

How to Promote Your Article

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Writing an article for online distribution in a way that maximizes the chance of citation hits, is different from preparing one for print journals in some small, but important, respects. To be cited, articles have to be visible in an electronic environment. Therefore, publishing a high quality paper in a scientific journal will be the halfway for receiving citation in the future. The rest of the journey is through advertising and disseminating the publications by using the proper "Research Tools". Familiarity with the tools allows the researcher to increase his/her h-index in a short time. This article provides a list of simple yet effective ways to promote your publications [1-3].

1. Use a unique name consistently throughout academic careers.
2. Use a standardized institutional affiliation and address, using no abbreviations
3. Repeat key phrases in the abstract while writing naturally.
4. Assign keyword terms to the manuscript
5. Optimize your article for Google Scholar and other academic search engines
6. Make a unique phrase that reflects author's research interest and use it throughout academic life
7. The article metadata should be correct (especially author and title).
8. Publish in journal with high impact factor
9. Self-archive articles
10. Keep your professional web pages and published lists up to date (Make an attractive homepage that is clear about what you are working on).
11. Make your research easy to find, especially for online searchers
12. Publish in an Open Access (OA) journal
13. Deposit paper in Open Access repository
14. Publish with international authors
15. Write article collaboratively (Team-authored articles get cited more)
16. Use more references
17. Cite relevant thought influencers in your article (To be the best, cite the best).
18. Publish a longer paper
19. Publish papers with a Nobel laureates
20. Contribute to Wikipedia
21. Start blogging and share your blog post with target customers
22. Share your article on all your social media platforms
23. Interact with your peer connections through academic social media.
24. Keep track of all your international contacts
25. Follow the conversation on academic social media



Source: <http://contentmarketinginstitute.com/2011/03/blog-post-to-dos/>

26. When your paper is finally published, individually email the pdf copy to selected collaborators
27. Respond to comments.
28. Write a review paper
29. Avoid selecting a question type of title
30. Sharing detailed research data
31. Publish across disciplines
32. Present a working paper
33. Publish your article in one of the journals everyone in your discipline reads
34. Add your latest published article's link to your email signature
35. Take 50 photocopies of your best 1-2 papers to conferences, and leave them on the brochure desk as a handout.
36. Increase number of publications in peer-reviewed journals
37. After a conference, take the paper, correct it, extend it, and submit it to a journal.
38. Publish your work in a journal with the highest number of abstracting and indexing
39. Create a podcast describing the research project
40. Make an online CV Like ORCID or ResearcherID.
41. Publish tutorials papers
42. Follow-up the papers which cited your article
43. Use all "Enhancing Visibility and Impact" tools which are available on <http://www.mindmeister.com/39583892/research-tools-by-nader-ale-ebrahim>.

References

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- [2] N. Ale Ebrahim, H. Salehi, M. A. Embi, F. Habibi Tanha, H. Gholizadeh, and S. M. Motahar, "Visibility and Citation Impact," *International Education Studies*, vol. 7, no. 4, pp. 120-125, March 30, 2014.
- [3] N. Ale Ebrahim, "Introduction to the Research Tools Mind Map," *Research World*, vol. 10, no. 4, pp. 1-3, June 14, 2013.