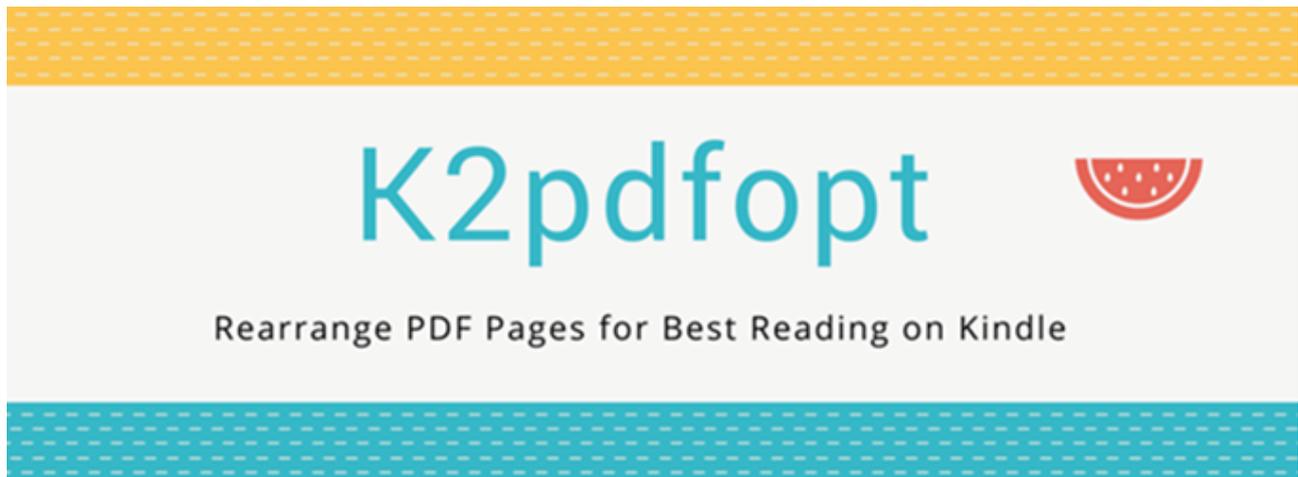# K2pdfopt - The Beginner's Guide of Window GUI

K2pdfopt is an opensource software which can rearrange PDF and DJVU files for reading them on eReaders or other small screen devices, such as Amazon Kindle, Rukuten Kobo, Android Samrtphones.

Before I Knew this powerful tool, I never read PDFs on my Kindle Paperwhite. Well, honestly I tried some times but gave up at last. I believe everyone know how terrible it looks like. But K2pdfopt is such impressive, most of my PDF files can be optimized for reading on Kindle with it. OK, too much words, let's see some examples of optimized PDF, it will show what the PDF will look like after optimized by K2pdfopt.

Quick Access

1. The Examples of Optimized PDF

In this table, the author list four types of PDF files - one column, two column, four column and scanned text, these types contain the majority of PDF books. And all of them have good looking after converted by K2pdfopt.

You may think it looks weird on computer, but when transfer the converted PDF to Kindle, you will find how amazing they are.

Example Type	Original File	Optimized for Kindle (default settings)	Optimized for Smartphone (-odpi 250)
Four-column:		When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. (must use -col 4)	When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. (must use -col 4)
Scanned pages		So Whatever-it-was came here, and in the light of the candle he and Pooh looked at each other. "I'm Pooh," said Pooh. "I'm Tigger," said Tigger. "Oh!" said Pooh, for he had never seen an animal like this before. "Does Christopher Robin know about you?"	"I'm Pooh," said Pooh. "I'm Tigger," said Tigger. "Oh!" said Pooh, for
Two-column #2:		Alternate *ACM* SIG Proceedings Paper in LaTeX Format[*] [Extended Abstract][†] Ben Trovato[‡] Institute for Clarity in Documentation 1902 Wallamaloo Lane Wallamaloo, New Zealand trovato@corporation.com G.K.M. Tobin[§] Institute for Clarity in Documentation P.O. Box 1212 Dublin, Ohio 43017-6221 webmaster@marysville-ohio.com Lawrence P. Leipuner Brookhaven Laboratories Brookhaven National Lab P.O. Box 5000 leipuner@researchlabs.org Sean Fogarty NASA Ames Research Center Moffet Field California 94035 fogartys@amesres.org Lars Thørväld[¶]	Alternate *ACM* SIG Proceedings Paper in LaTeX Format[*] [Extended Abstract][†] Ben Trovato[‡] G.K.M. Tobin[§] Institute for Clarity in Institute for Clarity in Documentation
One-column		Verdana Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.	Verdana Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi

2. Download K2pdfopt on Computer

K2pdfopt support MS Windows, Mac OSX, and Linux OS, it has a version which integrated with GUI(Graphical user interface) on windows, while on Mac OSX and Linux, it only has command line's version. The lastest version is **v2.33a** and realesed in October 3, 2015.

