Get Noticed
Increase the impact of your research

1. Enrich your article
   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.

2. Promoting your article
   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 12,000 new mentions across social media, news and blogs. That's 1 mention every 7 seconds.
   - Share links to your articles.
   - Post regularly.
   - Know the influential people in your field.
   - Engage with others in discussions.

3. Monitoring your article
   Tracking article performance
   Elsevier helps you to keep track of your article performance:
   - Mendeley Stats: personal dashboard with article usage, citations and media mentions.
   - Article Metrics: metrics via journal homepages and Scopus.

Content Innovations
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- AudioSlides
- Virtual Microscope
- Interactive Map Viewer
- 3D Models

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