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That is why we are sharing these tips for getting your published work noticed and promoting your scientific endeavor. Used strategically, they can help empower you and advance your career path.

**Search Engine Optimization (SEO)**

SEO helps your article appear closer to the top of search engine results.

**Here are a few tips:**

- Be consistent with your name across publications
- Use keywords in the title, abstract and section headings
- Include image captions with keywords

**Enrich Your Content**

Add multimedia, like video, podcasts or animation, or supplemental data to increase reader engagement and promote understanding of your work. Note that articles with short titles are cited more often.
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- Let your public relations department know that you have published a newsworthy article; they may promote by issuing a press release or news brief
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Periodically check citation counts aggregated by Google Scholar, Web of Science or Scopus.

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Find and track your h-index (using Web of Science, Scopus, or Google Scholar), an author-level metric that measures both the productivity and citation impact of your publications and promote it to your peers and broader community.

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