Download K2pdfopt Windows 64-bit Download K2pdfopt Mac OSX 64-bit

You can also find the entire versions on author's website and download it. After downloaded, open it directly, no need to install.

3. How to Use K2pdfopt with Windows GUI

K2pdfopt is not complicate to use. Recently, I download a PDF about Google Analytics, this PDF has three columns, here I take it as a example. Before converts, it looks like this, the layout is very dense and could hardly read on Kindle.

Google Analytics Reference Guide
from Blast Analytics & Marketing

Cross Domain Tracking
- GA needs to be customized to track a visit across multiple domains or sub-domains. Learn more (http://blastam.com/crossdomaintracking)
- Cross Domain Tracking methods: _link(), _linkByPost(), _setAllowLinker(), _setDomainName(), _setAllowHash()

Ecommerce Tracking
- Ecommerce tracking code must be installed on the confirmation or "Thank you" page of the checkout funnel to setup ecommerce tracking
- Transaction data is sent via the ecommerce tracking code
- If you have a single traffic referral source, your website's cross domain tracking is not setup properly
- Supply empty placeholder for unspecified arguments ("")
- Place ecommerce tracking code after standard tracking code
- Tip: Ecommerce revenue data is viewable on many reports such as All Traffic via Explorer Tabs

Real-time Report
- Shows active number of visitors
- Shows pageviews by second and by minute over the last 30 minutes
- Can be categorized by traffic source, location, and page viewed

Custom Reports
- Explorer Option: Hierarchy of data tables linked by clickable rows (drill down)
- Flat Table Option: Single table that shows all data

Adwords & Analytics
- Neither can track if user has cookies blocked
- Connecting Adwords & Analytics allows cost data to be imported from Adwords into the Analytics reports
- Use auto-tagging in Adwords and don't manually tag
- Within Adwords report, click on "Clicks" dataset to view
- Avoid using redirects on Adwords landing pages that will strip gold of Adwords spend and differentiates between Google CPC and Non-Google CPC visits
- Analytics also calculates ROI
- Clicks are not the same as visits
- Adwords filters out invalid clicks
- Users' browser settings can block GA if JS is blocked but not Adwords
- AdWords has 30-day window for conversion
- GA is last-click attribution
- AdWords shows the conversion on the date the ad was displayed. GA on the date of conversion

Virtual Pageviews & Event Tracking
- Use _trackPageview to distinguish page steps for forms and checkout flows when URIs are not unique. Rename pages with _trackPageview()
- Virtual pageviews track activity that doesn't generate a pageview
- Use _trackPageview() and _trackEvent() for Flash event tracking
- Event Tracking elements: categories, actions, labels

