Improving Research Visibility Part 1: Academic Search Engine Optimization

Nader Ale Ebrahim
Improving Research Visibility Part 1: Academic Search Engine Optimization

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www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations

19th April 2017
5th SERIES OF WORKSHOP ON:

**Strategies to Enhance Research Visibility, Impact & Citations**

Nader Ale Ebrahim, PhD

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Centre for Research Services
Research Management & Innovation Complex
University of Malaya, Kuala Lumpur, Malaysia


[http://scholar.google.com/citations](http://scholar.google.com/citations)

Read more:


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. In order to increase the article visibility and citations, this presentation provides guidelines on how to optimize scholarly literature for academic search engines like Google Scholar.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, Research visibility, ASEO
LITERATURE REVIEWING WITH RESEARCH TOOLS

BENEFITS!!!!

- Save time
- Safe keep downloaded articles
- Practical usage of research tools
- Clear direction for literature review and paper writing

Date: MAY 16th & 23rd, 2017 (TUESDAY)
Time: 9.00 am — 4.30 pm
Venue: Computer Lab, Level 2, Research Management & Innovation Complex (IPPP)
Fees: RM 400.00 (UM STAFF & STUDENTS)
RM 1,500.00 (NON-UM STAFF & STUDENTS)

Programme:

<table>
<thead>
<tr>
<th>No.</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What is a literature review?</td>
</tr>
<tr>
<td>2</td>
<td>Systematic review</td>
</tr>
<tr>
<td>3</td>
<td>Narrow the area of research</td>
</tr>
<tr>
<td>4</td>
<td>Review biases</td>
</tr>
<tr>
<td>5</td>
<td>Identifying a research problem</td>
</tr>
<tr>
<td>6</td>
<td>Finding a keyword</td>
</tr>
<tr>
<td>7</td>
<td>Introduce a “Research Tools” box</td>
</tr>
<tr>
<td>8</td>
<td>Selecting keywords</td>
</tr>
<tr>
<td>9</td>
<td>Finding proper articles</td>
</tr>
<tr>
<td>10</td>
<td>Evaluate a paper quality</td>
</tr>
<tr>
<td>11</td>
<td>H-index and g-index</td>
</tr>
<tr>
<td>12</td>
<td>Publish or perish</td>
</tr>
<tr>
<td>13</td>
<td>Evaluate a journal quality</td>
</tr>
<tr>
<td>14</td>
<td>Impact factor - Journal ranking</td>
</tr>
<tr>
<td>15</td>
<td>Keeping up to date (Alert system)</td>
</tr>
<tr>
<td>16</td>
<td>Indexing desktop search tool</td>
</tr>
</tbody>
</table>

REGISTRATION

The deadline for registration is on 11 MAY 2017.
Please visit http://umconference.um.edu.my/ls for registration.

PAYMENT METHODS

- Cheque and Government Local Order
- Direct Bank-In
- Internal Money Transfer / Journal Transfer

For further enquiries kindly contact us at:
Centre for Research Services (PPP)
Institute of Research Management & Services (IPPP)
Level 2, Kompleks Perguruan Penyelidikan & Inovasi, University of Malaya (UM)
Tel.: 60-3-7967 6169 / 6142
Fax.: 60-3-7967 6160
Email: ppp_workshop@um.edu.my
Website: http://umconference.um.edu.my/ls
http://umiresearch.um.edu.my

http://umconference.um.edu.my/ls ©2017-2018 Nader Ale Ebrahim
Workshop Series:
Strategies to Enhance Research Visibility, Impact & Citations

Boosting your Research Visibility

Do you know “Over 43% of ISI papers have never ever received any citations?” (nature.com/top100_2014). Publishing a high quality paper in scientific journals is only halfway towards receiving citation in the future. The rest of the journey is dependent on disseminating the publications via proper utilization of the “Research Tools”. Proper tools allow the researchers to increase the research impact and citations for their publications. This workshop series will provide you various techniques on how you can increase the visibility and hence the impact of your research work.

Who should attend?

The workshop is for professors, lecturers, and researchers who have published papers and would like to increase their papers’ visibility and citation index. The workshop is applicable for various research disciplines. This workshop series is for UM Staff and UM students only.

