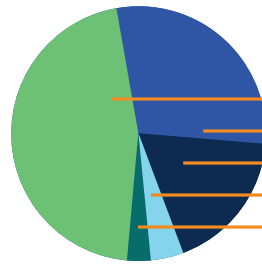


## What is SEO?

SEO is the process of improving the ranking of a webpage in a search engine's results so your article appears at the top of the list when someone enters a search term that is relevant to your topic.

**HIGHER IN SEARCH RESULTS =  
MORE LIKELY TO BE DISCOVERED**



## How important is SEO for my article?

Visits to ET&C and IEAM typically come from:

- 58% Search Engines
- 23% Bookmarked, Typed or Entered Directly
- 6% PubMed
- 5% Other Websites
- 1% Social Media

Nearly half of the traffic to SETAC journals' content on Wiley Online Library in the past year came from search engines such as Google, Google Scholar, Bing, Baidu and Yahoo



## How can I make my article appear best in search engines?

- Metadata matters to search engines: article titles, author names, and the first line of your abstract often are presented as part of the search snippet
- Check all fields carefully and ensure each is correct at the time of publication
- Be consistent in how you present your name across papers so searchers can easily identify you

## The 4 Easy Steps to SEO



### Keyword Tips

- Make your keywords count: choose up to 5 keywords and phrases
- Avoid overuse and repetition of the same words, including any used in the title
- Try to use synonyms that searchers may look for
- Test your keywords in your audience's search engine of choice

**IMPORTANCE:** The title is the most interesting element and first piece of information someone sees before deciding to read your article



### Title Tips

- Make the title specific
- Place the main concept at the beginning
- Only use abbreviations and acronyms if it is common terminology
- Avoid passive phrases such as "effect of," "involvement of," "evidence of"
- Instead of "Evidence of X in Y process," try "X impacts Y process through Z"

**IMPORTANCE:** Keywords push articles to the top of search results and are used by abstracting and indexing services as a mechanism to tag research content



### Abstract Tips

- Capture key points in simple language — focus on a maximum of 3–4 keywords
- Place essential findings first
- Think of these questions: Why did you do the research? What is the key conclusion? How are your findings valuable for your field?
- An abstract should tell a story with a beginning, a middle, and an end

**IMPORTANCE:** Abstracts are almost always free access, which means they are the most widely-read part of your paper and may be accessed by readers who are non-experts



### Building Links Tips

- Link to your paper from your institution's website
- List your article as a reference to a related Wikipedia
- Cite your work when it makes sense to cite your work—you do not want to self cite too much because in WOS you'll get flagged —unless it really is appropriate
- Include links in your social media profiles

**IMPORTANCE:** The more reputable inbound links there are to your article, the more search engines will value and highlight your content

# 4 Easy Ways to Increase the Impact of Your Published Paper

You have already optimized your article to be discoverable by search engines. But after it is written and published, there are still a few more steps to make your article even more discoverable and visible.

## 1. Share your article

### Wiley offers two different options

- Wiley Content Sharing: Authors receive a unique link to share a read-only version with unlimited people
- Article Share: Invite up to ten colleagues to receive unlimited full-text access your paper

**IMPORTANCE:** Once published, ArticleShare automatically gets your published paper into the hands of influential people who can help make the biggest impact.

**FIND OUT MORE HERE:**  
<http://bit.ly/ArticleShareforSETAC>

**2. Kudos** is a service that helps authors explain, share, and measure their article for maximum impact.



**FIND OUT MORE HERE:**  
<http://bit.ly/KUDOSforSETAC>



**Explain** in simple language what your publication is about and why it is important. You can also add links to other materials that provide context.



**Share** Create a unique, trackable link and share your enhanced article on social networks, websites, or email.



**Measure** Access a publication dashboard to monitor the impact of your article performance by usage, citations and Altmetric score and see the direct impact of your shared link.



Did you know?

**80%**

of authors say that Kudos helped them achieve their goals of getting read, shared and cited more.

### KUDOS QUICK TIP

The Kudos enhanced author dashboard shows your publications on one page with all the actions you have taken and results. This includes weekly full-text downloads!

**3. Social Media** is a great tool for promoting your published work.



**Facebook and Twitter** — Be part of the conversation! Join groups of influencers in your community and follow others with similar interests.

**GET MORE HERE:**  
<http://bit.ly/facebookTwitterforauthors>



**LinkedIn** — Highlight your work! Showcase your publications, honors, and awards. Add images, videos, presentations, and documents.

**GET MORE HERE:**  
<http://bit.ly/LinkedInforAuthors>



**Altmetric** — Track your reach through social media using Altmetric.

**GET MORE HERE:**  
<http://bit.ly/altmetricsforResearchers>

**4. ORCID** Showcase your work and increase discoverability.

ORCID iD is a unique and persistent identifier that distinguishes you from every other researcher and connects you to your research activities, so you always get the credit for your work.

**FIND OUT MORE HERE:** [www.wileyauthors.com/orcid](http://www.wileyauthors.com/orcid)

For more information about publishing with SETAC, visit  
<http://bit.ly/PublishWithSETAC>



**WILEY**