

Academic Search Engine Optimization for your HSR-Publication

Why:

- Growing number of publications.
- Optimization of the metadata.
- Quicker and better identification of relevant documents in academic search engines and databanks.
- Improved discoverability and increased visibility.

Basics:

- Take the perspective of the searchers:
 - How do you find articles online?
 - Which words or phrases are you looking for?
 - Which keywords are most relevant for the main focus of your article?
- Pay attention to good scientific practice and research ethics.
- Create an ORCID account: <https://orcid.org/>.

Title Optimization:

- Formulate it in a short and informative way.
- Avoid creative titles.
- Use keywords and terms that come up regularly in your research field.
- Place the most important keywords and terms at the beginning of the title.
- Try to avoid using special characters.

Abstract Optimization:

- Formulate short and informative sentences.
- Place the most important keywords and terms towards the beginning of the abstract.
- Repeat your keywords.
- Use common synonyms.
- Write out abbreviations and uncommon acronyms.

Keyword Optimization:

- Ask yourself how you would search to find your article.
- Use thesauruses and databanks to find appropriate keywords and synonyms.
- Use keywords that characterize the content of your article.
- Use singular and undeclined keywords.
- Make sure to harmonize both specific and general concepts.



Reference:

Schilhan L, Kaier C and Lackner K, "Increasing visibility and discoverability of scholarly publications with academic search engine optimization", *Insights*, 2021, 34: 6, 1–16; DOI: <https://doi.org/10.1629/uksg.534>

Here are more and detailed tips for Academic Search Engine Optimization (ASEO) of your HSR publication.