Workshop Details & Registration

Speaker: Dr. Nader Ale Ebrahim, PhD (Research Fellow)
Dr. Bong Yee Bonn, PhD (Research Manager)

Venue: Computer Lab, Level 2, Institute of Research Management & Services (IPPC)
Research Management & Innovation Complex, University of Malaya

Organizer: Centre for research Services (PPP), IPPP, University of Malaya

Time & Date: Kindly refer page 2 of the brochure

Fees: RM 10.00 per Session / Tepic
* Direct Bank-In ONLY
Please bank-in to the account:
BENDAHARI UNIVERSITI MALAYA (CIMB Account No: 80-0127999-5)

WORKSHOP SERIES 5

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 April 2017</td>
<td>9.00 a.m. — 12.00 p.m.</td>
<td>Improving Research Visibility Part 1: Search Engine Optimization</td>
</tr>
<tr>
<td>26 April 2017</td>
<td>9.00 a.m. — 12.00 p.m.</td>
<td>Improving Research Visibility Part 2: Pre/Post Prints Preparation</td>
</tr>
<tr>
<td>3 May 2017</td>
<td>9.00 a.m. — 12.00 p.m.</td>
<td>Improving Research Visibility Part 3: Online Profiles</td>
</tr>
<tr>
<td>17 May 2017</td>
<td>9.00 a.m. — 12.00 p.m.</td>
<td>Improving Research Visibility Part 4: Open Access Repositories</td>
</tr>
<tr>
<td>24 May 2017</td>
<td>9.00 a.m. — 12.00 p.m.</td>
<td>Improving Research Visibility Part 5: Blogging and Online Magazines</td>
</tr>
<tr>
<td>31 May 2017</td>
<td>9.00 a.m. — 12.00 p.m.</td>
<td>Improving Research Visibility Part 6: Academic Social Networking</td>
</tr>
<tr>
<td>7 June 2017</td>
<td>9.00 a.m. — 12.00 p.m.</td>
<td>Improving Research Visibility Part 7: Measuring Research Impact</td>
</tr>
</tbody>
</table>

CONTACT US

For further enquiries kindly contact us at:
Centre for Research Services (PPP)
Institute of Research Management & Services (IPPP)
Level 2, Research Management & Innovation Complex, University of Malaya (UM)
Tel: 03-7967 8289 / 6842
Fax: 03-7967 6390
Email: ppp_workshop@um.edu.my
Website: http://umconference.um.edu.my
http://umresearch.um.edu.my

http://umconference.um.edu.my/ws ©2017-2018 Nader Ale Ebrahim
Virtual Teams will become as important as

(1) Searching the literature

(2) Writing a paper

(3) Targeting suitable journals

(4) Enhancing visibility and impact

Survey

Keeping up-to-date
Alert services

Download

h-index

Links

Research Tools
By: Nader Ale Ebrahim
### Table 11. Top 10 authors with the highest profile view counts on ResearchGate (9th of November, 2015), compared to the same indicator on the 10th of September, 2015.

<table>
<thead>
<tr>
<th>Author Name</th>
<th>September 10th (2015) Profile Views</th>
<th>November 9th (2015) Profile View</th>
<th>Mismatch (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nader Ale Ebrahim</td>
<td>19,821</td>
<td>13,281</td>
<td>67.00</td>
</tr>
<tr>
<td>Chaomei Chen</td>
<td>7,760</td>
<td>3,937</td>
<td>50.73</td>
</tr>
<tr>
<td>Loet Leydesdorff</td>
<td>4,227</td>
<td>1,758</td>
<td>41.59</td>
</tr>
<tr>
<td>Bakthavachalam Elango</td>
<td>2,883</td>
<td>1,756</td>
<td>60.91</td>
</tr>
<tr>
<td>Zaida Chinchilla</td>
<td>5,840</td>
<td>1,569</td>
<td>26.87</td>
</tr>
<tr>
<td>Mike Thelwall</td>
<td>4,297</td>
<td>1,568</td>
<td>36.49</td>
</tr>
<tr>
<td>Lutz Bornmann</td>
<td>3,129</td>
<td>1,439</td>
<td>45.99</td>
</tr>
<tr>
<td>Wolfgang Glänzel</td>
<td>3,012</td>
<td>1,301</td>
<td>43.19</td>
</tr>
<tr>
<td>Kevin Boyack</td>
<td>3,256</td>
<td>1,135</td>
<td>34.86</td>
</tr>
<tr>
<td>Peter Ingwersen</td>
<td>2,335</td>
<td>1,025</td>
<td>43.90</td>
</tr>
</tbody>
</table>

Ale Ebrahim et al. (2014) believe that increased accessibility of an article through search engines can improve its citation rate.

**Fig. 2** Testing the model for the impact of visibility on citation with save, discussion and recommendation as mediators

Traditional Search Facilities

Card Catalog

Source: [http://krishi.icar.gov.in/presentation/eprints_cmfri.ppt](http://krishi.icar.gov.in/presentation/eprints_cmfri.ppt)
Today: Online

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

Make sure your paper doesn’t get lost in the crowd. Get your paper Optimized for Search Engines.

