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Fall November 11, 2015

Optimize your Article for Search Engine

Nader Ale Ebrahim



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Optimize your Article for Search Engine

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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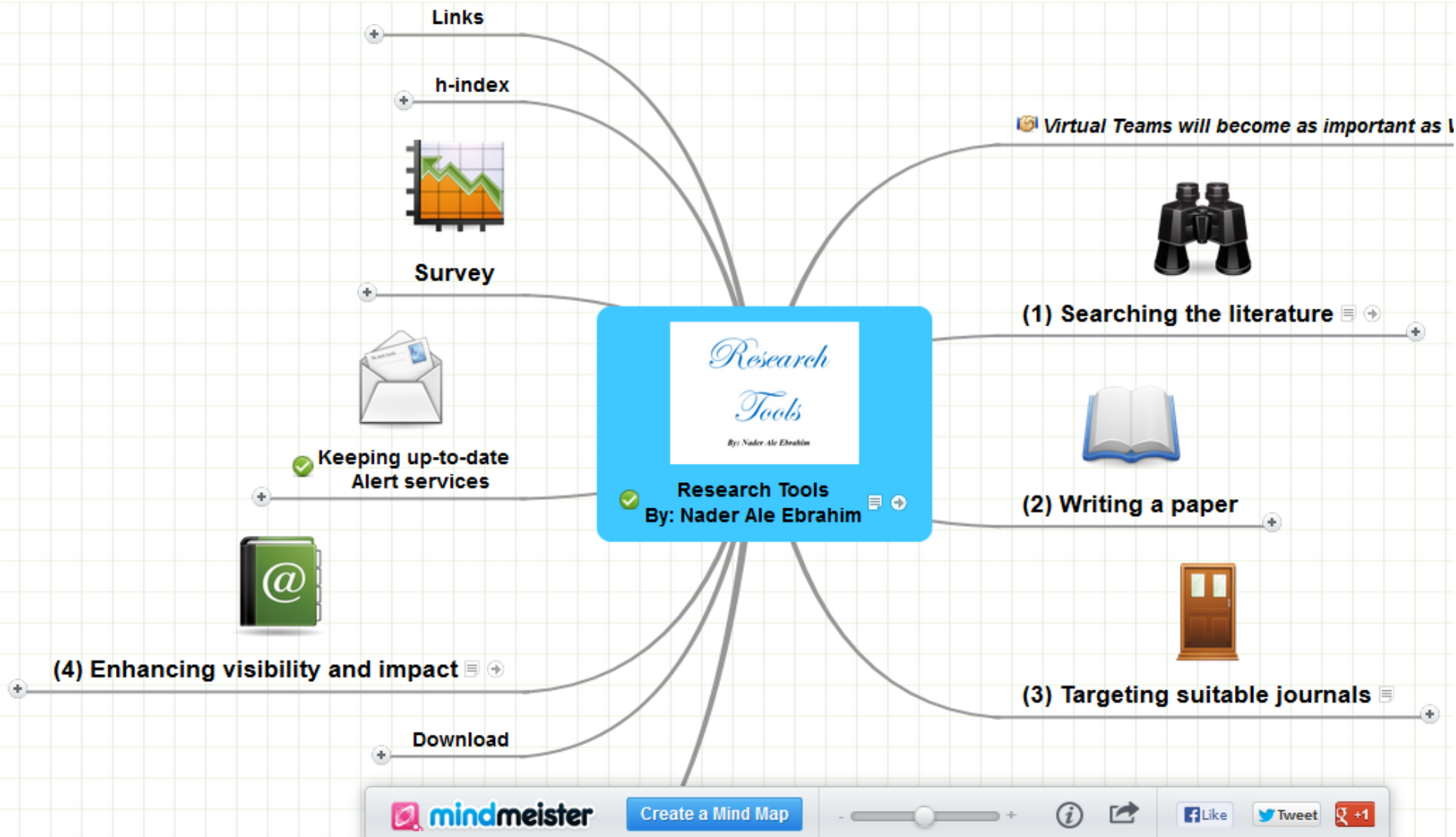
Abstract

Abstract: The number of citations a paper receives helps to determine the impact of your research. Even if your research is excellent, if no one finds your paper, it won't be cited. Similar to a company for marketing a retail product, Academic Search Engine Optimization (ASEO) of your journal papers is important to market your research findings. ASEO is almost obligatory if you would like to increase readership of your papers, increase citations and acknowledgment and to create an overall stronger academic visibility, both offline and online. By optimizing your articles, you guarantee that your articles are indexed and gain a higher ranking in general and academic search engines, such as [Google Scholar](#).

