

Making Your Article More Discoverable





How can Search Engine Optimisation (SEO) help more people find my article online?

Did you know that more than 54% of online traffic to your articles comes from search engines?

The web is often the first port of call for people trying to find information on any given topic, and search engines are the primary gateway to that information.

As the volume of published work increases year on year, it is more important than ever to engage with SEO so that your work is easily discoverable by your audience.



1 Optimise your article title

Your article's title should be relevant, concise and should contain a key phrase that accurately describes your paper.



Make sure your key phrase/words are included in the first 50–60 characters, as this is what Google will display.



For research articles, consider stating the results of your study in the title. For review articles, it's a good idea to include “review” or “a review of” in the title.



When writing abstracts and article titles, think about what potential readers will be searching for in relation to the themes of your article.

Remember: Don't sacrifice style by overloading your article's title with too many keywords. While you want your article to be discoverable, you still want it to make sense and to engage readers!

2

Compiling your abstract

Think about how you would use a search engine if you were looking for a paper on your area of research. What keywords would you use? How would you frame your inquiry? Include three or four key phrases and relevant keywords to construct your abstract and repeat these in a natural and appropriate way.

Potential search terms incorporated in an abstract not only tell the reader that the article is relevant to them, it also helps the article to move higher up in the search results.

! **Warning:** Keep the language natural as Google will un-index your article if it believes you are trying to manipulate the system by adding too many keywords!

3

Keywords

Include the keywords and phrases you repeated in your abstract and provide additional ones. Include different variations of relevant keywords, if they are appropriate.

Pay attention to



Keywords

4

Citing your previous work

Citing previous work by you or your co-authors will also influence how search engines rank your current and future work.

Remember: All of the work you cite must be relevant to the current article you're working on.

5

Beyond Google

There are more search engines available than Google and Google Scholar! Although Google is the most popular service in Europe and the Americas, and drives much of the theory around SEO, other search engines have a massive user base in other parts of the world. For example, Yandex and Naver lead the way in Russia and South Korea respectively, and in China, Baidu is the service of choice.



While we can't recommend a 'one size fits all approach' – as different search engines rank different factors – in general we'd always advise having relevant and engaging titles, abstracts and keywords.

Don't forget: This will also help on library discovery platforms and content discovery platforms such as PubMed and Web of Science.



What can you do Post Publication?

Once your paper is published, there are further steps you can take to make sure your research is more discoverable. For example, the more links from other sites and social networks to your article, the more your search engine rankings will improve.



Link to your research on Twitter, Facebook, Google+, LinkedIn, ResearchGate, Mendeley and Kudos (visit www.cambridge.org/authorhub to view our accompanying resources).



Link your article on your Academic Institutions page and your website.



If you're just starting out and want to know more about how you can promote your work on a variety of online platforms, why not read the following Author Hub guides: *10 Ways to Promote your Articles* and *A Guide to Kudos*.

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