5 ways to prepare a great paper

1. Search Engine Optimization (SEO)
   - Maximize your SEO potential – read our SEO guide today and increase the discoverability of your work:
     - Explains the context of SEO.
     - Shows how you can increase the search engine discoverability of your article.
     - Includes both simple tips, as well as a more detailed overview.
     - wileyauthors.com/seo

2. English Language and Editing Support
   - Ensure your manuscript is ready for submission – improve the quality of your paper through our dedicated English language editing service:
     - English language editing support.
     - Translation services.
     - Manuscript formatting assistance.
     - Figure preparation help.
     - wileyauthors.com/languagehelp

3. Publishing Ethics
   - Navigate the complicated world of publishing ethics – read our publishing ethics guidelines:
     - Provide resources and practical advice on ethical concerns that arise in academic publishing.
     - The full guidelines (updated in 2014) are freely available on the Wiley website and include guidance on whistleblowers, animal research and clinical research, particularly around clinical trial registration, as well as best practice for journals in human rights and confidentiality.
     - Plus read our top ten publishing ethics tips for authors.
     - wileyauthors.com/ethics

4. Writing Resources
   - Write your paper effectively and efficiently – use the following resources, and more:
     - 5 tips for writing better science papers.
     - Introduction to Publishing for Early Career Researchers Webinar.
     - wileyauthors.com/writinghelp

5. Manuscript Preparation Guidelines
   - Answer your manuscript preparation questions – browse our guidelines and find all the information you need:
     - How to be consistent in language, formatting and visual style.
     - How to choose acceptable materials for supporting information.
     - How to prepare your electronic artwork.
     - www.wileyauthors.com/prepguides

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