# The Art & Science of Journal Visibility

Ann Connolly, Director of Product
Elsevier Digital Commons

2021 Diamond OA Journals Conference

13-15 April 2021

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# Today's Agenda:

1. **Key terms**: What will we be talking about today?

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2. **Technical factors:** What impacts SEO behind the scenes?
3. **Human factors:** What can you do to enhance SEO and discoverability?
4. **Measuring and maintaining:** How discoverable are you and how do you keep up?

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What will we be talking about today?

# KEY TERMS

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**SEO** = Search Engine Optimization

# SEO is one piece of discoverability

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# Google ≠ Google Scholar

## Google

Crawls and indexes content from all over the web, including websites, blogs, images, videos, maps, job listings, etc.

## Google Scholar

Crawls and indexes content it considers “scholarly” – including journal articles, conference proceedings, technical report, and these and dissertations.

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# Why care about general purpose search engines?

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# Why care about general purpose search engines?

1. Increase your impact with the scholarly research community.

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# Why care about general purpose search engines?

1. Increase your impact with the scholarly research community.
2. Increase your impact with the non-scholarly research community.

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What impacts SEO behind the scenes?

# TECHNICAL FACTORS

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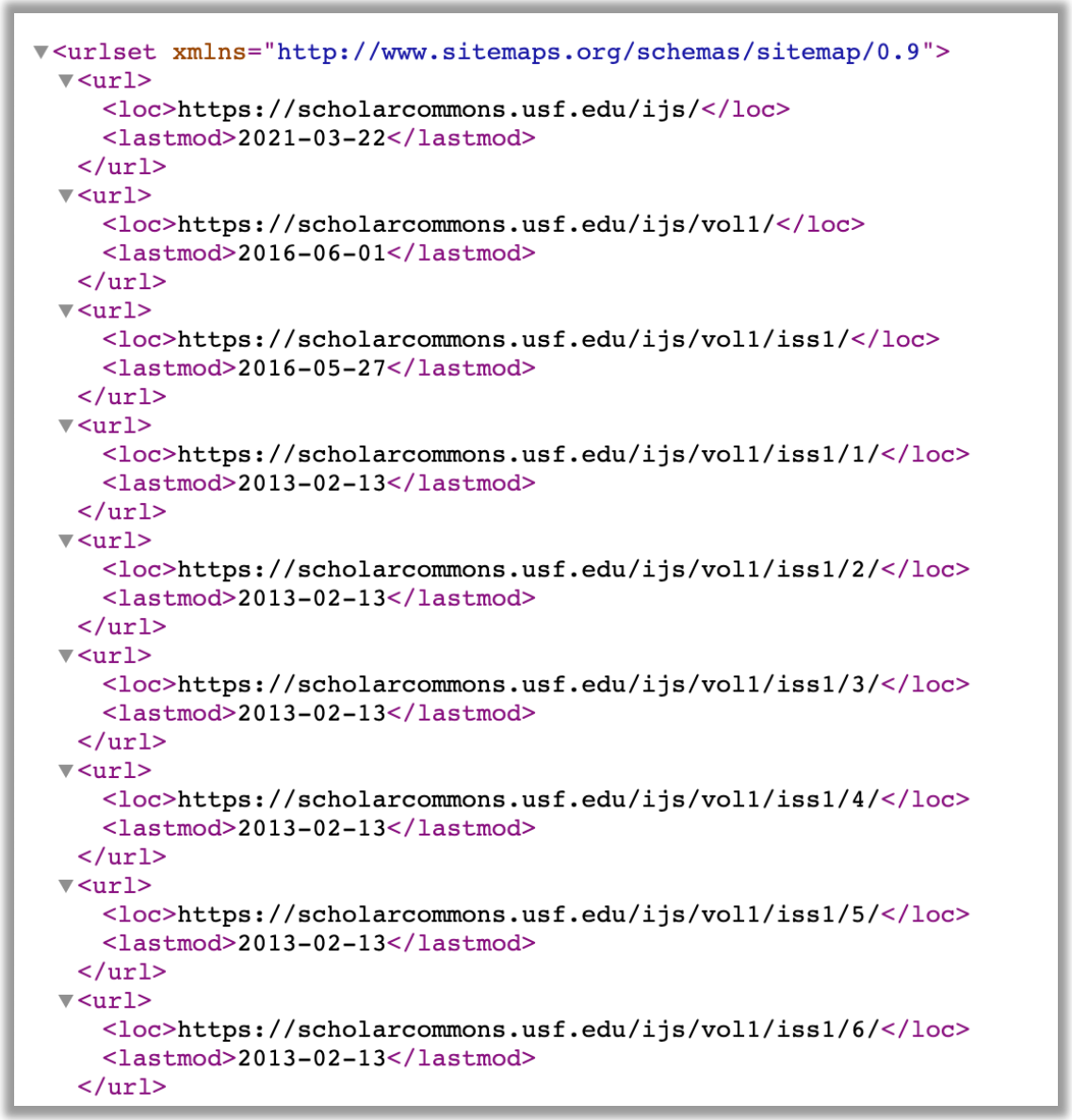
# Include a site index



