Search Engine Optimization (SEO)
Get Read, Get Shared, Get Cited

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

The 4 easy steps to SEO

1. CHOOSE A SMART TITLE
   - Title Tips
     - Keep it short and use 2–4 keywords within the first part of the title
     - Place the main concept at the beginning
     - Do not use abbreviations or acronyms
     - Avoid passive phrases such as “effect of”, “involvement of”, “evidence of”; instead use an active voice such as “X impacts Y process through Z”

2. USE KEYWORDS
   - Keyword Tips
     - Choose 5–10 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 search engine of choice

3. WRITE A GOOD ABSTRACT
   - Abstract Tips
     - Capture key points in simple language — focus on a set group of keywords
     - 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

4. BUILD LINKS
   - Building Links Tips
     - Link to your paper from your institution's website
     - List your article as a reference on a related Wikipedia page
     - Cite your previous work if appropriate — it will factor into how search engines rank your current and future work
     - Post links from your social media profiles

How important is SEO for my article?
Visits to Wiley Online Library Botanical Society of America journals typically come from:

- 52.7% Search Engines
- 28.65% Bookmarked, Typed or Entered Directly
- 1.35% Institutions and Library Services
- 8.65% Other
- 3.8% PubMed
- 4.9% Social Media

Over half of the traffic to Botanical Society of America content on Wiley Online Library in the past year came from search engines such as Google, Google Scholar, Bing, Baidu and Yahoo.

IMPORTANCE:
The title is the most important part of your article for SEO algorithms.

IMPORTANCE: Over 50% of traffic to BSA articles comes from search engines. The proper use of keywords in the title, abstract, and the body of the article will increase discoverability.

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.

IMPORTANCE: The more inbound links 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. Article Share
   
   Allows you to select up to 10 colleagues to receive unlimited access to your article.
   
   IMPORTANCE: Once published, ArticleShare automatically gets your paper into the hands of influential people who can help make the biggest impact.
   
   FIND OUT MORE HERE: wileyauthors.com/promote

2. Kudos
   
   Is a service that helps authors to explain, share and measure their article for maximum impact.
   
   IMPORTANCE: 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.
   
   Find OUT MORE HERE: wileyauthors.com/promote

   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.

   IMPORTANCE: Share - Create a unique, trackable link and share your enhanced article on social networks, websites, or by email.

   IMPORTANCE: 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.

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

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

   IMPORTANCE: Tracking — Track your reach through social media using Altmetric.

   FIND OUT MORE HERE: wileyauthors.com/maximize

4. Register for an ORCID iD
   
   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 credit for your work.

   FIND OUT MORE HERE: www.wileyauthors.com/orcid

For more information visit: wileyauthors.com