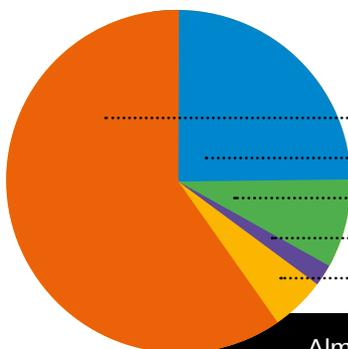


### What is SEO?

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 BJUI typically come from:

- 60% Search Engines
- 25% Bookmarked, Typed or Entered Directly
- 8% PubMed
- 2% Other Websites
- 5% Social Media

Almost two thirds of the traffic to BJUI 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

CHOOSE A SMART TITLE

1

### 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”

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

USE KEYWORDS

2

### 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 audience's search engine of choice

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

WRITE A GOOD ABSTRACT

3

### 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

**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, for example patient groups

BUILD LINKS

4

### 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

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