Fundamentals
- CTR = Clicks/Impressions
- URI = file path (not including domain)
- Bounce Rate = % of visitors who viewed only one page
- Crawlers aren't tracked since they don't execute JS
- Direct is the Traffic Source when no other traffic source is available
- Cached Pages are tracked
- Data can take 24+ hours to show in GA Standard
- Visit duration categorizes visits according to time spent on site
- No PII (Personal Identifiable Info) in GA like address, name, credit cards, etc. CRM identifiers are OK
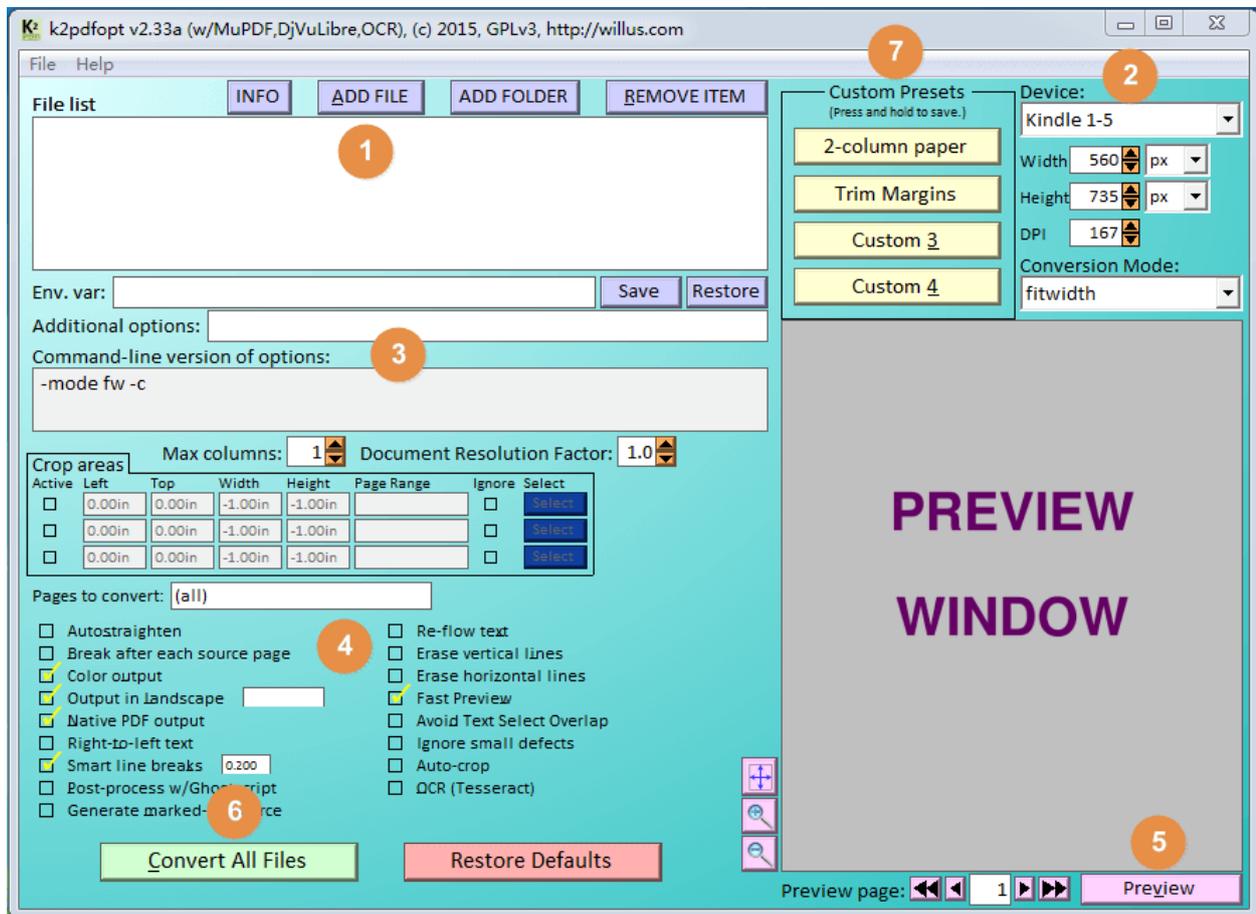
Intelligence Events
- Intelligence Events are alerts where GA detects changes in site performance
- Alerts can be setup to notify by email on a daily, weekly, or monthly basis
- Custom and Automatic Alerts are available

Segmentation
- Segments are created so that only visits that match a set of criteria are shown as matching that segment
- Segments can be created using dimensions or metrics
- Up to 4 segments can be applied to a report to analyze how they perform against each other
- Allows side by side comparison and may be applied to historical data

And here is the User Interface of K2pdfopt's Window GUI, it may looks old-fashioned, but don't mind, it works. Let's see how to use it.

Step 1: Add PDFs to K2pdfopt.

You can just drag and drop PDFs from desktop or fold, or click "add file" to upload PDF to K2pdfopt. The tool also supports batch conversion, you can converts several PDFs in one time.

Step 2: Choose target device and Conversion Mode.

It supports almost every eReader device of Kindle and Kobo, and also include Nook Simple Touch and Nexus 7. Also, you can set the custom width and height, DPI if you device wasn't in the list.

In Conversion Mode, it provides 7 types, contain default, copy, trim, fitwidth, fitpage, 2-column, crop. Normally, choose default mode is enough.

Step 3: Set Output Path, additional options and command-line.

In Env.var, set your own output path to save the converted PDF, if you keep it blank, the converted PDF will be saved in the same folder of the original PDF.

In additional options and Command-line options, you can type some custom command-line to optimize conversion and get a better result. I will list some essential command line and options in next chapter. If you don't familiar with computer, just keep it simple, don't type anything, and set the options in next step.

