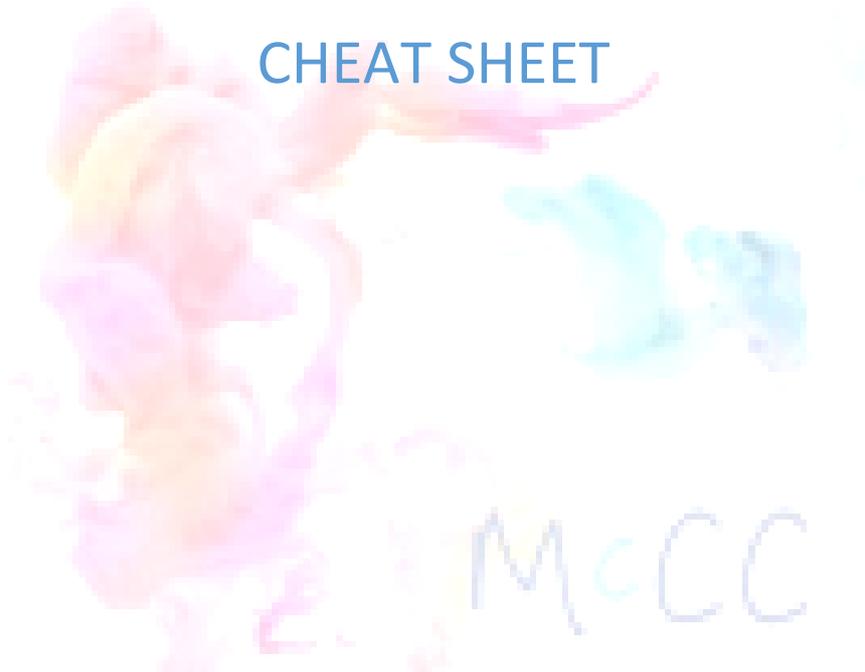




UPLOADING IMAGES TO KINDLE

CHEAT SHEET



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Help – my images don't show when I upload my ebook to Kindle

I've created this cheat sheet to save you some time in the upload process. I use a Mac and often there are little glitches thrown in just to test your resolve at the final stages of the whole ebook publishing process.

So here's a typical question I get

Hey - I uploaded my kindle ebook and all my images within the book appear to have a broken link - depicted with a camera and an exclamation mark! What did I do wrong?

OK, so before I provide you with a step-by-step, there's some basic technical information you need to be aware of.

The basics

Kindle Direct Publishing **converts** images for upload to the Kindle store but you do have to help it out by giving it what it needs to do that job effectively.

For optimum quality and the best hope of conversion, don't photocopy a photocopy of an old faded photo with your vintage Nokia. It's not going to cut it.

Always use high-definition images in **JPEG** format. Kindle also supports GIF and PNG but I like to keep things consistent where possible,

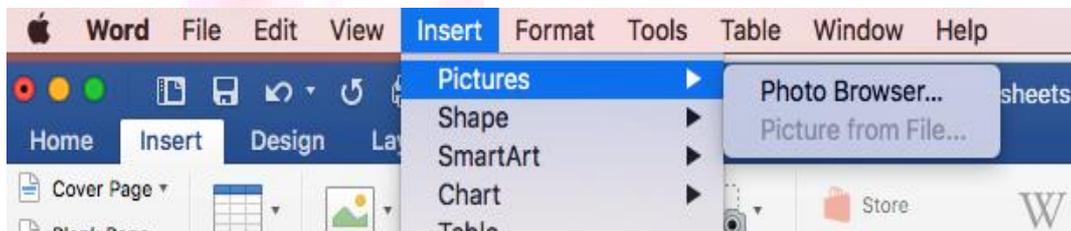
One of the most important, most technical jobs involved in formatting or designing an ebook is working with images. You don't want them taking up too much space, but you also want them to display in a way that's pleasing to the eye. There are three parts to this process.

- **Sizing** (making sure that the height and width of the image are in the right range of pixels) – For Amazon Kindle we're talking 300 pixels per inch at the size they will appear in your eBook.
- **Compression** (using software to make the file as small as possible without losing quality)
- **Optimisation** (getting rid of some unnecessary bloat that your image carries around with it needlessly)

If you need more information on creating the perfect image for ebooks, look out for our Cheat Sheet on the subject. For now let's assume you have that perfect image.

