

Search Engine Optimization (SEO)

Get Read, Get Shared, Get Cited

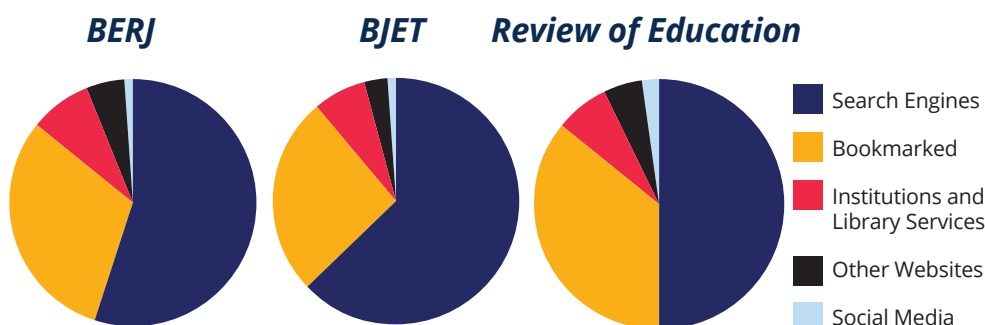
What is SEO?

SEO is the process of improving the ranking of a webpage in a search engine's results so your article appears at the top of the list when someone enters a search term that is relevant to your topic.

HIGHER IN SEARCH RESULTS = MORE LIKELY TO BE DISCOVERED

How important is SEO for my article?

Visits to BERA Journals typically come from:



For each of the BERA journals search engines such as Google, Google Scholar, Bing, Baidu and Yahoo were responsible for at least 50% of website visits in the past year.

The 4 Easy Steps to SEO

1. CHOOSE A SMART TITLE

Title Tips

- Keep it short and use 2-4 keywords within the first part of the title
- Place the main concept at the beginning
- Do not use abbreviations or acronyms
- Avoid passive phrases such as "effect of", "involvement of", "evidence of"
- Use an active voice such as "X impacts Y process through Z"

IMPORTANCE: The title is the most important part of your article for SEO algorithms

2. USE KEYWORDS

Keyword Tips

- Make your keywords count
- Avoid overuse and repetition of the same words, including any used in the title
- Try to use synonyms that searchers may look for
- Test your keywords in your audience's search engine of choice

IMPORTANCE: Keywords push articles to the top of search results and are used by abstracting and indexing services as a mechanism to tag research content

3. WRITE A GOOD ABSTRACT

Abstract Tips

- Capture key points in simple language – focus on a maximum of 3-4 keywords
- Place essential findings first
- Think of these questions: Why did you do the research? What is the key conclusion? How are your findings valuable for your field? How does this research impact the public?
- An abstract should tell a story with a beginning, a middle, and an end

IMPORTANCE: Abstracts are almost always free access, which means they are the most widely-read part of your paper and may be accessed by readers who are non-experts

4. BUILD LINKS

Building Links Tips

- Link to your paper from your institution's website
- Avoid overuse and repetition of the same words, including any used in the title
- Cite your previous work – it will factor into how search engines rank your current and future work
- Share through your social media profiles, and contextualize using clear language

IMPORTANCE: The more reputable inbound links there are to your article, the more search engines will value and highlight your content

4 Easy Ways To Increase the Impact of Your Published Paper

You have already optimized your article to be discoverable by search engines. But after it is written and published, there are still a few more steps to make your article even more discoverable and visible.

1. Share your article – Wiley offers two different options

- Wiley Content Sharing: Authors receive a unique link to share a read-only version with unlimited people
- Article Share: Invite up to 10 colleagues to receive unlimited full-text access to your paper

IMPORTANCE: Once published, sharing your article helps get your paper into the hands of influential people who can help make the biggest impact.

FIND OUT MORE HERE:
bit.ly/ArticleShareBERA

2. Kudos is a service that helps authors explain, share, and maximize the visibility and impact of their articles.



FIND OUT MORE HERE:
<http://bit.ly/KUDOSforBERA>



Did you know?

80%

of authors say that Kudos helped them achieve their goals of getting read, shared and cited more.



Explain in simple language what your publication is about and why it is important. You can also add links to other materials that provide context.



Share – Create a unique and trackable link and share your enhanced article on social networks, websites, and by email.



Measure – Access a publication dashboard to monitor the impact of your article performance by usage, citations, and Altmetric score and see the direct impact of your shared link.

KUDOS QUICK TIP: The Kudos enhanced author dashboard shows your publications on one page with all the actions you have taken and their results. This includes weekly full-text downloads!

3. Social Media is a great tool for promoting your published work.



Facebook and Twitter — Be part of the conversation! Join groups of influencers in your community and follow others with similar interests.

GET MORE HERE:
bit.ly/facebookTwitterforauthors



LinkedIn — Highlight your work! Showcase your publications, honors, and awards. Add images, videos, presentations, and documents.

GET MORE HERE:
bit.ly/LinkedInforAuthors



Altmetric — Track your reach through social media using Altmetric.

GET MORE HERE:
bit.ly/altmetricsforResearchers

4. ORCID Showcase your work and increase discoverability.

ORCID ID is a unique and persistent identifier that distinguishes you from every other researcher and connects you to your research activities, so you always get the credit for your work.

FIND OUT MORE HERE: wileyauthors.com/orcid