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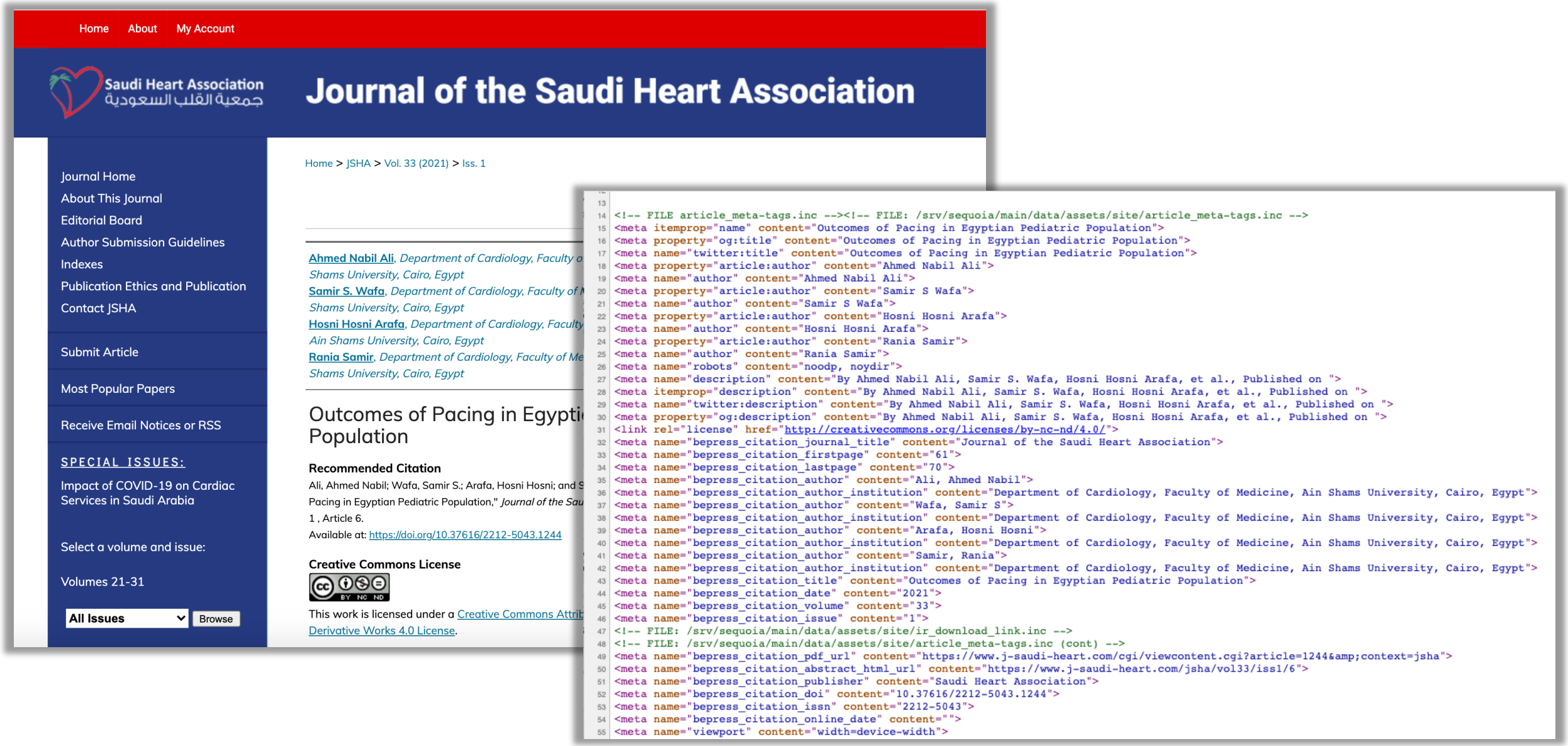


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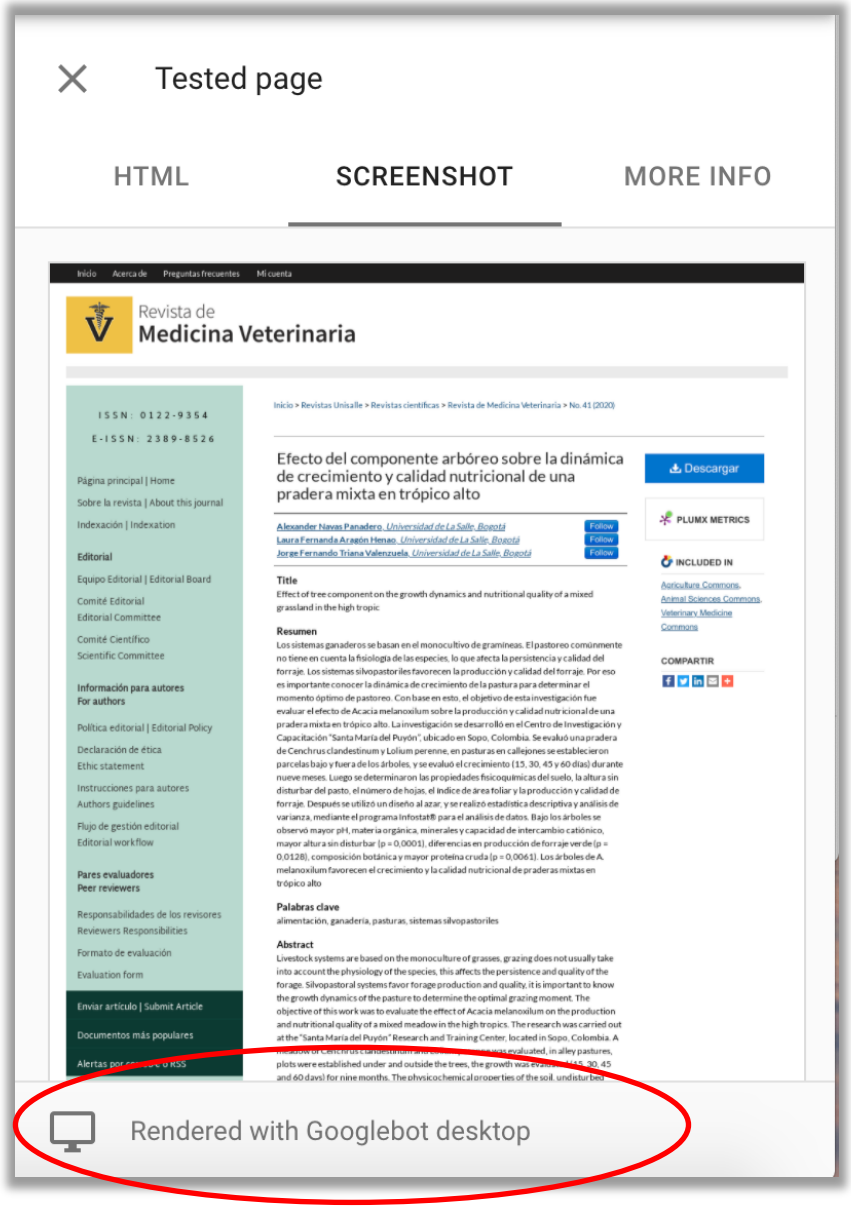


