

# Get Noticed

Increase the impact of your research

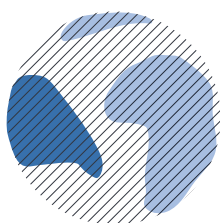


## Maximize your article's visibility

### SEO

Search Engine Optimization (SEO) helps your article to appear at the top of the list in search engine results:

- Use keywords in title and abstract.
- Use headings with keywords.
- Use captions for images.
- Link to your article.



## Promote your article

### Share your article

Share a link to your article on social media and include it on your (institution's) webpage and your LinkedIn profile.

- DOI Link: unique link to your article.
- Share Link: 50 days' free access.
- Find out how you can share your article more broadly – [elsevier.com/sharing-articles](https://elsevier.com/sharing-articles).

### Be discovered online

- Enhance your LinkedIn profile with your publications and images.
- List your articles on your website or blog.
- Register for an ORCID ID (unique author identifier).
- Update your Scopus profile via [scopusfeedback.com](https://scopusfeedback.com).

### Personal contact

- Present your work face-to-face during conferences.
- Use your email signature to tell people about your article.

### Social Media

Every day scholarly articles receive many new mentions across social media, news and blogs.

- Share links to your articles.
- Post regularly.
- Know the influential people in your field.
- Engage with others in discussions.
- Check out **Weibo**, it is one of the most popular social networks in China – [weibo.com](https://weibo.com).

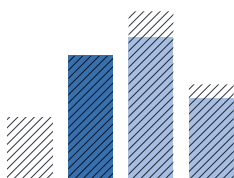


### Media relations

- Explain the significance of your research and its key outcomes in lay language. Use this for press releases or sharing on social media.
- Make use of your institution's communications channels such as press releases and newsletters.
- Contact your publisher if you think your article is interesting for a wider audience.

### Benefit from sharing your data:

- Get credit for the work you've done.
- Leads to more citations.
- Increases your exposure and may lead to new collaborations.
- Find out more: [elsevier.com/authors/author-services/research-data](https://elsevier.com/authors/author-services/research-data).



## Monitor your article

### Tracking article performance

Elsevier helps you to keep track of your article performance:

- **Mendeley**: personal dashboard with article usage, citations and media mentions – [mendeley.com](https://mendeley.com).
- **Article Metrics**: via our journal homepages, we show top-10 list of popular articles according to PlumX social media mentions (if data is available).



To find out more, visit our Researcher Academy  
[researcheracademy.com/get-noticed](https://researcheracademy.com/get-noticed)

Researcher Academy provides free access to countless e-learning resources designed to support researchers on every step of their research journey.