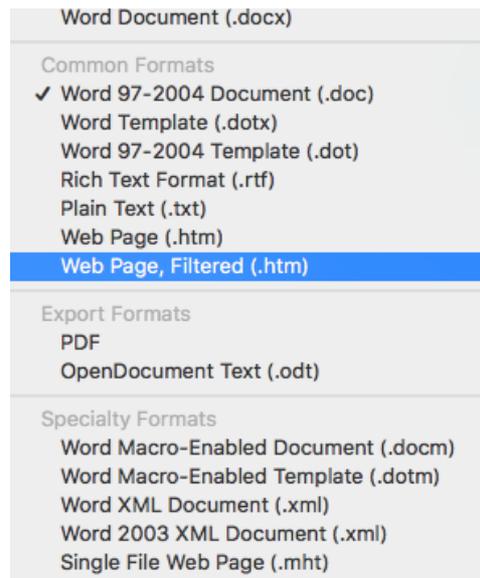
Process

1. When you place an image in your Word doc, make sure you use the **Insert** option on your Ribbon.

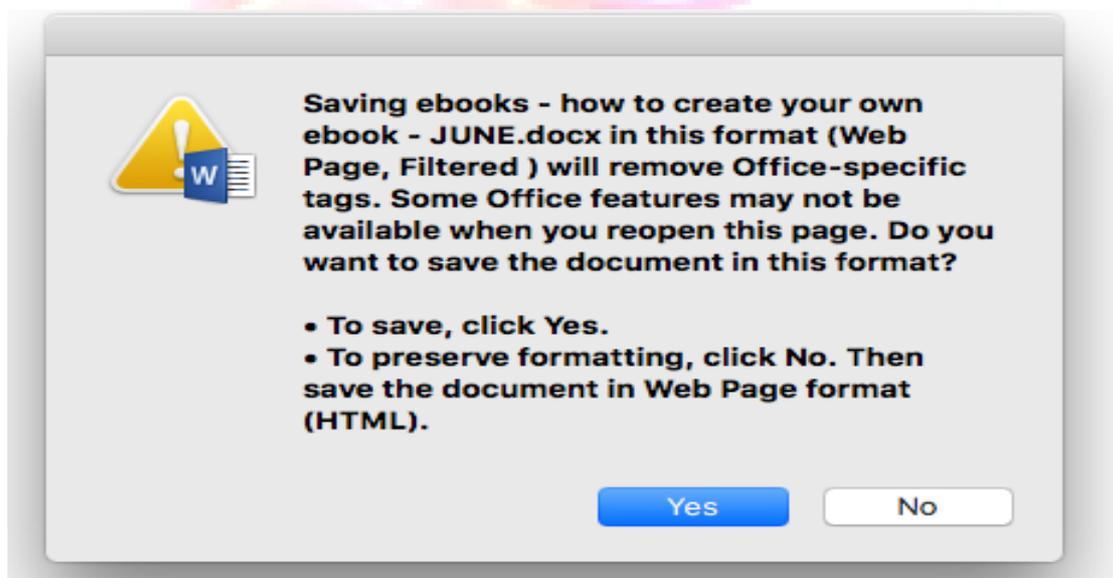


Don't Copy & Paste images into the Word document. Word may show the image as being there but once you save in HTML your images will be gone.

2. Open the Word.doc and Save As Web Page, Filtered (.htm) but direct the Save into a **separate, empty File Folder**. This folder should be created ahead of time, placed in a convenient place, and given a distinct name that is easy to find.



3. On saving to Web Page Filtered (.htm) Word will issue a dire warning just ignore it and click the YES button.



After the save as, your open Word.doc will become Word.htm

4. Now close the document.
5. Go back to your empty folder. If you saved correctly it will now contain the Word.htm *and* a file of your images. Come back out of the folder to select the whole thing. Right Click to create a Zipped (Compressed) File.

This Zipped folder is what you upload to the KDP Bookshelf

6. The zipping ties the images to the Word.htm; If you upload separately the Conversion engine will ignore them (and you will end up with the broken links and camera image).

7. If you do **not** have any images in your Word file, you won't need to convert to HTML in advance – BUT – if you have created a **clickable TOC** with Word for Mac and you want this TOC to work in your ebook – then you do have to save to HTML.

Remember to make sure your images are **Inserted** with Word, not copy/pasted because this often causes problems too.
Here is a page on Mac stuff

As an aside if you see "Save entire file to HTML" or "Save only display information into HTML". Chose the '**display information only**' option. You get a slightly neater code, you don't get two copies of every image, and you don't get any extra files.

If you have gone through the process above and you are still having problems, do get in touch and we'll see if we can help. Good Luck!

