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 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.
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- 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.
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- Contact your publisher if you think your article is interesting for a wider audience.

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