When writing a paper title, think about the visibility and consider the search terms people may use to locate information about your topic and include these words.

When submitting an article for publication, authors should consider how easily discoverable their research will be to their audience and enhance opportunities for citation. 

Source: http://guides.library.ucla.edu/seo
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.

Source: http://searchengineland.com/guide/what-is-seo
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**.

Source: [http://howtopublishinjournals.com/2013/12/08/academic-seo-for-your-research-papers/](http://howtopublishinjournals.com/2013/12/08/academic-seo-for-your-research-papers/)
ASEO should be a common procedure for researchers, similar to, for instance, selecting an appropriate journal for publication.

- ASEO should not be seen as a guide on how to cheat academic search engines. Rather, it is about helping academic search engines to understand the content of research papers and, thus, about how to make this content more widely and easily available.

Source: http://medicalfuturist.com/academic-search-engine-optimization-in-google-scholar/
Get found — optimize your research articles for search engines

Keywords
Keyword analysis

Social Media
Tell people about your articles

Metadata
Descriptions/information about data

Citations
Proof of validity

Graphics
Types of graphics and keyword usage

Optimizing your research articles for search engines

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Source: https://www.elsevier.com/connect/get-found-optimize-your-research-articles-for-search-engines
• **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.
1. **Find the Keywords and search phrase to optimize your document**
   – Think about the most important words that are relevant to the article.
   – Consider looking up specific keywords on Google Trends or the Google Adwords Keywords tool to find out which search terms are popular.
   – Try out your keywords in Google Scholar, etc. and if too many results are returned, it may be better to consider a keyword with less competition.

2. **Make sure you have a SEO-friendly title for your article**
   – The title needs to be descriptive and must contain a key phrase related to your topic.
   – Put your keywords within the first 65 characters of the title. Google Scholar considers the length of a title. In a search for the phrase ‘SEO for Authors: A How-to Guide’ would be ranked higher than one titled ‘Search Engine Optimization (SEO) for Authors: Ranking Information and Publishing Tips’. Although in general titles should be fairly short, we suggest choosing a longer title if there are many relevant keywords.

3. **Write your abstract using keywords, phrases and synonyms**
   – Include the keywords and phrases in your abstract that a researcher might search on to find your article. Provide additional relevant keywords and synonyms for those keywords as they relate to your article keeping in mind those keywords are also used by the abstracting and indexing services as a method to tag the research content.

Source: [http://guides.library.ucla.edu/seo](http://guides.library.ucla.edu/seo)
4. Stay consistent
   - Refer to authors names and initials in a consistent manner throughout the paper and in the same way they've been referred to in the past online publications. If names are used inconsistently, search engines may not be able to id articles or citations correctly; as a consequence, citations may be assigned incorrectly, and articles will not be as highly ranked as they should be. For instance, Jöran, Joeran, and Joran are all correct spellings of the same name (given different transcription rules), but Google Scholar sees them as three different names. Obtain an ORCID and use it when submitting works to publishers to aid disambiguation.

5. Use headings
   - Headings for the various sections of your article tip off search engines to the structure and content of your article. Incorporate your keywords and phrases in these headings wherever it’s appropriate.

6. Cite your own, or your co-authors, previous publications
   - Academic search engines, and especially Google Scholar, assign significant weight to citation counts. Citations influence whether articles are indexed at all, and they also influence the ranking of articles. When referencing your own published work, it is important to include a link where that work can be downloaded. This helps readers to find your article and helps academic search engines to index the referenced articles' full text.

7. Text in figures and tables should be machine readable
   - Vector graphics containing font based text should be used instead of rasterized images so it can be indexed by academic search engines. Graphics stored as JPEG, BMP, GIF, TIFF, or PNG files are not vector graphics.
   - When documents are converted to PDF, all metadata should be correct (especially author and title). Some search engines use PDF metadata to identify the file or to display information about the article on the search engine results page.

Source: [http://guides.library.ucla.edu/seo](http://guides.library.ucla.edu/seo)
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.

