

HOW DO YOU AS AN AUTHOR GAIN MAXIMUM VISIBILITY FOR YOUR WORKS?

PRIOR TO PUBLICATION

Academic Search engine optimization

According to statistics by publishers such as de Gruyter and Springer books and articles are in most cases found via search engines such as Google Scholar. For dissemination of a book it is therefore essential to determine the search requests by which it may be found.

Search engine optimisation means structuring the content (title, chapters and abstract) in the best possible way and describing it as best as possible using meta data. Such structures and standards for the layout of academic papers help a search engine to identify the text as being academic.

The following points should be considered:

1. Use relevant Keywords

Put yourself in the position of the user and ask yourself which search requests your book or your article answers. The words in those search requests are keywords and should be contained in your title, subheadings and the abstract. Using key phrases may also be useful. Sometimes it is helpful to define a main keyword and then define several sub-keywords and synonyms on that basis. SEO keywords do not necessarily have to correspond to bibliographic keywords.

You can test keywords and/or phrases by entering them into different search engines and checking the results. How similar are they to the topic that your publication deals with?

In addition, you can use free online tools to analyse your keywords, such as e.g.:

- [GoogleTrends](#)
- [AnswerThePublic](#)
- [Ubersuggest](#)
- [keyword-tools.org](#)
- [Google Keyword Planner](#)

2. Choose a meaningful title

The title is the first and sometimes the only part that users will see. The choice of title is therefore especially important. It should ...

- ... be descriptive and informative so that it is immediately clear what it is about.
- ... contain the keywords and the most important information right at the beginning and not only later in the subheading.
- ... not be a one-word title as those risk being lost in the mass of publications.
- ... also not be too creative as it may then not be immediately apparent what the book is about. (That does not, however, mean that you should discard a creative title if you come up with one. In some cases it may be quite useful for social media postings.)



- ...not contain abbreviations or acronyms.

3. Write a clear, informative abstract

It is important to think of your text less as a summary and more as advertising for your book. It should contain the most important advantages of the book. It could describe the problem formulation of the topic and/or the area and hint at solutions.

Important tips:

- The first 150 characters (approx. two lines) are often displayed as a description in search results.
- The first sentence should therefore encourage people to continue reading.
- Keywords should appear naturally in the description, i.e. not in the form of repetitions.
- The title should not be repeated in the first two sentences.
- Use short, clear sentences to the extent possible.

4. About the author

Ask yourself the following question: What makes the author the right person to write a book about this topic? Authors who publish in several disciplines should use tailored biographies.

5. Graphics

If your work is published as a PDF file subject to open access conditions, graphics should always be used as vector graphics (e.g.: *.svg, *.ai, *.eps, *.ps) and not as raster graphics (e.g.: *.png, *.gif or *.jpg). The advantage of vector graphics is that, in contrast to raster graphics, they don't become blurred when enlarged and that text contained in images is machine-readable. In addition, the image title and image description should be added to the file properties as meta data.

6. Metadata

The ranking of a search result is based on the extent to which the search request matches the meta data. You should therefore add meta data to PDF files. This can be done using online tools. When using upload forms as many of the available meta data fields as possible should be filled in.

FOLLOWING PUBLICATION

Promote your work online and offline

Link your publication with as many websites as possible (ideally via the DOI). For example, the following can be linked (if available):

- Your personal website
- Your social media accounts
- The website of the publisher
- Wikipedia articles
- Repositories (such as, e.g., repositUM) can also contribute to better dissemination of your publication. Always refer to your publications and your internet presence at events such as presentations or readings.



Tracking using google alerts

Google Alerts is a free online tool that can be used to track where and when your publication is mentioned on the internet. For example, you can enter the title of the work or the title and your name as content on Google Alerts and define the options to match your search. This way you will be notified by email as soon as new content relating to your details appears on websites or in social media.

DIGITAL IDENTITY

The visibility of a publication not only depends on the work itself but also on the person behind it. Digital identity is a decisive link between you and other researchers.

Create a profile

In order to be found as an author or a researcher more easily, it makes sense to create a profile on websites that are ranked highly by search engines. These include, for example, Google Scholar, LinkedIn, Twitter, Facebook, Google+, etc. A profile in established academic networks such as Mendeley, Academia.edu and ResearchGate will also improve your visibility.

ORCID

Since 2012 the non-profit organisation ORCID has been granting so-called ORCID iDs. These persistent identifiers permanently and stably link researchers with their publications and data.

Wikipedia

Linking your book within a Wikipedia article can significantly enhance visibility. Therefore, if a Wikipedia article exists on the topic that your publication deals with, you could add a contribution to that article (even if it is only one sentence or a paragraph) and link your book as a source. Obviously, your contribution should be relevant in the context so that it will not be removed by other users.

If you have already published a lot, it could also make sense to have your own Wikipedia article about yourself.



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