This presentation provides guidelines on how to optimize scholarly literature for academic search engines like Google Scholar, in order to increase the article visibility and citations. The closer your paper is to the number one search result, the more likely it will be read.

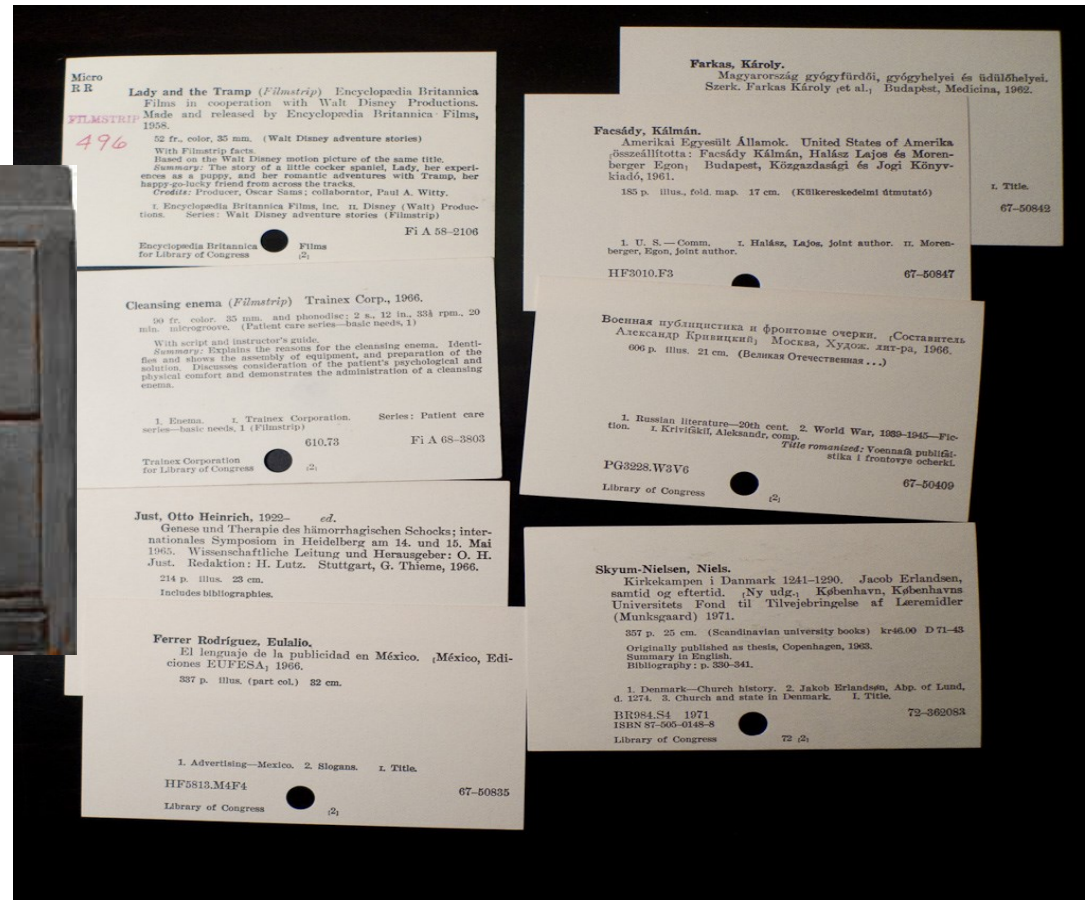
Keywords: H-index, Improve citations, Research tools, Bibliometrics

Research Tools Mind Map



Traditional Search Facilities

Card Catalog



Today: Online

- Google searches
- Digitized print resources
- Scholars' webpages with reading lists
- Consulting a list of online library resources

Source: http://www.accessdunia.com.my/home/access/public_html/wp-content/uploads/2013/11/Raising-the-impact-of-e-resources-discovery_GGShort.pptx

What is SEO?

