Academic SEO
Increasing the visibility of research output

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What is ASEO?
Why use ASEO?

- index publications
- find a publication
- identify them as being relevant
- gain visibility
- increase citations
Why libraries?
Workshop contents

- Basics
- Title optimization
- Abstract optimization
- Keyword optimization
- Tools & Tips
- Practical examples
Basics

- Metadata
- Where to search
- How search engines work
- Ranking of search results
- Open Access & Data
- Free licenses
Titles

- Use meaningful titles
- Avoid creative titles
- Important terms up front
- Think in search terms
- Avoid special characters
- Gender neutral wording
- Only basic text coding
- Clarify abbreviations
Titles

“There are no cats in America!”

Anja Fuchs and Robin Klengel
Titles

Kevrekidis, Panayotis G. / Cuevas-Maraver, Jesús (Hrsg.)
A Dynamical Perspective on the $\phi^4$ Model
03/2019 Springer ; Gebunden
ISBN: 978-3-030-11838-9

EUR 131,99 [A]

Inhalt
This book presents a careful selection of the most important developments of the $\phi^4$ model, offering a judicious summary of this model with a view to future prospects and the challenges ahead.

Over the past four decades, the $\phi^4$ model has been the basis for a broad array of developments in the physics and mathematics of nonlinear waves. From kinks to breathers, from continuum media to discrete lattices, from collisions of solitary waves to spectral properties, and from deterministic to stochastic models of $\phi^4$ (and $\phi^6$, $\phi^8$, $\phi^{12}$ variants more recently), this dynamical model has served as an excellent test bed for formulating and testing the ideas of nonlinear science and solitary waves.
Abstracts

- Important terms up front
- Short sentences
- Phrase precisely
- Repeat keywords
- Use synonyms
- Informative summary
- Contains structure and results
Increasing your abstracts visibility
Jane Aseostar

Abstract

This is important! This is, too! This is how we did it. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.
Use thesauri and standardized words
Think as a searcher
Singular instead of plural
Narrow vs. wide
Test them!
Tools & Tips

- Images, graphics, tables
- Metadata in file properties
- ORCID
- Affiliation guideline
- Layout and text structure
- DOI and metrics
Publishers
Publishers’ Marketing and ASEO

Attention

Findability

Positioning

- help customers make decisions
- lead more customers to the publication
- potentially replace a sales pitch
Books
Commercial platforms and ASEO

- Impressions
- Click Rate
- Conversion Rate
Disciplinary differences

- "artistic" vs. factual titles
- Different use of language
- Keywords not yet used by default in all disciplines
- Books vs. journal articles
- Language diversity vs. English as standard language
- Free structuring vs. IMRAD
Disciplinary differences?

Search engines do not care
Good scientific practice

- Do not threaten the quality of your publications
- Do not put your academic reputation at risk
- Observe ethical principles
- Avoid „Over-optimization“!
Feedback
Anmerkungen, Lob & Kritik:

2 Stunden sind auch schon bar

„could have lasted for 2 hours“

Anmerkungen, Lob & Kritik:

Wirklich sehr interessant und hilfreich
Tolles Ambiente.

„very interesting and helpful. Great atmosphere“

Anmerkungen, Lob & Kritik:

Herzlichen Dank!
Ganz, ganz toll!

„Thank you very much! Really, really great!“
Thank you!
Questions?

ub.uni-graz.at/publikationsservices
ub.publikationsservices@uni-graz.at
Sources, Links and Literature


De Gruyter: Search engine Optimization (SEO) in 4 easy Steps

Elsevier: Top tips: making your article visible with SEO; Get found — optimize your research articles for search engines

Wiley: Search Engine Optimization: For Authors