

## A new approach to book search

Our 'Catalogues' page is the most visited page on our website attracting - in the period 01/01/14 to 02/02/14 - 5,360 visits where some 100 catalogues can be accessed directly. And in this period, robotic search engines have checked the site 2,445 times. (Statistics supplied by 1and1's Analytics Records.) It is therefore not surprising that if anyone searches Google for 'book dealer catalogues' our page is ranked in the top ten.

Until now, visitors have been able to download catalogues as PDF files, .mobi and .epub or directed to dealers' online catalogues where searches for titles can be made.

The benefits of having your catalogue uploaded to our web site have just been improved: users are now able to search **the entire contents of your catalogue!**

### How to use Sheppard's Search Engine

Visit the 'Catalogues' page on [www.sheppardsconfidential.com](http://www.sheppardsconfidential.com) where it is now possible to search the catalogue files on our website:

- 1 Searches by Subject / Keyword – the results list all catalogues that match
- 2 Searches by Author, Publisher, Title (or any word that you enter) – the results list all catalogues that include a match.

Then, using the same search – repeat the search when each catalogue is open on your PC. (Note: links to dealers' own website based catalogues are excluded.)

### Benefits

The benefits to a **dealer** selling this way are significant:

- 1 No uploading or listing costs to any meta-search host.
- 2 No sales commissions paid to any third party
- 3 No print costs involved
- 4 The buyer / dealer transaction (and communications) are direct
- 5 Each catalogue will be mentioned in Sheppard's Confidential
- 6 Catalogues can easily be replaced after sales have been made to avoid disappointing buyers if the title has been sold

The benefits to **buyers and browsers**:

- 1 Numerous catalogues can be searched from one web location
- 2 The ability to refine searches by key words / subjects
- 3 The ability to search by title, or author, publisher – or any word or phrase
- 4 Being able to buy direct from seller
- 5 Being able to talk or question seller direct without having to go through a third party
- 6 Being able to ask for discounts or trade terms

## Types of files required

- **Word files** – we will add entire text to our site which will be removed when you withdraw the catalogue or it comes to the end of its time on line (dealers can determine this).

### **This format allows us to convert to PDF, Mobi (e-readers) or Epub formats (Smart phones, tablets)**

- **PDF files** - will be uploaded as they are supplied. Then we will extract the text to enable global searches by title, author etc) as part of our service.
- **Website-based Catalogues** – if dealers supply the link, we will add these. But always ensure you have supplied a list of key words or subject. These will be outside the global search option described above.

## Costs

The offer is open to all registered dealers on Sheppard's World who upload files to our website. From 1 March we are asking dealers who submit catalogues on a regular basis to pay an annual subscription and those who send in the occasional catalogue a nominal sum.

- From 1 to 3 catalogues a year £10 each (paid when catalogue is to be uploaded). Upload file first and we will send a PayPal invoice
- From 4 and over – open to all who have subscribed to use Sheppard's (£30 per year – use our website, but cheques are always welcome!).

We consider these amounts represent good value as so many visit the page every month.

## Timescale

Launched 1 February, the new search engine will become more effective during the month as catalogue texts are added – and will be fully functional by 1 March. Dealers will be asked to subscribe from 1 March onwards.

**Any enquiries to: [cats@sheppardsconfidential.com](mailto:cats@sheppardsconfidential.com)**