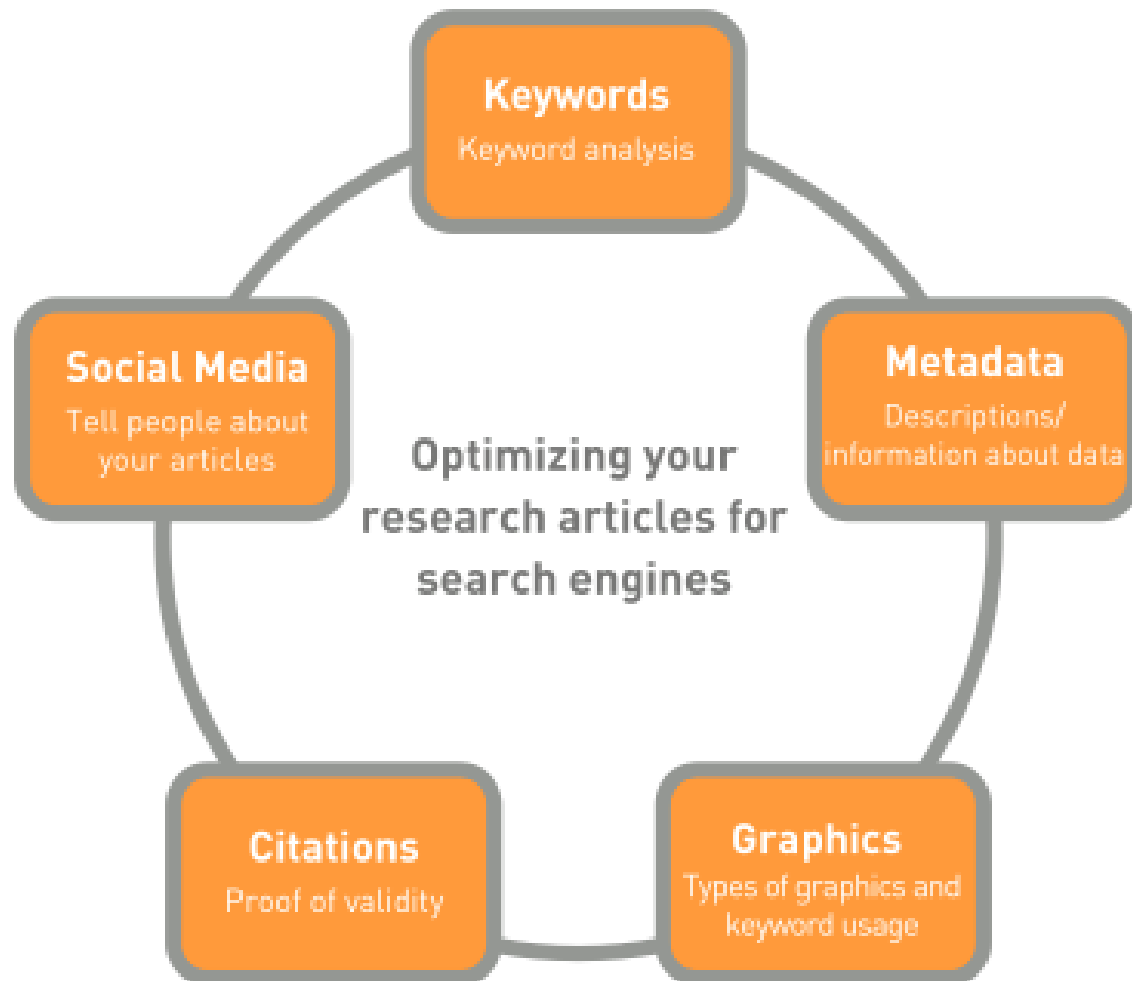
SEO stands for “search engine optimization.” It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

- All major search engines such as [Google](#), [Bing](#) and [Yahoo](#) have primary search results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users.

What Is ASEO?

