

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

## Step 1

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 2

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 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

Make sure to follow these steps each time you write and submit a new paper, and give every article you publish the best chance of being discovered.