

Get Noticed

Increase the impact of your research



1

Maximise 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.

Data Visualization

A range of free tools to present your research in a more powerful, dynamic and engaging way. These include:

- High resolution imagery viewer
- Geospatial maps
- 3D models
- Virtual microscope

2

Promoting 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 – www.elsevier.com/sharing-articles.

Be discovered online

- Enhance your LinkedIn profile with your publications, AudioSlides, images.
- List your articles on your website or blog.
- Register for an ORCID ID (unique author identifier).
- Update your SCOPUS profile.

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.



Mendeley



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.

To find out more, visit our
Researcher Academy

researcheracademy.com/get-noticed

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

3

Monitoring 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.
- **Article Metrics:** via our journal homepages, we show top-10 list of popular articles according to PlumX social media mentions (if data is available).

