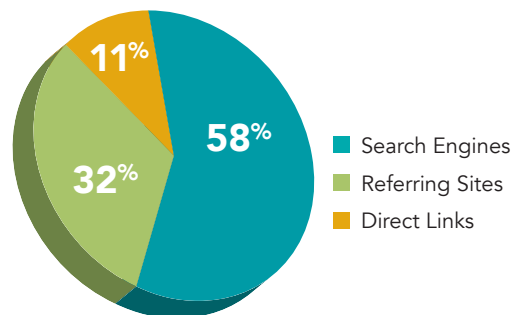


Search Engine Optimization: For Authors

Driving usage and readership is critically important to raise the visibility of your research. Wiley Online Library is one of the most highly visited scientific web sites, with over half of our traffic originating directly from Google, Google Scholar and other search engines. Wiley has a robust search engine optimization strategy and we are actively engaged in ensuring that all of our research content is visible and high ranking in the search results of Google and other engines. One of the key factors in sustaining long-term usage for your research is through search engine optimization (SEO). Authors can also play a crucial role in optimizing search results at the article-level by following the tips below.

Wiley Online Library Traffic Sources



Top Tips to Make Your Article Discoverable Online

- 1. Make sure you have an SEO-friendly title for your article**

The title needs to be descriptive and must incorporate a key phrase related to your topic. Put your keywords within the first 65 characters of the title.
- 2. Carefully craft your abstract using keywords, keywords, keywords**
 - a. Choose the appropriate keywords and phrases for your article. Think of a phrase of 2-4 words that a researcher might search on to find your article.
 - b. Consider looking up specific keywords on Google Trends or the Google Adwords keywords tool to find out which search terms are popular
 - c. Repeat your keywords and phrases **3-4 times** throughout the abstract in a natural, contextual way.
 - d. BUT don't go overboard with repetition as search engines may un-index your article as a result.
- 3. Provide at least five keywords or phrases in the keywords field**

Include the keywords and phrases you repeated in your abstract. Provide additional relevant keywords and **synonyms** for those keywords as they relate to your article. Keywords are not only important for SEO, they are also used by abstracting and indexing services as a mechanism to tag research content.
- 4. Stay consistent**

Refer to authors' names and initials in a consistent manner throughout the paper and make sure you're referring to them in the same way they've been referred to in past online publications.
- 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**

Cite your previous work as appropriate because citations of your past work factors into how search engines rank your current and future work.

Example of Well-Optimized Abstract

Title includes and leads with important keywords

Ocean Acidification and Its Potential Effects on Marine Ecosystems

Keywords

ocean acidification, climate change; carbonate saturation state; seawater chemistry; marine ecosystems; anthropogenic CO₂ *Search term-style keywords provided*

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, foraminifera, 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.

Search terms contextually repeated throughout abstract

For more examples and information, visit our Author Services page on Wiley Online Library.
<http://authorservices.wiley.com/bauthor/seo.asp>

Promoting your Article after Publication Using Internet and Social Media

Once your article is written and published, there are still a few more steps to take to ensure your article is discoverable and visible. The best way to do this is to inform everyone in your academic and social networks about it. The volume of in-bound links also plays a factor in search engine rankings.

Share/include your article on the following platforms (as applicable in your discipline):

- LinkedIn
- Facebook
- Twitter
- Your blog, or websites that you contribute to
- Your institution's repository
- Mendeley
- ResearchGate
- Your website
- Your academic institution's website