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# Other Technical Factors:

- ❑ Logical site structure and navigation
- ❑ Indication of new content to crawlers
- ❑ High uptime (>99%) and quick page load
- ❑ Server supports If-Modified-Since http header for less resource-intensive crawling
- ❑ Unique and informative page titles
- ❑ Full-text articles published in PDF by default
- ❑ Secure site connections with valid https certificates
- ❑ Fields for introductory text for collections and publications
- ❑ Flexible options for accurate, descriptive, and appropriate metadata
- ❑ SEO configurations for controlling page title and search description at journal, volume, and issue levels
- ❑ …and more

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# Check your platform for:

- ✓ Sitemap XML and robots.txt files provided for search engine crawlers
- ✓ Metadata has machine-readable tags (“metatags”)
- ✓ Assets can be rendered by crawlers
- ✓ Logical site structure and navigation
- ✓ Indication of new content to crawlers
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What can YOU do to enhance SEO and discoverability?

# HUMAN FACTORS

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# If you can only do three things,

- Be open and honest with your visitors.

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- Be open and honest with your visitors.
- Build pages and content for humans, not robots.

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# If you can only do three things,

- Be open and honest with your visitors.
- Build pages and content for humans, not robots.
- Focus on what makes your journal uniquely valuable.

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# If you can do more,

- Publish regularly

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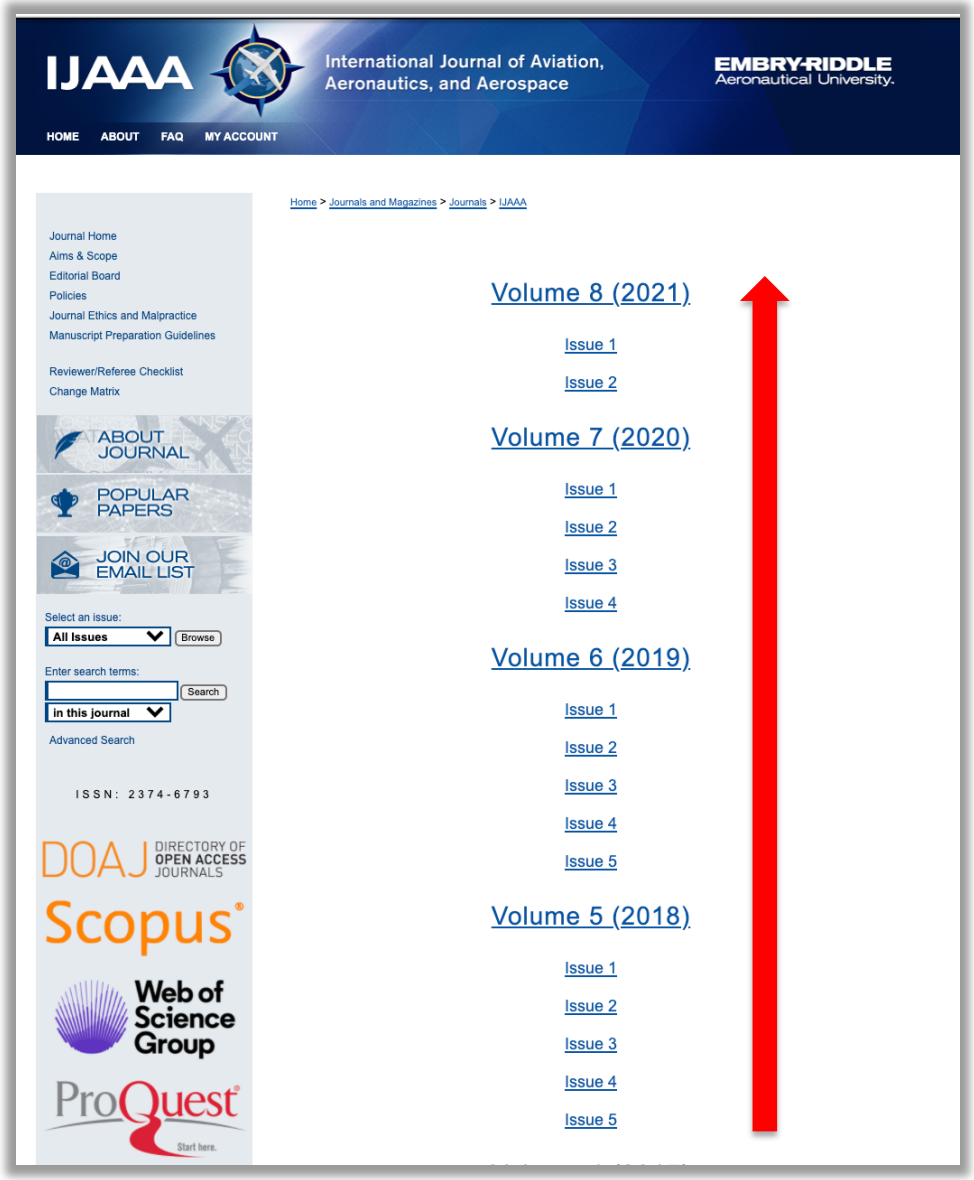


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# If you can do more,

- Publish regularly
- Provide descriptive, human-readable introductory text

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Makara Journal of Health Research (MJHR) is a peer-reviewed and scientific journal published by Universitas Indonesia. Starting from 2019 onwards, MJHR is redirecting its scope, focusing on publishing research articles relevant to non-communicable diseases (NCDs) addressing issues of surveillance, disease management and health policy in the Asia Pacific and Mediterranean countries. Relevant academic articles regarding NCDs analyzed from an integrated perspective including individual and population level, experimental and clinical approaches, epidemiology, public health, disease prevention and health promotion, diagnosis, treatment, prognosis and palliative care are welcome.

As of August 2019, the website of MJHR has moved to this website to provide greater quality access to the journal. Back issues from 2001 to 2018 are available at the previous website: http://journal.ui.ac.id/health.

