the section you enter your book description in KDP. That’s the same with your Goodreads post. The sections will understand your commands.

Supported HTML for Book Description for Amazon Books

Here is a complete list of HTML tags and attributes supported in the book description field.

Remember, to properly close this tag for bold text , you will need to add which will prevent the rest of your content from appearing as bold text.

HTML Tag	Description
	Formats enclosed text as bold.
 	Creates a line break.
	Emphasizes the enclosed text; generally formatted as italic.
	Determines the appearance of the enclosed text.
<h1> to <h6>	Formats enclosed text as a section heading: <h1> (largest) through <h6> (smallest).

<hr>	Creates a horizontal "rule" or line. Often used to divide sections of text.
<i>	Formats enclosed text as italic.
	Identifies an item in an ordered (numbered) or unordered (bulleted) list.
	Creates a numbered list from enclosed items, each of which is identified by a tag.
<p>	Defines a paragraph of text with the first line indented; creates a line break at the end of the enclosed text.
<pre>	Defines preformatted text.
<s>	Formats text as striketrough . See also, <strike>.
<strike>	Formats text as striketrough . See also, <s>.
	Formats enclosed text as bold. See also, .
<sub>	Formats enclosed text as _{subscript} : reduces the font size and drops it below the baseline.
<sup>	Formats enclosed text as ^{superscript} : reduces the font size and places it above the baseline.
<u>	Formats enclosed text as <u>underlined</u> .
	Creates a bulleted list from enclosed items, each of which is identified by a tag.

Here are the tags I recommend you actually use so as not to make your text look like a big mess:

- <h3></h3> for making a section heading or a tagline.
- <h4></h4> for section subheadings.
- <p></p> for paragraphs.
- to italicize your book title or an excerpt. Or you can use <i></i>
- to make bold text for emphasis.
- with to create bullet points if your book is nonfiction.
-
 for a line break

I have also found this tool, along with another description about Amazon's HTML coding here. In this free tool, you can type in your description and it will generate your code for you.

<https://kindlepreneur.com/amazon-book-description-generator/>

I hope I've helped with some information about HTML language, and how to make your book description stand out a little more to catch those fickle readers. The good thing is, if you don't like the way it looks, you can always go back and change your HTML.