

Get noticed

Increase the impact of your research



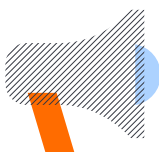
Maximize your article's visibility

SEO

Make your article more noticeable with search engine optimization (SEO).

With so many millions of research articles available, it could be easy for yours to get lost in the noise. By paying attention to a few points, you can make sure your article is search engine optimized and ready to be discovered by the broadest possible audience:

- Use keywords in title and abstract.
- Use headings with keywords.
- Use captions for images.
- Link to your article.



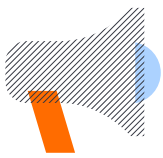
Promote your article

Share your article

Congratulations on your publication! Now your paper is online, you can promote it – sharing your paper with colleagues, the media and the general public can help you take the next step with your research, by attracting funding and collaborators.

Use these resources to share your article with the people who need it – and make an impact globally:

- Scholarly collaboration networks (SCNs): SCNs are platforms that host content and facilitate article sharing and collaboration among researchers.
- Share Link: 50 days' free access.
- Find out how you can share your article more broadly – elsevier.com/sharing-articles



Promote your article (*continued*)

Be discovered online

- Enhance your LinkedIn profile with your publications and images.
- List your articles on your website or blog.
- Register for an ORCID ID (unique author identifier).
- Update your Scopus profile via scopusfeedback.com

Personal contact

- Present your work face-to-face during conferences and electronically via video meetings
- Use your email signature to tell people about your article

Social media



There are billions of people on Facebook, Instagram, LinkedIn, TikTok, Twitter, WeChat, Weibo... and whatever the next platform will be. These are great places to share your research.

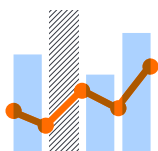
- Share links to your articles.
- Post regularly.
- Know the influential people in your field.
- Engage with others in discussions.

Media relations

- Explain the significance of your research and its key outcomes in lay language. Use this for press releases or sharing on social media.
- Make use of your institution's communications channels such as press releases and newsletters.
- Contact your publisher if you think your article is interesting for a wider audience.

Benefit from sharing your data

- Get credit for the work you've done.
- Leads to more citations.
- Increases your exposure and may lead to new collaborations.
- Find out more: elsevier.com/authors/authorservices/research-data



Tracking your article

Measure the success of your promotion

Are your efforts to promote your work leading to downloads and citations? By tracking the performance of your article, you can adjust the way you are sharing your work and make sure it's getting to the right people

- **Scopus profile:** Get credit for your work and explore your metrics. Validate your Scopus profile here: elsevier.com/solutions/scopus/advance-your-science
- **Article metrics:** Article-level metrics let you track the impact of your publications in different areas, from traditional scientific literature (citations) to broader society (social media shares). elsevier.com/authors/journal-authors/measuring-an-articles-impact



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