**Contact:** Editor in Chief

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# If you can do more,

- Publish regularly
- Provide descriptive, human-readable introductory text
- Provide accurate, rich, and descriptive metadata

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# The Silence of Food Insecurity: Disconnections Between Primary Care and Community Organizations


Nicole K. Runkle, *Medical College of Wisconsin; West Suburban Medical Center* Follow
David A. Nelson, *Medical College of Wisconsin* Follow



Publication Date
1-19-2021

Keywords
food insecurity, primary care, community-based organization, food pantry, provider perceptions, stigma, qualitative analysis



Abstract

**Purpose:** Food insecurity is a prominent issue in the United States, and it is well established that food insecurity is linked to health and chronic illnesses. Studies show that screening for food insecurity is not yet part of standardized practice among all primary care physicians, nor are care providers comfortable with how to proceed with a patient who presents with this issue. Food insecurity is often handled by community-based organizations (CBOs) such as food pantries. Family medicine and pediatric clinics (FMPC) and CBOs hold unique relationships with their clients and can benefit from partnerships with each other to improve health in their community. The goal of this research was to better understand the connections between primary care and community organizations in addressing food insecurity.

**Methods:** Focus groups and key informant interviews with FMPC providers and members of local CBOs (2 food pantries) were held from 2018 to 2019. Perceptions of participants regarding food insecurity were collected and analyzed concurrently using a grounded theory approach. Focus groups were transcribed and data analyzed for theme emergence.

**Results:** A total of 39 participants took part in 4 focus groups (each with 8–10 participants) and 4 individual key informant interviews. The following themes emerged in both FMPC and CBO, in parallel yet separate ways: meaningful relationships; stigma; conversation starters; having the answers; safe spaces; and purposeful training.

**Conclusions:** There is a disconnect between primary care and community organizations in regard to addressing food insecurity. FMPC and CBO could work together to create intentional intersections to address food insecurity and health in their shared populations.


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# If you can do more,

- Publish regularly
- Provide descriptive, human-readable introductory text
- Provide accurate, rich, and descriptive metadata
- Link to journal content

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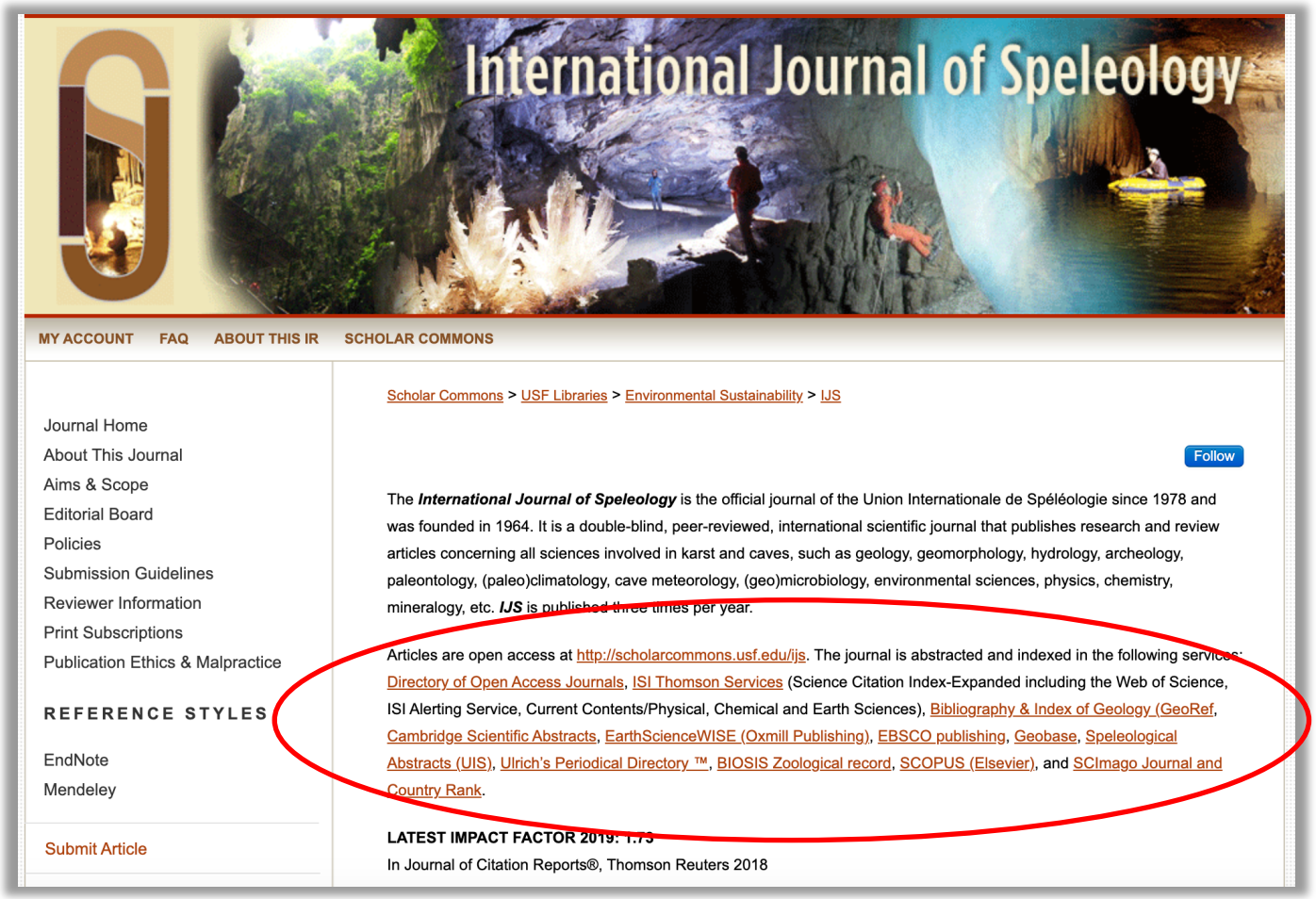


