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9 promotional tools to help ensure your work gets seen, read, and cited.

- **SEO**
  - Are your title and abstract clear and searchable? Have you used the most relevant keywords?
  - Have you looked at off-page SEO strategies, such as link building, to promote your article?

- **Conferences**
  - Think about simple messages to promote your article at your next conference – whether networking with colleagues, or presenting formally.

- **Publicity**
  - Is your latest research newsworthy? Have you shared it with your local press office?
  - If sending a press release, wait until the article is published online, refer to the journal in the first paragraph, and link to the final published article on Wiley Online Library.

- **Networking**
  - If you run a blog, post about your article.
  - Join academic social networking sites such as Mendeley and Academia.edu.

- **The Wider Web**
  - Update your faculty or professional website with an entry about your article.
  - Register for your unique ORCID iD and add your article details to your profile.
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