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Source: https://uk.sagepub.com/en-gb/asi/help-readers-find-your-article
Top Tips to Make Your Article Discoverable Online

1. Make sure you have an SEO-friendly title for your article
2. Carefully craft your abstract using keywords, keywords, keywords
3. Provide at least five keywords or phrases in the keywords field
4. Stay consistent
5. Use headings
6. Cite your own, or your co-authors, previous publications
7. Promoting your Article after Publication Using Internet and Social Media

Source: http://media.wiley.com/assets/7158/18/SEO_For_Authors.pdf
Example of Well-Optimized Abstract

Ocean Acidification and Its Potential Effects on Marine Ecosystems

Keywords
- ocean acidification, climate change; carbonate saturation state; seawater chemistry; marine ecosystems; anthropogenic CO₂

Abstract
Ocean acidification is rapidly changing the carbonate system of the world oceans. Past mass extinction events have been linked to ocean acidification, and the current rate of change in seawater chemistry is unprecedented. Evidence suggests that these changes will have significant consequences for marine taxa, particularly those that build skeletons, shells, and tests of biogenic calcium carbonate. Potential changes in species distributions and abundances could propagate through multiple trophic levels of marine food webs, though research into the long-term ecosystem impacts of ocean acidification is in its infancy. This review attempts to provide a general synthesis of known and/or hypothesized biological and ecosystem responses to increasing ocean acidification. Marine taxa covered in this review include tropical reef-building corals, cold-water corals, crustose coralline algae, Halimeda, benthic mollusks, echinoderms, coccolithophores, foraminifers, pteropods, seagrasses, jellyfishes, and fishes. The risk of irreversible ecosystem changes due to ocean acidification should enlighten the ongoing CO₂ emissions debate and make it clear that the human dependence on fossil fuels must end quickly. Political will and significant large-scale investment in clean-energy technologies are essential if we are to avoid the most damaging effects of human-induced climate change, including ocean acidification.
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

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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.
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](https://ads.google.com/home/products/planner) or [RankChecker](http://www.rankchecker.co.uk) (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.
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](http://www.tandfonline.com/action/authorSubmission?journalCode=tsed20&page=instructions#.Vbgwmfkuwq4).**
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.

Source: [http://journalauthors.tandf.co.uk/preparation/writing.asp](http://journalauthors.tandf.co.uk/preparation/writing.asp)
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](http://journalauthors.tandf.co.uk/preparation/writing.asp).

- **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](http://journalauthors.tandf.co.uk/preparation/writing.asp) above.

Source: [http://journalauthors.tandf.co.uk/preparation/writing.asp](http://journalauthors.tandf.co.uk/preparation/writing.asp)
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


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

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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

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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.
Compare Keywords
“Senior Population” with “Aged”
Compare Keywords
“Senior Population” with “Aged”
### Document search results

**1,464 document results**

#### Refine

- **Year**
  - 2010 (59)
  - 2015 (79)
  - 2014 (94)
  - 2013 (105)
  - 2012 (105)

- **Author Name**
  - Paul, S. (15)
  - Pazos, P. (11)
  - Picot, A. (11)

#### Search within results...

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<td>Emergent leadership in virtual teams: A multilevel investigation of individual communication and team dispersion antecedents</td>
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<td>2016</td>
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<td>Creativity techniques to enhance knowledge transfer within global virtual teams in the context of knowledge-intensive enterprises</td>
<td>Castellano, S., Davidson, P., Khelladi, I.</td>
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Check your profile on Google Scholar

Nader Ale Ebrahim (ORCID: 0000-0001-7091-4439)
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Verified email at um.edu.my - Homepage

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Citation indices

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Co-authors

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Mohamed Amin Embi
Hossein Gholizadeh (حسین گلیزاده)
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Technology management  Virtual R&D teams  New product development  Research tools  Bibliometrics

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Tips to Select a Brand Name

- Make it unique
- Ensure you can make it Web-Friendly
- Make it memorable
- Ensure you can repeat in your publication’s title and abstract
- Test #
- Pick a brand name that everybody is curious to know more about.
- Be careful not to choose a brand name that is too broad in scope

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Select a unique phrase/keyword

Select/make keyword or phrase that is not already in the published literature. The keyword should capture the unique aspects of your work, which no predetermined subject terms can do.

- Fuzzy Sets
- Genetic algorithms
Questions?

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Twitter: @aleebrahim

www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations

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1. Ale Ebrahim, Nader (2017): Research Articles Repositories for Boosting Research Citation and Visibility. [https://doi.org/10.6084/m9.figshare.4880330.v1](https://doi.org/10.6084/m9.figshare.4880330.v1)
2. Ale Ebrahim, Nader (2017): Boosting Research Citation and Visibility through Online Profile. [https://doi.org/10.6084/m9.figshare.4833779.v1](https://doi.org/10.6084/m9.figshare.4833779.v1)
4. Ale Ebrahim, Nader (2017): Copyright Checking and Pre-print / Post-print Preparations. [https://doi.org/10.6084/m9.figshare.4757815.v1](https://doi.org/10.6084/m9.figshare.4757815.v1)