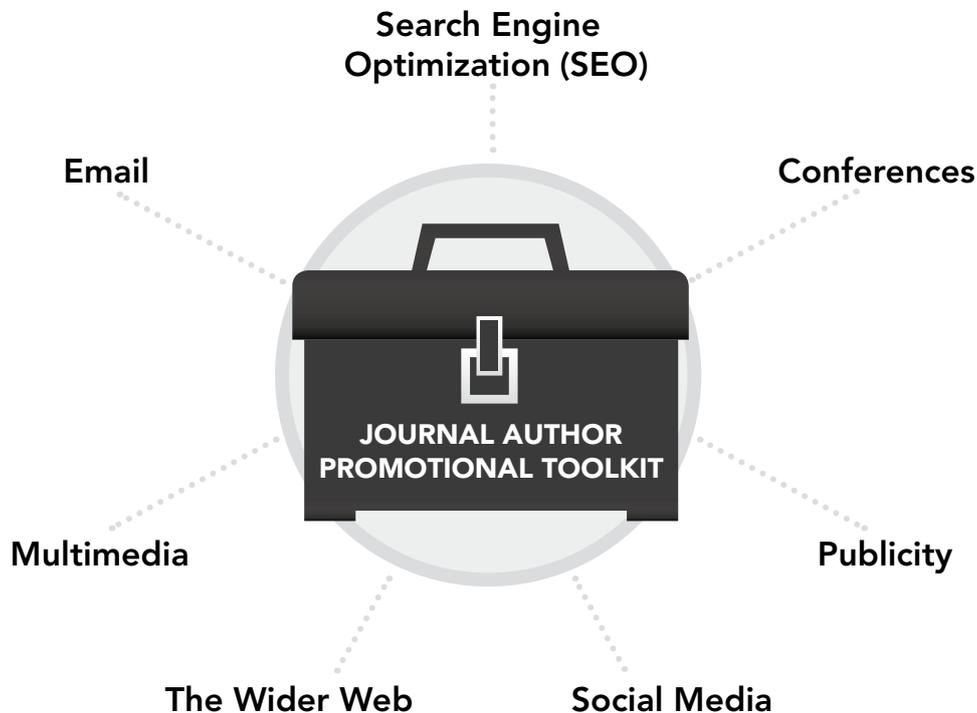


# Maximize the impact of your published research!

Here are seven promotional tools to help ensure your work gets seen, read and cited.



## Search Engine Optimization (SEO)

More than 50% of traffic to **Wiley Online Library** comes directly from search engines. Are your title and abstract clear and searchable? Have you used the most relevant keywords? Have you looked at off-page SEO strategies, such as link building, to promote your article?

## Conferences

Face-to-face is still the best way to share the importance of your work. Think about simple messages to promote your article at your next conference – whether networking with colleagues, or presenting formally.

## Publicity

Is your latest research newsworthy? Have you shared it with your local press office? No permission is required from Wiley for any press release, but we ask that you wait until the article is published online, refer to the relevant journal in the opening paragraph, and link to the published version of the paper on **Wiley Online Library**.

## Social Media

Share your article on **Twitter**, **LinkedIn**, **Facebook** or other social media platforms. Engage with any existing Society / College social media accounts.

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## Multimedia

Talk directly to potential readers and create a short video or podcast which conveys the essence of your paper. Ask your Wiley contact for more details.

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