Step 4: Set custom options.

In this part, you can set all of the custom options with click, such as Re-flow text, generate marked-up source, fast preview, etc. you can also set max columns according to original PDF file.

In the top of this part, it has a crop areas, but it's not easy to use, since we don't know the exact number of space to crop, if you really need to crop PDF, I suggest to use Briss.

Step 5: Preview the converted PDF.

If you have set all the necessary options, click "Preview" in the bottom-right to see what it will looks like. If you don't satisfied, just change the settings and preview again.

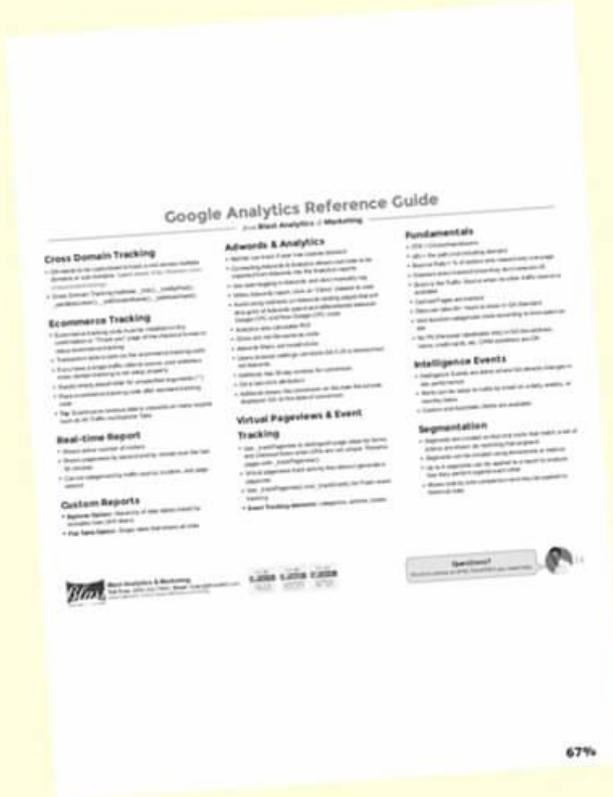**Step 6: Click "Convert all files" to get a final PDF.**

When you think the result is good enough in preview window, click "Convert all files". it will not take a long time to convert, about one or two minutes, a new PDF file will be created.

Step 7: Save settings for future use.

If the settings help you get a good result, then you can save it as a template. Click "Custom X" button and hold for two or three seconds, a new window will pop up, then name it. Next time, when you have the same kinds of PDF file, you can use this template. It's very convenient.

OK, let's see the result of my PDF with default settings, pretty good, right? It's the screenshot from my Kindle Paperwhite 2.

4. Must-know Options for Better Result

Although K2pdfopt is very powerful, but it's not enough to optimize PDF only with default settings, we need to know more options and command lines to handle with different kinds of PDF files. Here are some must-know options for beginners. -XX is the command line format, and after the colon is the option, you can select it on area 4 - interactive menu as I mentioned before.

-sm: Generate marked-up source.
Very useful option, it will let your know how K2pdfopt will reflow your PDF pages. So before you convert, please click this option, and preview PDF pages.

-col: Max Columns
Very important options, it will customize the column when convert the PDF pages. Choose right cloumn according to the original PDF file.

-bpc: Set the output PDF file size.

If you would like to reduce the output PDF file size, you can use the -bpc option to reduce the number of bits per color plane. The default is 4, and using -bpc 2 will reduce to 4 graylevels and reduce the PDF file size to approximately half. But notice. with the smaller PDF size is the lower quality.

-as: AUTO-STRAIGHTEN

This option is used for scanned PDF file, if the PDF is slant, select this option will make it auto-straightened.

-ad : Auto-crop

Don't choose this option. It's too slow to preview when choose this option. As I mentioned before, use Briss to crop PDF if it's necessary.

If these options are not enough, you can learn more about the command line options in here, **List of K2pdfopt Command-Line Opitions**.

Besides Windows GUI, K2pdfopt has Linux command line version, here is the Get Started with Linux, and also Mac OSX command line version, read Get Started with Mac OSX.

It's always annoying to read PDFs on Kindle or other small screen devices, someone even abandon to buy Kindle for this reason. But I must say it's not the fault of PDF itself, since PDF is created to use as final documents. On the ohter hand, it's the advantage that it can be hardly revise or convert. So all we need to do is find a way to handle it, and that is the meaning of K2pdfopt.

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