

# Maximize the impact of your published research!

**9 promotional tools**  
to help ensure your work gets seen, read, and cited.



## SEO

- ✓ Are your title and abstract clear and searchable? Have you used the most relevant keywords?
- ✓ Have you looked at off-page SEO strategies, such as link building, to promote your article?



## Conferences

- ✓ Think about simple messages to promote your article at your next conference – whether networking with colleagues, or presenting formally.



## Publicity

- ✓ Is your latest research newsworthy? Have you shared it with your local press office?
- ✓ If sending a press release, wait until the article is published online, refer to the journal in the first paragraph, and link to the final published article on Wiley Online Library.



## Networking

- ✓ If you run a blog, post about your article.
- ✓ Join academic social networking sites such as Mendeley and Academia.edu.



## The Wider Web

- ✓ Update your faculty or professional website with an entry about your article.
- ✓ Register for your unique ORCID iD and add your article details to your profile.
- ✓ Find a Wikipedia page on a topic related to your article, and add a reference to your paper.



## Multimedia

- ✓ Talk directly to potential readers and create a short video or podcast which conveys the essence of your paper. Ask your Wiley contact for more details.



## Email

- ✓ Sign up for journal content alerts, so you know when your article is officially published online.
- ✓ Add a link to your email signature.
- ✓ Send a link to your article to fellow researchers, colleagues, and friends.



## Article Sharing

- ✓ Use Wiley Author Services to generate a unique sharing link to a full-text, read-only version of your article that can be shared with unlimited people.



## Social Media

- ✓ Share a link to your article on Twitter, LinkedIn, Facebook or other social media platforms.
- ✓ Engage with any existing Society / College social media accounts.

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