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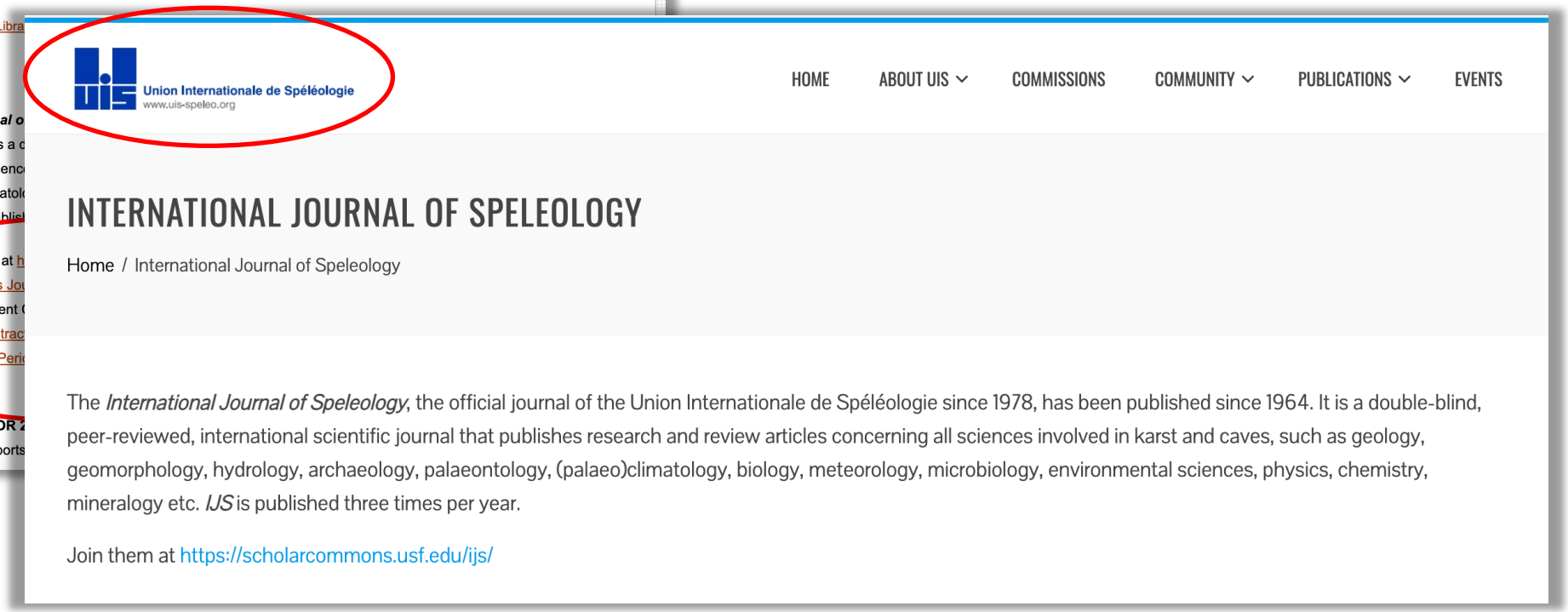

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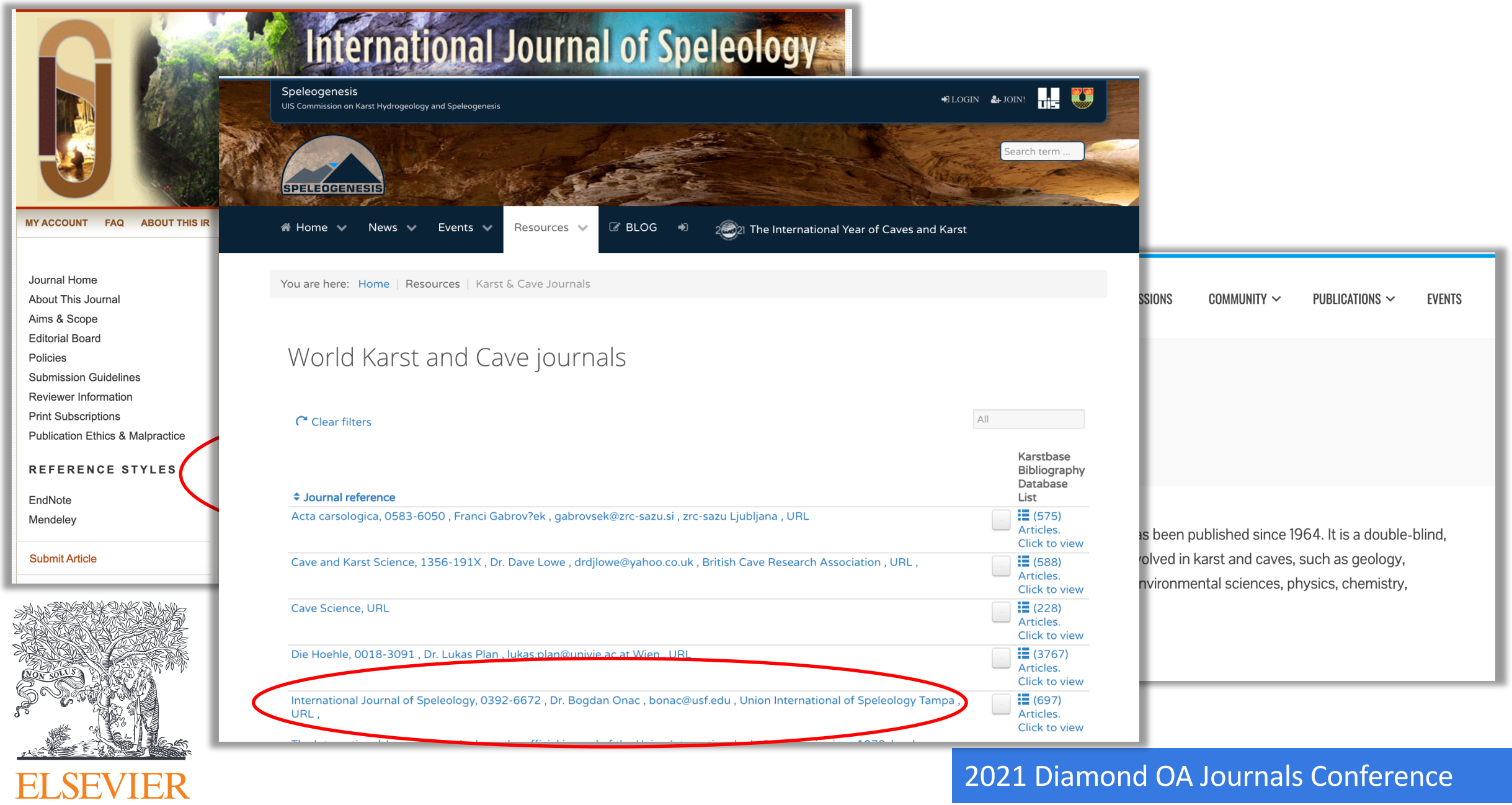