- **Academic Search Engine Optimization (ASEO)** is the process of transforming your research paper into one which is easily indexed and categorized by the search engines, and thereby more advantageously positioned to increase visibility and [citations](#).

Get found — optimize your research articles for search engines



ELSEVIER

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Source: <https://www.elsevier.com/connect/get-found-optimize-your-research-articles-for-search-engines>

Tips

- **Write a good and short title for your article.** If you can use one or more keywords in the title while accurately describing the content of your article, then do it. Keep in mind the audience of your article and any academic keywords specific to your field to inform which keywords may be best to use.
- **In addition to the keywords tool from Google, check out Google Insights and Google Trends.** With the latter two, you can see the popularity of keywords over a period of time and by geographic location, which may or may not be relevant for you and to your article. Until now, Google offers the most tools for SEO.
- **Don't go overboard with using numerous top keywords in every location of your article.** You want to tastefully optimize your article without compromising the relevance and quality of your writing and research.
- **Using the most popular keyword tool may not always be best for you and your article.** After all, it is the most popular for a reason, partly because it is frequently used in documents by others. You can test this by doing your own search of the keyword and seeing how many search results are found. If it is an exorbitant amount of articles, you may want to choose another keyword that is also very relevant to your research topic.

Help Readers Find Your Article

- **Repeat key phrases in the abstract while writing naturally**

Search engines look at the abstract page of your article, which is free for everyone to look at on SAGE Journals Online. Your abstract is not only the sales pitch that tempts the researcher into reading your article, it's also the information that gives a search engine all the data it needs to be able to find your article and rank it in the search results page.

Try to repeat the key descriptive phrases. Try to imagine the phrases a researcher might search for if your paper would be of interest to them. Google can detect abuse of this so don't overplay it, focus on just 3 or 4 key phrases in your abstract.

- **Get the title right**

Ensure the main key phrase for your topic is in your article title. Make sure your title is descriptive, unambiguous, accurate and reads well. Remember people search on key phrases not just single words eg 'women's health' not 'health'.

- **Choose your key words carefully**

Include your main 3 or 4 key phrases and add in at least 3 or 4 additional key words. Where more than one phrase (or abbreviation) is often used to describe the same thing, include both/all variants, e.g. drug names.



More on SEO for publishing

- **Think about what someone might search on to find your article.** The phrase or first three or four words that first pop into your head may be what you should lead your article title with. A couple of good examples of optimized articles from Wiley's portfolio include: "Ocean Acidification and Its Potential Effects on Marine Ecosystems" and "Nanomaterials in the environment: Behavior, fate, bioavailability, and effects." You can see from both of these titles that the keywords lead the title and you can even hear the search terms in the titles.
- **Use a tool to help.** You can easily use Google's [Keyword Planner](#) or [RankChecker](#) (you'll have to sign up for a free registration for these) to find out which terms related to your article's subject matter are popular keywords or search terms.
- **Make sure the keywords you choose accurately reflect the content of your article.** This is a no-brainer, but you don't want to plug in keywords that have really strayed from your article's content. Remember those "natural connections" to your content I mentioned that Google is looking for when crawling webpages.
- **Use the keywords field to your advantage.** Make sure you use this field to your advantage when submitting your paper. You not only need your keywords from the article title and abstract, but also synonyms. Is there another name or acronym for a concept, study, compound, etc, that you're featuring in your research? Include it here!
- **Repeat keywords in your abstract in ways that make sense.** It's important to repeat your keywords in your article abstract of course but, once again, make sure they are still used in a way that achieves your primary objective, which should be to briefly communicate the content of your article.

