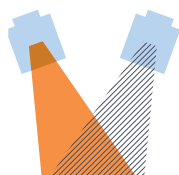


Get noticed

Increase the impact of your research



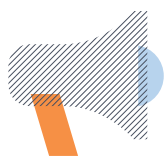
Maximize your article's visibility

Remember SEO

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

With millions of research articles published every year, 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:

- Choose the target keyword(s) with search traffic potential.
- Write a compelling title and abstract that include the target keyword(s), encouraging readers to engage and share your content.
- Create descriptive headings and add your chosen keywords and other similar terms.
- Use captions for any images and keywords and incorporate your keywords where it makes sense to do so.
- Support your content by linking to authoritative, external sources. Doing so will make your content more attractive to search engines.
- Try to secure backlinks to your article from other authoritative and reliable sources.



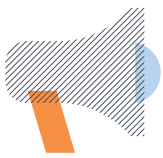
Promote your article

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 attention, 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 to your article.
- Find out how you can share your article more broadly – elsevier.com/sharing-articles



Promote your article (*continued*)

Get 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 scopus.com/feedback/author/home.uri

Leverage 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.

Harness social media



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

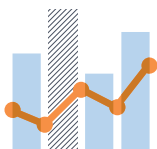
- Share links to your articles.
- Post regularly.
- Know and follow the influential people in your field.
- Engage with others in discussions.

Profit from 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.
- Data sharing increases your exposure and may lead to new collaborations.
- Find out more: elsevier.com/authors/tools-and-resources/research-data



Track your article

Measure the success of your work

Are your efforts to promote your publication 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.
- **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/tools-and-resources/measuring-an-articles-impact



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