

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**

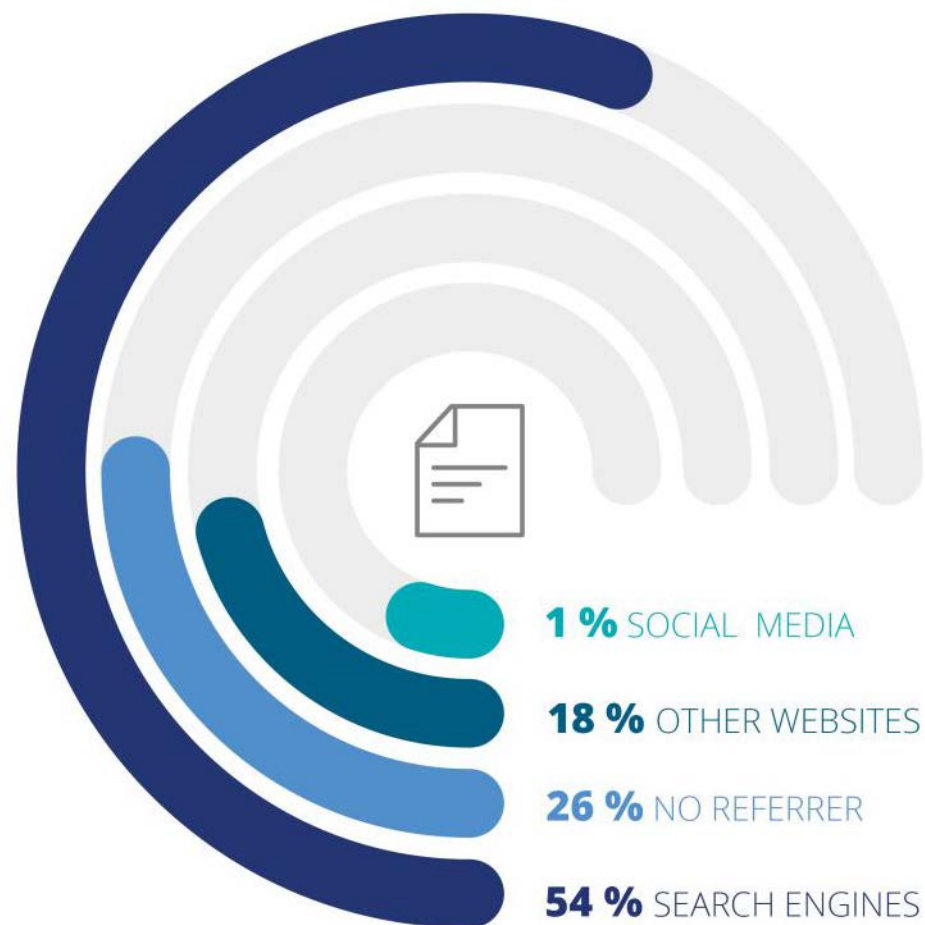
**Get
Shared**

**Get
Cited**



The importance of SEO

Visits to Wiley Online Library June 2016 - July 2017



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

Chao Ning and Fengqi You 

Robert Frederick Smith School of Chemical and Biomolecular Engineering, Cornell University, Ithaca, NY 14853

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

A photograph of two men in a professional setting. The man on the left, with a beard and wearing a grey button-down shirt, is pointing at a tablet held by the man on the right. The man on the right, also with a beard and wearing a grey button-down shirt, is looking down at the tablet. The background is slightly blurred, showing what appears to be a wall with some framed items. A large teal circle is overlaid on the left side of the image, containing white and yellow text.

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 office?
- ✓ 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.
- ✓ Find a Wikipedia page on a topic related to your article, and add a reference to your paper.



Multimedia

- ✓ Talk directly to potential readers and create a short video or podcast which conveys the essence of your paper. Ask your Wiley contact for more details.



Email

- ✓ Use Wiley Author Services to nominate up to 10 colleagues to receive free access to your article, or email a link to key colleagues.
- ✓ Sign up for journal content alerts, so you know when your article is officially published online.
- ✓ Add a link to your email signature.