Manuscript preparation



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1. General guidelines

- Manuscripts are accepted in English. Any consistent spelling and punctuation styles may be used. Long quotations of 40 words or more should be indented without quotation marks.
- A typical manuscript will not exceed 8500 words including tables, references and captions. Manuscripts that greatly exceed this will be critically reviewed with respect to length. Authors should include a word count with their manuscript.
- Manuscripts should be compiled in the following order: title page; abstract; keywords; main text; acknowledgements; references; appendices (as appropriate); table(s) with caption(s) (on individual pages); figure caption(s) (as a list).
- [Abstracts](#) of 250 words are required for all manuscripts submitted.
- Each manuscript should have [keywords](#).
- ***Search engine optimization (SEO) is a means of making your article more visible to anyone who might be looking for it. Please consult our guidance [here](#).***

Source: <http://www.tandfonline.com/action/authorSubmission?journalCode=tsed20&page=instructions#.Vbgwmfkuwg4>

Keywords

It is essential that authors, editors, and publishers make every effort to ensure articles are found online, quickly and accurately, ideally within the top three hits. The key to this is the appropriate use of keywords.

Source: <http://journalauthors.tandf.co.uk/preparation/writing.asp>

Keywords

- **Recent evidence suggests that a strong correlation exists between online hits and subsequent citations for journal articles.** Search engines rank highly as starting points. Students are increasingly more likely to start their research by using Google Scholar™, rather than by the traditional starting point of Abstracting and Indexing resources.
- We know that the use of keywords helps to increase the chances of the article being located, and therefore **cited**.
- Many search engines have their own algorithms for ranking sites, some by ranking the relevance of content and links to the site from other websites. Some search engines use **metadata** or "meta-tagging" to assess relevant content. Most search engines, however, scan a page for keyword phrases, which gives emphasis to phrases in headings and/or repeated phrases. The number of other sites that link to a web page also indicates how that page is valued.
- **Authors should know the key phrases for their subject area.** Reference to an established common indexing standard in a particular discipline is a useful starting point - GeoRef, ERIC Thesaurus, PsycInfo, ChemWeb, and so on.
- Keyword terms may differ from the actual text used in the title and abstract, but should accurately reflect what the article is about. **Why not try searching for the keywords you have chosen, before you submit your article?** This will help you see how useful they are.

Search engine optimization

- You need to ensure that search engines index your article, so that it comes up in a good position in the list of results when a reader enters keywords into a search engine. This makes it more likely that people will read your article. **A strong correlation exists between online hits and subsequent citations for journal articles**. We know that many readers start their research by using academic search engines such as Google Scholar™.
- **How do academic search engines work?**
Many search engines have their own algorithms for ranking sites, some by ranking the relevance of content and links to the site from other websites. Some search engines use metadata or "meta-tagging" to assess relevant content. Most search engines, however, scan a page for keyword phrases, which gives emphasis to phrases in headings and/or repeated phrases. The number of other sites that link to a web page also indicates how that page is valued.

Please see the detailed guidelines provided by [Google Scholar here](#).

- **What can I do as an author or editor?**
We know that the use of **keywords** helps to increase the chances of the article being located, and therefore cited. Which words in your article are the most important? **Put yourself in the position of a reader. Which words might they type in to a search engine if they were looking for something on your topic?** Authors should know the key phrases for their subject area. Reference to an established common indexing standard in a particular discipline is a useful starting point - GeoRef, ERIC Thesaurus, PsycInfo, ChemWeb, and so on. There is further guidance on [choosing keywords](#) above.

Search engine optimization

- The **title** and **abstract** you provide are also very important for search engines. Some search engines will only index these two parts of your article. Your article title should be concise, accurate, and informative. The title should be specific and it should contain words that readers might be searching for. This will make it more likely that people will find and read your article. Remember that you are writing for people as well as search engines! And do not be tempted to over-optimize your article (as discussed in the first reference below). The title must reflect the content of your article; if it does not, readers will be confused or disappointed. The title must also be comprehensible to the general reader outside your field. Where possible avoid abbreviations, formulae, and numbers. The following should also usually be omitted: "Investigation of..."; "Study of..."; "More about..."; "...revisited".
- Think about how you can increase the number of people reading and citing your article ([see our detailed guidance here](#)), because the number of citations will influence where it appears in the rankings. Link to the article once it is published, for example, from your blog, via social networking sites, and from pages on your university website. ([Tips on promoting your article can be found here](#)).
- **Further reading**

Beel, J. and Gipp, B. (2010) [Academic search engine spam and Google Scholar's resilience against it](#), *The Journal of Electronic Publishing*, 13(3).