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# If you can do more,

- Publish regularly
- Provide descriptive, human-readable introductory text
- Provide accurate, rich, and descriptive metadata
- Link to journal content
- Use available SEO configurations

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## Search Engine Optimization

**Descriptive page title**

Suggest how the ETD series title will appear in search engine results:

<macro my.page_title>

**Search description**

Suggest text used to describe the ETD series in search engine results:

<macro my.search_description>

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| | |
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| Technical Factors: | ✓ Sitemap XML and robots.txt files provided for search engine crawlers<br>✓ Metadata has machine-readable tags (“metatags”)<br>✓ Assets can be rendered by crawlers<br>✓ Logical site structure and navigation<br>✓ Indication of new content to crawlers<br>✓ High uptime (>99%) and quick page load<br>✓ Server supports If-Modified-Since http header for less resource-intensive crawling<br>✓ Unique and informative page titles<br>✓ Full-text articles published in PDF by default<br>✓ Secure site connections with valid https certificates<br>✓ Fields for introductory text for collections and publications<br>✓ Flexible options for accurate, descriptive, and appropriate metadata<br>✓ SEO configurations for controlling page title and search description at journal, volume, and issue levels<br>✓ …And more |
| Human Factors: | ✓ Regular publication schedule<br>✓ Introductory text for your journal<br>✓ Accurate, rich, descriptive metadata<br>✓ Links to repository content from your publisher, institution, relevant societies and professional organizations, etc.<br>✓ SEO configuration fields |

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How discoverable are you and how do you keep up?

# MEASURING AND MAINTAINING

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# Four main activities:

- Track search engine updates and changes

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Google Search Central  Documentation  Support  Blog  What's new  Events  More  Search  English

# How to get your website on Google Search

Google Search Central, formerly Google Webmasters, is here to help the right people view your content with resources to make your website discoverable to Google Search. New to SEO? Start by reading this quickstart to Google Search.

Get started

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SEO

# 4 Search Engine Optimization Techniques for DuckDuckGo

Just how different are optimization techniques for DuckDuckGo versus Google or Bing? Columnist Neil Patel explores.

Neil Patel on February 6, 2015 at 9:02 am

# Four main activities:

- Track search engine updates and changes
- Keep in regular contact with Google Scholar

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Google Scholar

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## Publisher Support

Google Scholar can boost the worldwide visibility and accessibility of your content. We work with publishers of scholarly information to index peer-reviewed papers, theses, preprints, abstracts, and technical reports from all disciplines of research and make them searchable on Google and Google Scholar.

This section provides policy and technical information for scholarly publishers and societies. Detailed technical inclusion guidelines for webmasters can be found here.

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# Four main activities:

- Track search engine updates and changes
- Keep in regular contact with Google Scholar
- Monitor and analyze data

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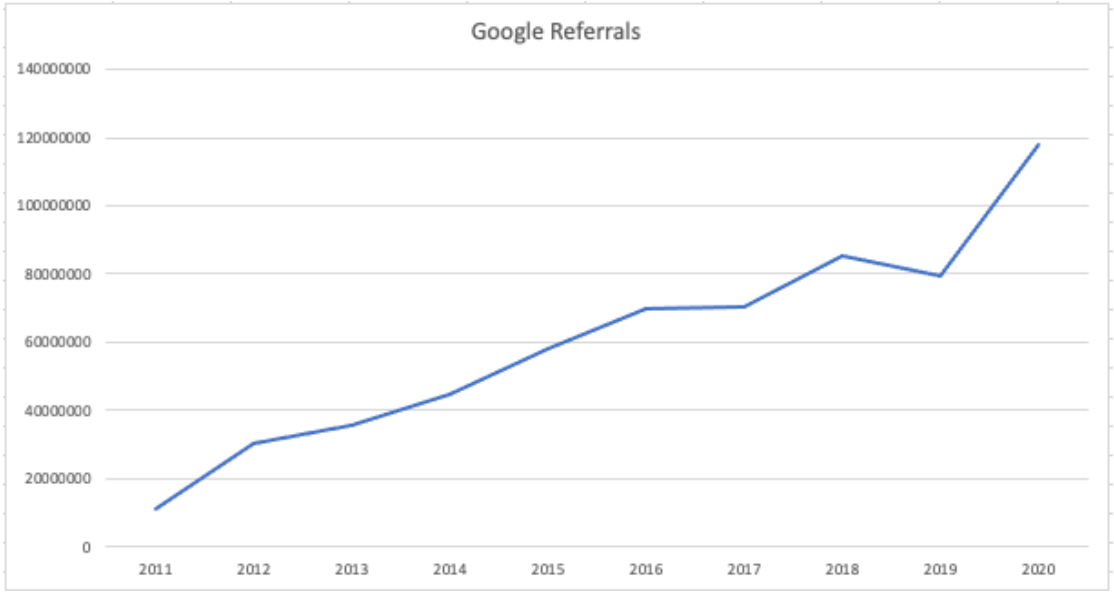
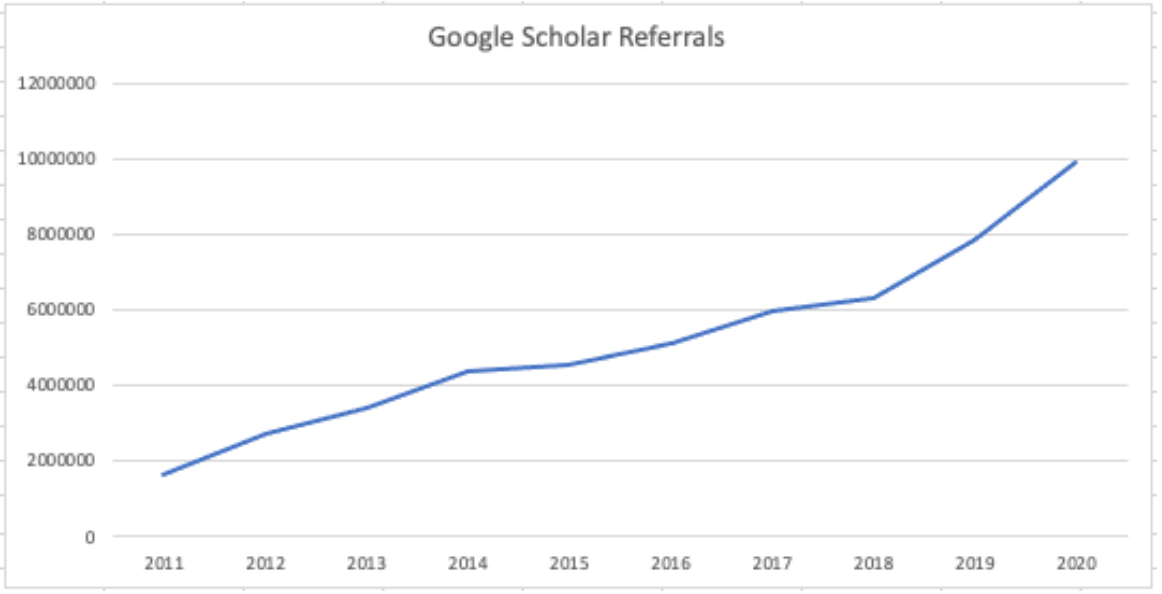
# Some key indicators of strong SEO:




