

Writing for SEO



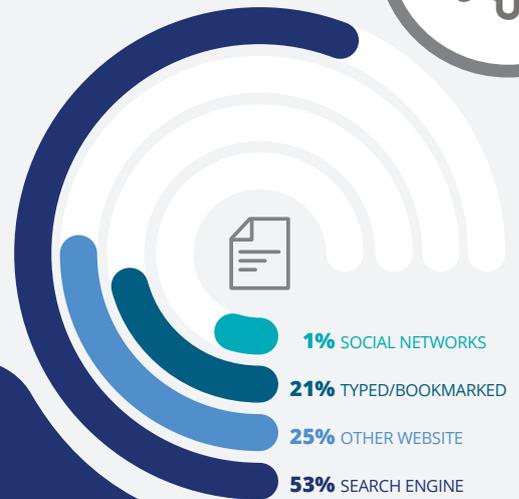
Make sure people find your article

More than 50% of traffic to Wiley Online Library comes directly from Google, Google Scholar, and other search engines. Wiley does everything possible to ensure that all research content is visible and high ranking in the search results of Google and other engines.

You can also play a crucial role in optimizing the search results for your article – helping with people to find, read, and cite your work.



5 tips for increasing your article's search engine discoverability



Tip 1

Create a search engine friendly title

- **Include 1-2 keywords related to your topic**
Place your keywords within the first 65 characters of your title
- **Keep your title short**
Consider moving a phrase from your title to the first or second sentence of your abstract

Example of a well-optimized abstract

Title includes and leads with important keywords
Ocean Acidification and Its Potential Effects on Marine Ecosystems

Keywords
ocean acidification, climate change, carbonate saturation state, seawater chemistry, marine ecosystems, anthropogenic CO₂. *Search term-style keywords provided*

Abstract
Ocean acidification is rapidly changing the carbonate system of the world oceans. Past mass extinction events have been linked to ocean acidification, and the current rate of change in seawater chemistry is unprecedented. Evidence suggests that these changes will have significant consequences for marine taxa, particularly those that build skeletons, shells, and tests of biogenic calcium carbonate. Potential changes in species distributions and abundances could propagate through multiple trophic levels of marine food webs, though research into the long-term ecosystem impacts of ocean acidification is in its infancy. This review attempts to provide a general synthesis of known and/or hypothesized biological and ecosystem responses to increasing ocean acidification. Marine taxa covered in this review include tropical reef-building corals, cold-water corals, crustacean coralline algae, Halimeda, benthic mollusks, echinoderms, coccolithophores, foraminifera, pteropods, seagrasses, jellyfishes, and fishes. The risk of irreversible ecosystem changes due to ocean acidification should enlighten the ongoing CO₂ emissions debate and make it clear that the human dependence on fossil fuels must end quickly. Political will and significant large-scale investment in clean-energy technologies are essential if we are to avoid the most damaging effects of human-induced climate change, including ocean acidification.

Search terms contextually repeated throughout abstract



Tip 2

Optimize your abstract

- **Place essential findings and keywords in the first two sentences of your abstract**
Only the first two sentences normally display in search engine results
- **Repeat your keywords 3-6 times**
Don't forget the purpose of your abstract is to express the key points of your research, clearly, and concisely

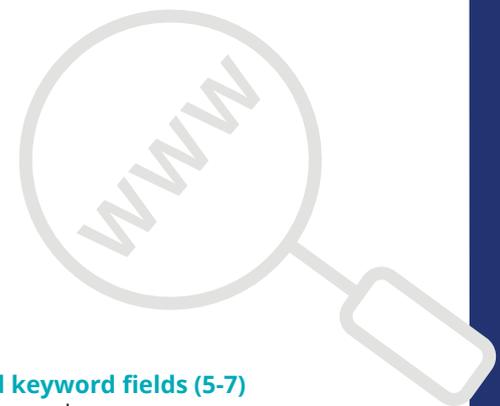


Tip 3

Be consistent

- **Refer to author names and initials in a consistent manner throughout the paper**

Remember to be consistent with any previous online publications



Tip 4

Use keywords throughout your article

- **Include keywords in your title (1-2), abstract (2-3), and keyword fields (5-7)**
Keywords may be keyword phrases rather than just single words
- **Incorporate keywords in your headings too**
Headings tip off search engines to the structure and content of your article
- **Find specific keywords on Google Trends and Google Adwords keyword tools**
Remember that keywords are important for A&I services as well as SEO
- **Use keywords consistent with your field**
If you're unsure, check the words used in your field's major papers
- **Let keywords flow naturally and in a contextual way**
Search engines dislike too much keyword repetition, known as keyword stuffing, and may 'un-index' your article, making it hard to find online

Tip 5

Build links

- **Link to your article across your social media, networking, and institutional sites**
The more in-bound links to your article, the more search engines like Google will value and highlight your content
- **Encourage colleagues to link to your article**
The more links from respected individuals/trusted sites the more powerful the effect. Don't forget to do the same for them!



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