

# A researcher's guide to Search Engine Optimization (SEO)

## Step 1

Choose a search engine-friendly title that explains what your research is about. Make sure it contains keywords and terms commonly used in your research field.

## Step 2

Select relevant keywords for indexing on Taylor & Francis Online and search engines. Think about how you find articles online, and what words or phrases you search for. Then consider your own article, and what keywords are most relevant to the focus of your work. Narrow down your keywords to ensure they are as accurate as possible.

## Step 3

Once your article is published, build connections with links to your research from external sites (such as your departmental profile page or research group website), and blogs.

## Step 4

Don't forget social media. Use Twitter, Facebook, YouTube, LinkedIn, and other social platforms to promote your work.

## Step 5

Keep doing it. Continue to keep in mind what other researchers are searching for online, make your keywords relevant and accurate, shout about your research, and make it easy for others to find and read your work.



Find out more: <http://bit.ly/SEOforResearchers>