Total referrals from Google and other general purpose search engines




Total referrals from Google Scholar

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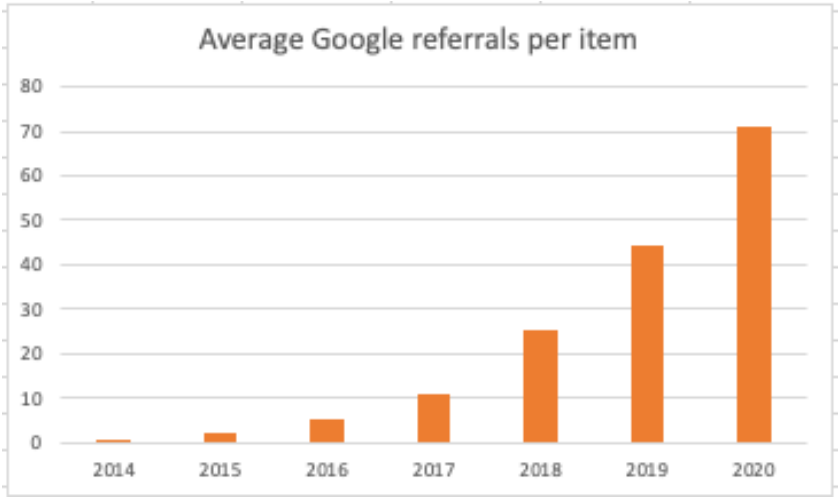
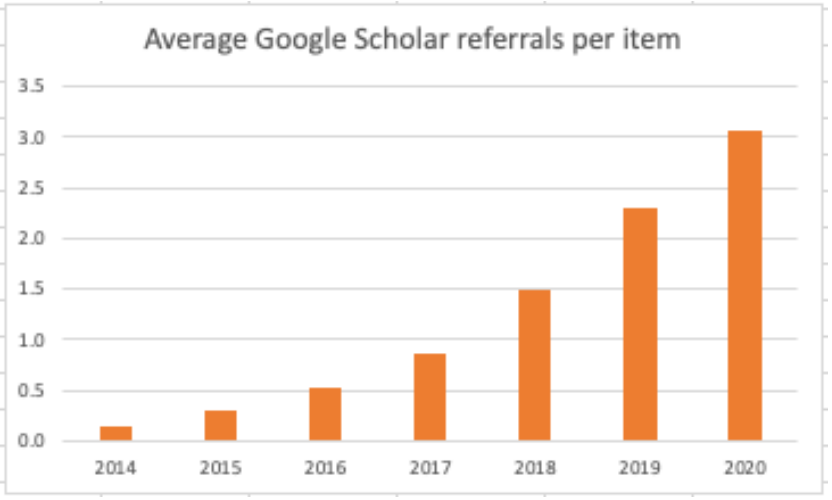
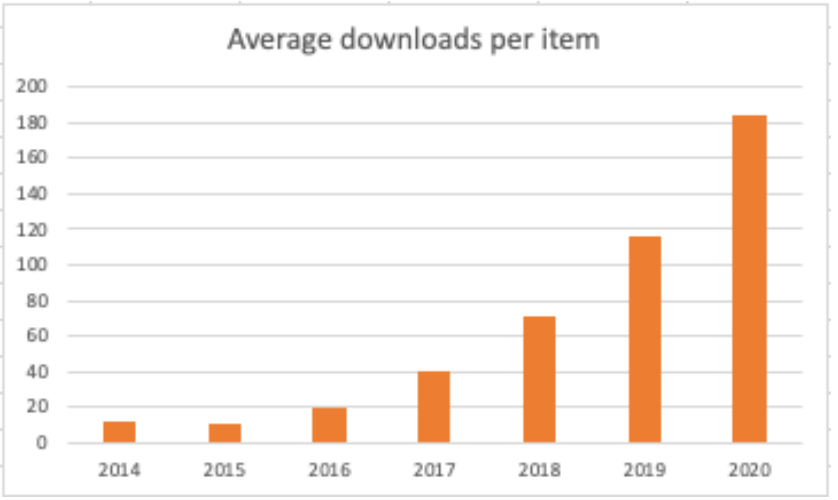
# Some key indicators of strong SEO:




