If I had to summarize publishing these days in one word, it would be *challenging*. The necessary knowledge and skills seem to be keeping pace with an espresso-fueled Chihuahua. We all also face various mandates and pressures from our parent institutions. Then factor in the curveballs from mother nature and the mundane, yet time-consuming, internal issues. However, despite these challenges the show goes on, even if there is a bit of ad-libbing.

At any given time HFS has at least one, usually two, major projects in process. This fall, our major project has been the implementation of even stricter credit card data security measures. We’ve always been CISP compliant, but following a breach at Georgia Tech many institutions took a closer look at their own systems. Simply put, if we could see and visually read credit card data it was a problem. One obvious problem was credit card orders taken at exhibits. These orders were non-compliant for several reasons and were the first step in our project.

We worked with the JHU Treasury Office to facilitate the purchase of credit card swipe machines for our clients who needed them and also created usable training documentation. This will help all of us going forward—it is safer, faster, and the reduction of post-show card declines and chargebacks may even help the machines pay for themselves.

Next, we addressed credit card data that is stored digitally in our extensive document archive. We completely revamped our workflow to isolate credit card orders and redact the visible credit card data. We are also planning to purchase software that will help us search and destroy credit card data in multiple digital formats.

Lastly, as part of our TMS and eCommerce upgrade, how credit cards are processed inside TMS will change. This will be our major project for the winter/spring 2013.

Is all of this challenging? Very much so, but I think challenges make us wiser and stronger. We recently sent out a survey because we want to be challenged. We are a customer service organization and we need you to challenge us to help us do the best job possible. What else can we do to help you grow your press? Would sales and marketing support help? Cooperative booths at exhibits or trade shows? Cooperative advertising? An online catalog of all HFS titles? We want to hear what client needs are so we can best assess the feasibility of future projects.

As always, thank you.

Davida, November 2012

---

**HFS - Client Satisfaction Survey**

We want to take a moment to find out what we are doing right and what we could be doing better. We also want to know if there are any services we could offer that would help support your press. This data will help inform some of our strategic planning choices and the allocation of resources. We have created a fast five-question survey that is completely anonymous:


If you have time, we would appreciate your input—all feedback is helpful. Thank you!
The DBW Discoverability and Marketing Conference was the most useful conference I have been to in a long time. I’m just going to summarize the most actionable or interesting presentations, but the full list and available presentations can be accessed here: http://www.eiseverywhere.com/ehome/index.php?eventid=36168&tabid=85144

Overall, the big take-away was that having a social media platform isn’t enough – you need to understand the underpinnings of that platform and analyze (when possible) the efficacy. There are many tools and statistics, but if marketing professionals are not digging deeper the marketing being performed is superficial at best. The paradigm shift has taken place, but these are all new skill sets and few companies have a strong handle on this. An overriding point was that modern marketing takes time, and it takes a human touch. The days of simply throwing money at print advertising or sending out mass emails are over. You have to truly know your audience to effectively market to your audience.

Probably the single most useful presentation was Marshall D. Simmonds’ “Authorship and SEO: Search, Social and Tools that Promote YOU and Your AUTHORS” (available from the link noted above). He noted that there are now 30 trillion unique URLs and Google crawls 20 billion sites a day. There are 100 billion searches a month. SEO algorithms have changed over time and SEO must be treated as part of the standard workflow for any pages going online.

There are four main categories of SEO: titles (KW Research, Headlines, Descriptions), images (ALT Text, Captions, File names), tech (Sitemaps, GWT, Rel=author) and community (Twitter, G+, Facebook). Keyword research is its own field these days.

Here are tips for optimizing your website’s title tags (see page 13 of the presentation).

♦ 65 characters or less
♦ Main KW phrase at the beginning
♦ Custom on every page
♦ Branding at the end

Title tags should be what someone would actually search for and provide a summary. WordPress is good at incorporating the titles into the actual URL. Image searches comprise 20% of all searches, so image SEO is very important. Images should always have the ALT text, a caption, and file names that lend to searching (e.g., jane-doc-amazing-biophysics-scientist.jpg vs. jane.jpg). Yoast, a free WordPress SEO plugin, was highly recommended http://yoast.com/.

Google Authorship will also help with page visibility. If you have a Google+ account, you can sign up for it https://plus.google.com/authorship. Author ranking helps page ranking. This speaker was very pro Google+ because of the tools they offer and the fact that Google’s users number over a billion.

