

# AGU PUBLICATIONS

## TOOLKIT FOR AGU AUTHORS

*Improving the Impact of Your Science*

AGU and Wiley offer a number of tools and ways to enhance the visibility and impact of your work:

- 1 Optimize with SEO**
- 2 Increase Impact**
- 3 Evaluate Reach**



Explore the benefits of publishing with AGU journals at [publications.agu.org](https://publications.agu.org)

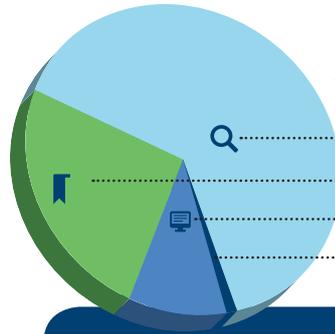
# Search Engine Optimization (SEO)

## 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



### How important is SEO for my article?

Visits to AGU Publications come from:

- 64% Search Engine
- 25% Typed or Entered Directly
- 10% Other Website
- 1% Social Media

Nearly 2/3 of the traffic to AGU content on Wiley Online Library in the past year came from search engines such as Google, Google Scholar, Bing, Baidu and Yahoo

## The 4 easy steps to SEO



### 1. Keyword Tips

- Choose 15–20 keywords and phrases
- Avoid overuse and repetition of the same words
- Test your keywords in your audience's search engine of choice

**IMPORTANCE:** Keywords push articles to top of search results and are used by abstracting and indexing services as a mechanism to tag research content



### 2. Title Tips

- Keep it short (15 words or fewer) — use 2–4 keywords within the first 65 characters
- 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 of "Evidence of X in Y process," try "X impacts Y process through Z"

**IMPORTANCE:** The title is the most interesting element and first piece of information someone sees before deciding to read your article



### 3. Abstract Tips

- Capture key points in simple language — focus on a maximum of 3–4 keywords
- Place essential findings first
- 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

**IMPORTANCE:** Abstracts are almost always free access, which means they are the most widely-read part of your paper



### 4. Building Links Tips

- Link to your paper from your institution's website
- List your article as a reference to a related Wikipedia
- Cite your previous work — it will factor into how search engines rank your current and future work
- Include links in your social media profiles

**IMPORTANCE:** The more inbound links to your article, the more search engines will value and highlight your content

For an example of a well-optimized abstract and more information visit: <http://bit.ly/AGUSEO>

# 3 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. ArticleShare allows you to select up to 10 colleagues to receive unlimited access to your article.

FIND OUT MORE HERE:

<http://bit.ly/ArticleShareforAGUauthors>

**IMPORTANCE:** Once published, ArticleShare automatically gets your paper into the hands of influential people who can help make the biggest impact.



## 2. Kudos is a service that helps authors to explain, share, and measure their article for maximum impact.

FIND OUT MORE HERE: <http://bit.ly/KudosforAGUauthors>



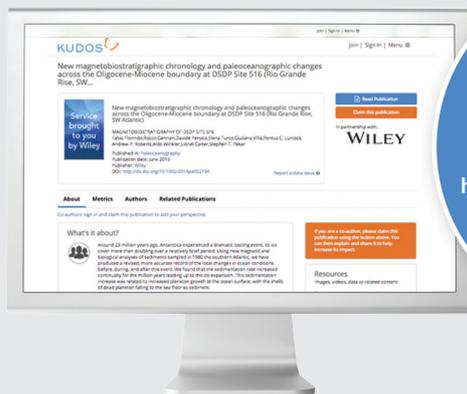
**Explain** in simple language what your publication is about and why it is important. You can also add links to other materials that provide context.



**Share** Create a unique, trackable link and share your enhanced article on social networks, websites, or email.



**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.



Did you know?

80%

Of authors say that Kudos helped them achieve their goals of getting read, shared, and cited more.

### 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!

## 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 others with similar interests.

GET MORE HERE:

<http://bit.ly/FBTwitterforAGUauthors>



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

GET MORE HERE:

<http://bit.ly/LinkedInforAGUauthors>



**Blogging** — Guest blog! Writing posts for other, more well-known blogs can be a good way to network and create a name for yourself.

GET MORE HERE:

<http://bit.ly/blogtipsforAGUauthors>

# Evaluate the Reach of Your Published Paper

Want to understand more about who your paper is reaching? Remember that no one scholarly journal article metric will tell the complete story of research influence — each type of metric has its own benefits and limitations. Using multiple metrics, including citations, Altmetric, and article downloads, can help tell a more comprehensive and compelling story.

**Article Citation Tracking** allows researchers to view published works that have cited the article they are currently reading and to track citations to their own articles.



**Altmetric** is a system that tracks metrics and the underlying qualitative data that are complementary to traditional, citation-based metrics. They measure the attention your paper is receiving from newspapers, magazines, blogs, social media, Wikipedia, and more!

GET MORE HERE: <http://bit.ly/altmetricsforAGUauthors>

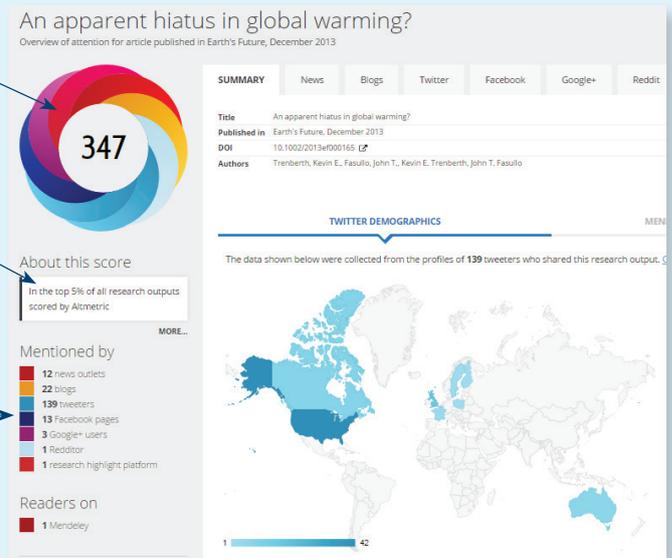
## Altmetric Insight

Altmetrics are quicker to accumulate than citation-based metrics: By virtue of being sourced from the Web and not from journals and books, it's possible to monitor mentions of work online as soon as it's published.

The Altmetric score and donut help identify how much and what type of attention a research output receives.

Altmetric provides you with a comparative reference to articles of similar age and subject — contextualizing the metrics gives a complete picture of an article's impact.

The colors surrounding the donut reflect the mix of sources.



## Where do I find everything?

Altmetric data and citations are always available on AGU article pages.

**Citations** (points to Citations icon)

**Altmetric Score** (points to Altmetric score 338)

**Related Content** (points to Related Content link)

Look for the **Highlights icon** or **Related Content** section



for links to a variety of enrichments, including Research Spotlights, Press Releases, Editors' Vox posts, AGU Blog Posts, Commentaries and Editors' Highlights.