Average number of Google referrals per item




Average number of Google Scholar referrals per item




Average number of downloads per item

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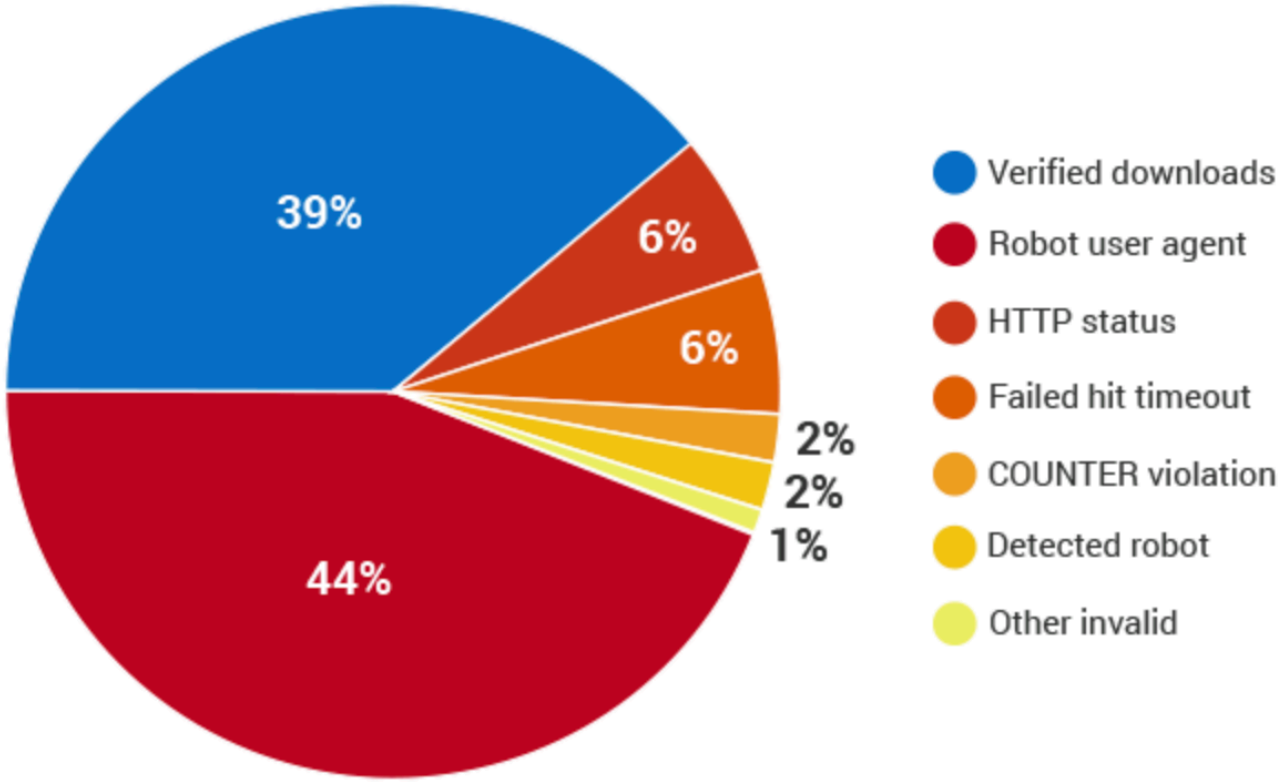
# A quick note about downloads:

Clean them so they are meaningful.




**Only 39% of downloads are verified human activity.**

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# Additional metrics to consider:

Favorites

references

Readers

Tweets

pageviews

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Impact factor

Institutions

shares

downloads

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# Four main activities:

- Track search engine updates and changes
- Keep in regular contact with Google Scholar
- Monitor and analyze data
- Make appropriate changes

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|---|---|
| Technical Factors: | ✓ Sitemap XML and robots.txt files provided for search engine crawlers<br>✓ Metadata has machine-readable tags (“metatags”)<br>✓ Assets can be rendered by crawlers<br>✓ Logical site structure and navigation<br>✓ Indication of new content to crawlers<br>✓ High uptime (>99%) and quick page load<br>✓ Server supports If-Modified-Since http header for less resource-intensive crawling<br>✓ Unique and informative page titles<br>✓ Full-text articles published in PDF by default<br>✓ Secure site connections with valid https certificates<br>✓ Fields for introductory text for collections and publications<br>✓ Flexible options for accurate, descriptive, and appropriate metadata<br>✓ SEO configurations for controlling page title and search description at journal, volume, and issue levels<br>✓ …And more |
| Human Factors: | ✓ Regular publication schedule<br>✓ Introductory text for your journal<br>✓ Accurate, rich, descriptive metadata<br>✓ Links to repository content from your publisher, institution, relevant societies and professional organizations, etc.<br>✓ SEO configuration fields |
| Measure and maintain: | ✓ A person dedicated to tracking and increasing impact<br>✓ Monitoring of key SEO indicators<br>✓ Communication with specialized search engines such as Google Scholar to assure widespread coverage<br>✓ Regular enhancements stay current with best practices<br>✓ Troubleshooting, investigation, and remediation as needed |

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# Action Items:

- Ask your platform provider which technical factors they support.
- Take a look at the human factors; where do you want to start?
  - Providing better introductory text?
  - Enhancing your metadata?
  - Adding links to your journal and journal content?
- Assess what metrics you have in place; can you track:
  - Search engine referrals?
  - Downloads?
  - Citations?
  - Other metrics

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# THEN PICK ONE THING TO START WITH.

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# Questions?

Feel free to contact me at aconnolly@bepress.com

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# Thank You

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Elsevier Digital Commons

2021 Diamond OA Journals Conference

13-15 April 2021

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