

Get Noticed

Increase the impact of your research

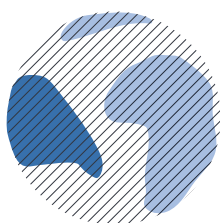


Maximize your article's visibility

SEO

Search Engine Optimization (SEO) helps your article to appear at the top of the list in search engine results:

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



Promote your article

Share your article

Share a link to your article on social media and include it on your (institution's) webpage and your LinkedIn profile.

- DOI Link: unique link to your article.
- Share Link: 50 days' free access.
- Find out how you can share your article more broadly – elsevier.com/sharing-articles.

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.
- Use your email signature to tell people about your article.

Social Media

Every day scholarly articles receive many new mentions across social media, news and blogs.

- Share links to your articles.
- Post regularly.
- Know the influential people in your field.
- Engage with others in discussions.
- Check out **Weibo**, it is one of the most popular social networks in China – weibo.com.

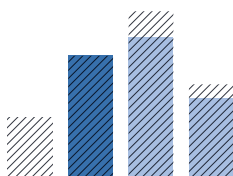


Media relations

- 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/author-services/research-data.



Monitor your article

Tracking article performance

Elsevier helps you to keep track of your article performance:

- **Mendeley**: personal dashboard with article usage, citations and media mentions – mendeley.com.
- **Article Metrics**: via our journal homepages, we show top-10 list of popular articles according to PlumX social media mentions (if data is available).



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Research Academy provides free access to countless e-learning resources designed to support researchers on every step of their research journey.