Furthermore, if you can, set up the Rel=Author tag and use this to drive traffic. Pages with a photo are noticed more in search results and can increase traffic 30-400%. Read more here http://microformats.org/wiki/rel-author.

Go to http://www.compete.com to view other websites and see how your own website measures up. Compete shows competitor’s data and how the site you’ve searched ranks.

Followerwonk (http://followerwonk.com/) is amazing and allows social media managers to analyze Twitter followers. Uncover demographics and when your followers are most active so posts can be better targeted. Reports can also be downloaded to Excel.

Another great website is http://www.opensiteexplorer.org/, which looks at links pointing to sites.

Further data nerd sites to play with are http://www.freebase.com/and http://www.thinkwithgoogle.com/insights/.

Dennis Yu’s session “Get Them to Click Through: Social Media Beyond the Feed,” was a total data geek session. I suggest reading the presentation, which is actually more like a guide to Facebook. The actual presentation was a live look at the data that drives Facebook.

All of the data behind Facebook can be pulled and viewed; go to: https://graph.facebook.com. You can use this to identify the unique ID behind every personal page or fan page. These IDs mean this big data can be viewed and compared. Take a look at the top 20 book publishers social media dashboard https://social.digitalbookworld.com/

Social media and modern marketing is a challenge, but these new tools will help us meet the challenges and harness the power. Using big data and learning how to interpret it will help us find, engage, and hopefully keep customers.

― Davida G. Breier
It is no longer necessary to utilize different addresses for returns to the warehouse, depending on the carrier. Please use the following address on catalogs and web materials:

**HFS Returns Department**
c/o Maple Logistics
Lebanon Distribution Center
704 Legionaire Drive
Fredericksburg, PA 17026

Reminder — we still need our clients to submit country of origin data when setting up new titles. Omitting this information could cause books to be halted at customs and returned to the warehouse.

Kunle Omolabi (in the top hat) and Cordellia Yokum (bolo/vest below) decided to buck conventional trends of casual Fridays and organized HFS’s first Fancy Friday. There were monocles, bowties, sparkly shoes, combat boots, bolo ties, headdresses, hats, and more. We’ve decided to hold another Fancy Friday in December, but this one will involve a canned food drive for the Maryland Food Bank.

Who’s Who at HFS

<table>
<thead>
<tr>
<th>Employee Name</th>
<th>Ext.</th>
<th>Dept.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alice Jones</td>
<td>410-516-4442</td>
<td>HFS Customer Service (returns)</td>
</tr>
<tr>
<td>Alicia Catlos</td>
<td>410-516-4441</td>
<td>HFS Customer Service Coordinator</td>
</tr>
<tr>
<td>Barbara English</td>
<td>410-516-6958</td>
<td>HFS Accounts Receivable</td>
</tr>
<tr>
<td>Chris Walsh</td>
<td>410-516-6548</td>
<td>HFS Accounts Receivable</td>
</tr>
<tr>
<td>Courtney Spies</td>
<td>410-516-4446</td>
<td>HFS Customer Service Representative</td>
</tr>
<tr>
<td>Cordellia Yokum</td>
<td>410-516-4448</td>
<td>HFS Customer Service Representative</td>
</tr>
<tr>
<td>Darlene Sparks</td>
<td>410-516-4450</td>
<td>HFS Customer Service Representative</td>
</tr>
<tr>
<td>Davida Breier</td>
<td>410-516-6961</td>
<td>HFS Manager</td>
</tr>
<tr>
<td>Joanne Braverman</td>
<td>410-516-4444</td>
<td>HFS Customer Service Representative</td>
</tr>
<tr>
<td>Keith Brock</td>
<td>410-516-3854</td>
<td>HFS Accounts Receivable</td>
</tr>
<tr>
<td>Linda Edmonds</td>
<td>410-516-4301</td>
<td>HFS Customer Service Representative</td>
</tr>
<tr>
<td>Melinda Kelly</td>
<td>410-516-4449</td>
<td>HFS Assistant Manager</td>
</tr>
<tr>
<td>Olakunle Omolabi</td>
<td>410-516-6960</td>
<td>HFS Customer Service Representative</td>
</tr>
<tr>
<td>Patrice Wright</td>
<td>410-516-4455</td>
<td>HFS Customer Service Representative</td>
</tr>
<tr>
<td>Tim Heintzman</td>
<td>410-516-4447</td>
<td>HFS Customer Service Representative</td>
</tr>
</tbody>
</table>

Psst, tell your friends...