Beel, J., Gipp, B. and Wilde, E. (2010) [academic search engine optimization \(ASEO\): optimizing scholarly literature for Google Scholar and Co.](#), *Journal of Scholarly Publishing*, 41(2), pp. 176–190

Papers are accepted based on novelty, importance and scientific merit. But once published, a well-crafted *title* and *abstract* can help your work be found.

Source: <http://blogs.nature.com/naturejobs/2015/07/10/publishing-high-impact-papers-natures-way>

Titles: be simple and specific

- Use active rather than passive verbs.
- Avoid words that don't add to the story such as: “on this”, “study”, and “investigation”.
- Be specific in delivering your message:
- Not every reader may know [what Akt and Foxo1 are](#), but the title is declarative and specific. “But don't be *too* specific”.
- When possible, avoid acronyms and other jargon, which renders the title opaque to readers not already conversant in the field.
- Avoid question marks: titles should present outcomes, without teasing the reader.
- Focus on what is novel in the work.
- Avoid complex, compound nouns. For example, the term “excess water-weight remover”.

Source: <http://blogs.nature.com/naturejobs/2015/07/10/publishing-high-impact-papers-natures-way>

Strategies for Enhancing the Impact of Research

Preparing for Publication

- Add the name of study in the title of all publications and use the same title/ name consistently.
- Assign keyword terms to the manuscript.
- Formulate a concise, well-constructed title and abstract. Include crucial keywords in the abstract.
- Publish your work in an open access journal.
- Consider the desired audience when choosing a journal for publication.

[Source: Washington University School of Medicine, St. Louis Missouri](#)

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Consider where you would like to appear – in other words, what is your niche?
If someone searched for a topic, where would you like to appear?

Improving Readership of Your Articles

Appearing at the top of the list of search results, and having a useful description of your work, greatly improve the likelihood that a reader will find and download your document.

- Abstracts should include **keywords** that potential readers are likely to use in searches. It is especially valuable to modify and reuse words that appear in the document's title and full text to improve the article's rank when readers search for those words.
- The **first sentence of the abstract** is all that is likely to be displayed in the search page results, so make your first sentence one that will encourage readers to click the link.

Well-Optimized Abstract:

False Remembering in the **Aged**

Researchers studying human **memory** have increasingly focused on **memory** accuracy in **aging** populations. In this article we briefly review the literature on **memory** accuracy in healthy older adults. The prevailing evidence indicates that, compared to younger adults, older adults exhibit both diminished **memory** accuracy and greater susceptibility to misinformation. In addition, older adults demonstrate high levels of confidence in their **false memories**. We suggest an explanatory framework for the high level of **false memories** observed in older adults, a framework based on the theory that consciously controlled uses of **memory** decline with **age**, making older adults more susceptible to **false memories** that rely on automatic processes. We also point to future research that may remedy such deficits in accuracy.

This article appears on the first page of results in Google for false+memory+aged.

Source: <http://authorservices.wiley.com/bauthor/seo.asp>

Poorly Optimized Abstract:

False *Remembering in the Senior Population*

Researchers studying human **memory** have increasingly focused on its accuracy in senior populations. In this article we briefly review the literature on such accuracy in healthy older adults. The prevailing evidence indicates that, compared to younger adults, older adults exhibit both diminished accuracy and greater susceptibility to misinformation. In addition, older adults demonstrate high levels of confidence in their **false memories**. We suggest an explanatory framework for the high levels observed in older adults, a framework based on the theory that consciously controlled uses of **memory** decline in later life, making older adults more susceptible to **false memories** that rely on automatic processes. We also point to future research that may remedy such deficits in accuracy.

Source: <http://authorservices.wiley.com/bauthor/seo.asp>

Compare Keywords

“Senior Population” with “Aged”

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November 2015, Volume 105, Issue 2, pp 759-771
First online: 09 September 2015

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Mohammad Reza Maghami, Shahin navabi asl, Mohammad esmaeil Rezadad, Nader Ale Ebrahim, Chandima Gomes

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100 Most Cited Articles in Urban Green and Open Spaces: A Bibliometric Analysis

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Virtual R&D Teams: A New Model for Product Development

Nader Ale Ebrahim

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