Maximizing the impact for your published work

Mia Ricci – Executive Editor, Global Research

Early Career Publishing Workshop

67th Canadian Chemical Engineering Conference
So your article’s been published...

*Now what?*
Get your article the attention it deserves

Get Read
Get Shared
Get Cited
The importance of SEO

Visits to Wiley Online Library
June 2016 - July 2017

- 54% Search engines
- 26% No referrer
- 18% Other websites
- 1% Social media
**SEO in 4 easy steps**

1. **Use keywords** - Choose relevant keywords and key phrases and use throughout article

2. **Choose a smart title** - Must be descriptive and incorporate key phrases related to your topic

3. **Write a good abstract** - Express key points and findings from your article in simple terms

4. **Build links** - Create a network of inbound links and citations to your article
Keyword best practices

- Choose **15-20 keywords/phrases**

- **Test keywords** using free tools (Google Trends, Google Adwords)

- Use keywords in:
  - **Title** (2-4)
  - **Abstract** (3-4)
  - **Sub-headings**
  - **Keyword fields** (5-7)

- Let keywords flow naturally

- Avoid overuse
Title best practices

- Keep it to **15 words** or less

- Use **keywords** and **phrases**

- Place the **main concept at the beginning**

- Do **not use abbreviations or acronyms**

- Avoid using phrases such as “effect of,” “involvement of,” “evidence of”
Abstract best practices

- Capture **key points in simple language**
- Use **keywords**
- Place **essential findings first**

7-10 sentences:

- Why did you do research/what is key conclusion?
- What were your research aims and methods for gathering data?
- How are findings valuable for your field?
Example of a well-optimised abstract

A Data-Driven Multistage Adaptive Robust Optimization Framework for Planning and Scheduling Under Uncertainty

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DOI 10.1002/aic.15792
Published online May 24, 2017 in Wiley Online Library (wileyonlinelibrary.com)

A novel data-driven approach for optimization under uncertainty based on multistage adaptive robust optimization (ARO) and nonparametric kernel density M-estimation is proposed. Different from conventional robust optimization methods, the proposed framework incorporates distributional information to avoid over-conservatism. Robust kernel density estimation with Hampel loss function is employed to extract probability distributions from uncertainty data via a kernelized iteratively reweighted least squares algorithm. A data-driven uncertainty set is proposed, where bounds of uncertain parameters are defined by quantile functions, to organically integrate the multistage ARO framework with uncertainty data. Based on this uncertainty set, we further develop an exact robust counterpart in its general form for solving the resulting data-driven multistage ARO problem. To illustrate the applicability of the proposed framework, two typical applications in process operations are presented: The first one is on strategic planning of process networks, and the other one on short-term scheduling of multipurpose batch processes. The proposed approach returns 23.9% higher net present value and 31.5% more profits than the conventional robust optimization method in planning and scheduling applications, respectively. © 2017 American Institute of Chemical Engineers AIChE J, 63: 4343–4369, 2017

Keywords: optimization under uncertainty, multistage adaptive robust optimization, robust kernel density estimation, big data, planning and scheduling
Tips for building links

1. Link your article across your social media, networking and institutional sites

2. Encourage colleagues to link to your article

3. List your article as a reference in Wikipedia

4. Cite your previous work when appropriate
64% of authors have promoted their own published work in the past 12 months

2015 Wiley author survey
Self-promotional author toolkit

Maximize the impact of your published research!

7 promotional tools
to help ensure your work gets seen, read and cited.

- SEO
  - Are your title and abstract clear and searchable? Have you used the most relevant keywords?
  - Have you looked at off-page SEO strategies, such as link building, to promote your article?

- Conferences
  - Think about simple messages to promote your article at your next conference—whether networking with colleagues, or presenting formally.

- Publicity
  - Is your latest research newsworthy? Have you shared it with your local press officer?
  - No permission is required from Wiley for any press release, but we ask that you wait until the article is published online, refer to the relevant journal in the opening paragraph, and link to the final published version of the paper on Wiley Online Library.

- Social Media / Networking
  - If you run a blog, post about your article.
  - Share a link to your article on Twitter, LinkedIn, Facebook or other social media platforms.
  - Engage with any existing Society / College social media accounts.
  - Join academic social networking sites such as ResearchGate and Academia.edu.

- The Wider Web
  - Update your faculty or professional website with an entry about your article.
  - Register for your unique ORCID ID and add your article details to your profile.
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Award for Best Graduate Student Paper Published in The Canadian Journal of Chemical Engineering

Sponsored by *The Canadian Journal of Chemical Engineering*, the Award for Best Graduate Student Paper Published in The Canadian Journal of Chemical Engineering is presented for outstanding published work by a graduate student.

View the Terms of Reference and list of Past Winners

The 2017 winner of the Award for Best Graduate Student Paper Published in The Canadian Journal of Chemical Engineering is:

Chaimongkol Saengow
Queen’s University


Born in June 6, 1988 in Northaburi, Chaimongkol Saengow completed pre-engineering school at King Mongkuts University of Technology North Bangkok (KMITNB), where he then earned his Bachelor’s degree in mechanical and aerospace engineering. Chai’s grandparents migrated from southern China to Northaburi, where his parents founded a spice shop. Chai has two elder brothers. The younger, Chaiwat, practices medicine in Bangkok, and the older, Sinchai, founded a water-bottling factory in Northaburi. Chai is the first engineer in his ancestry.
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