# How to get your research read









A guide to publishing your journal article

# **Author Services**

HELPING YOU PUBLISH YOUR RESEARCH

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## Complete your masterpiece

Nowadays almost all journal content is read online and discovered via search engines. There are some basics everyone should get right in order to optimize readership:

- Publish a straightforward paper on cutting-edge research
- Choose an effective title, or add a subtitle if clarification is needed
- Make sure that relevant terms are included in the abstract
- · Choose keywords carefully to maximize search returns

#### Distribute your work

- · Let your colleagues know.
- Add the URL or DOI (Digital Object Identifier) of your article to your email footer/signature.
- Put a pre-print of your article in your institutional or subject repository.
- Add your article, or the journal, to your students' reading lists as essential reading.

## Publicize yourself

Feature a link to your article from your staff profile page or your personal webpage.

Post a short message to any discussion lists you are a member of, letting people know your article is now available. Sign up to the table of contents alert for the journal (www.informaworld.com/alerting) so you don't miss when it's published.

Use social networking tools to draw people's attention. Try tailoring your message to the medium – e.g. tweet informally about your article.

Utilize social bookmarking to share your article with other people. Journal articles can be included in a range of bookmarking services from the article page.

#### **Networks**

Why not contact the people you are referencing in your article to let them know you've cited them? It can help extend your network and they may cite you in return!

### Talk to the publisher

If your article is "hot" or newsworthy, let us at Routledge/ Taylor & Francis know! We'll be able to publicize your work through our own networks such as:

- Table of Contents Alerts
- Subject Newsletters
- Press Releases

Discuss the promotion of your article with the journal editor and they will contact the publisher.

The more people who read your work, the more likely it is that you will be cited. You can find further help to promote your work via our Author Services website.

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# Author Services website

#### HELPING YOU PUBLISH YOUR RESEARCH

Your guide to everything you need to know about writing for a Taylor & Francis journal



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