

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

The 4 easy steps to SEO

1 CHOOSE A SMART TITLE

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.

2 USE KEYWORDS

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 search engine of choice

IMPORTANCE: Over 50% of traffic to BSA articles comes from search engines. The proper use of keywords in the title, abstract, and the body of the article will increase discoverability.

3 WRITE A GOOD ABSTRACT

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.

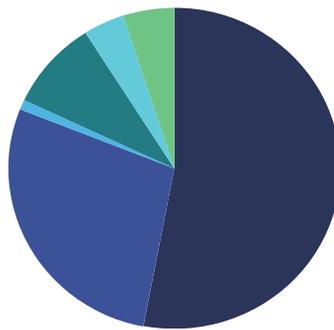
4 BUILD LINKS

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.

How important is SEO for my article? Visits to Wiley Online Library Botanical Society of America journals typically come from:



- **52.7%** Search Engines
- **28.65%** Bookmarked, Typed or Entered Directly
- **1.3%** Institutions and Library Services
- **8.65%** Other
- **3.8%** PubMed
- **4.9%** Social Media

Over half of the traffic to Botanical Society of America content on Wiley Online Library in the past year came from search engines such as Google, Google Scholar, Bing, Baidu and Yahoo.



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4 Easy Ways To Increase the Impact of Your Published Paper

FREE TOOLS
FOR AUTHORS

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. Article Share

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

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

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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.



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.



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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.

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Altmetric Tracking — Track your reach through social media using Altmetric.

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