97% of authors stated they are **likely** or **very likely** to use the toolkit

For more information, including the latest tips, visit wileyauthors.com/maximize or email authormarketing@wiley.com

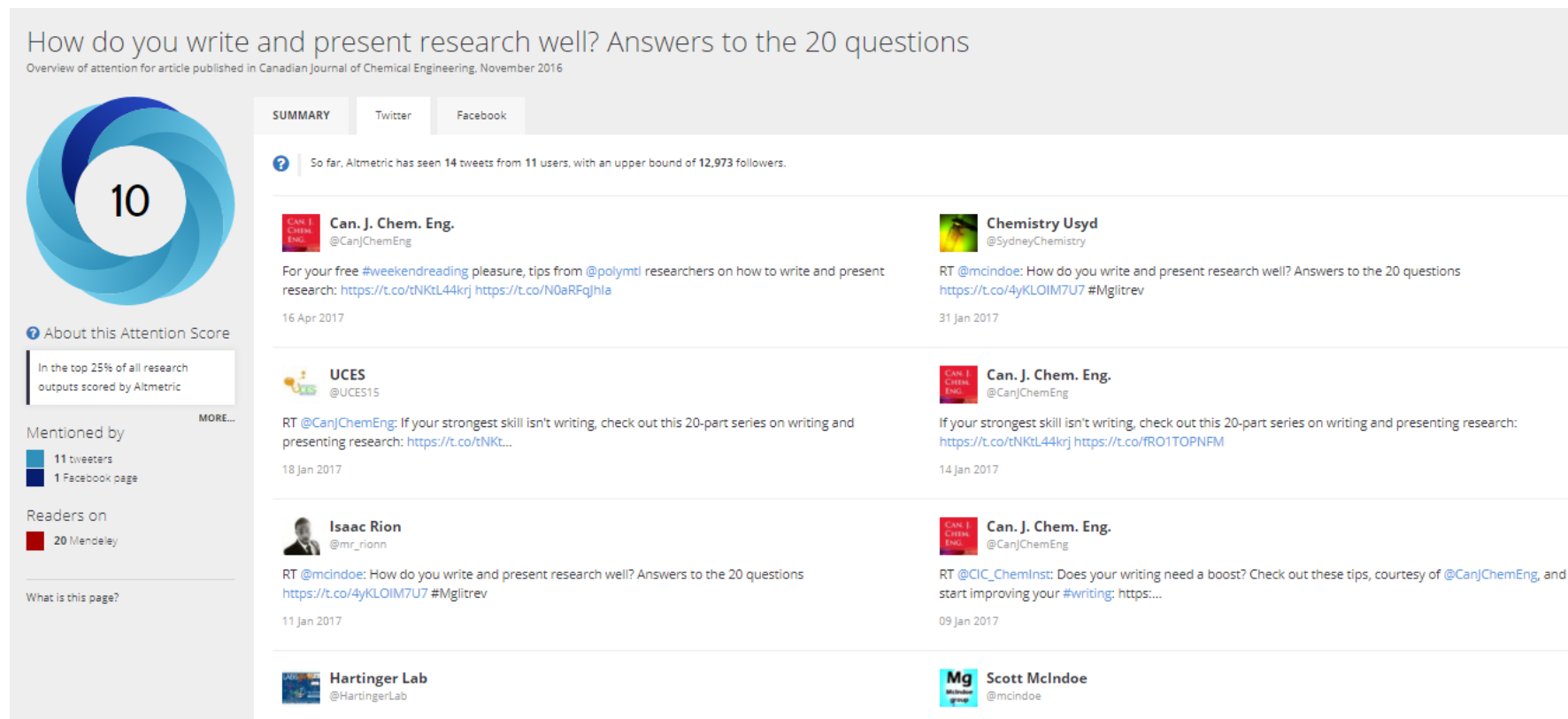
WILEY

Measuring the broader impact of scholarly articles

87%

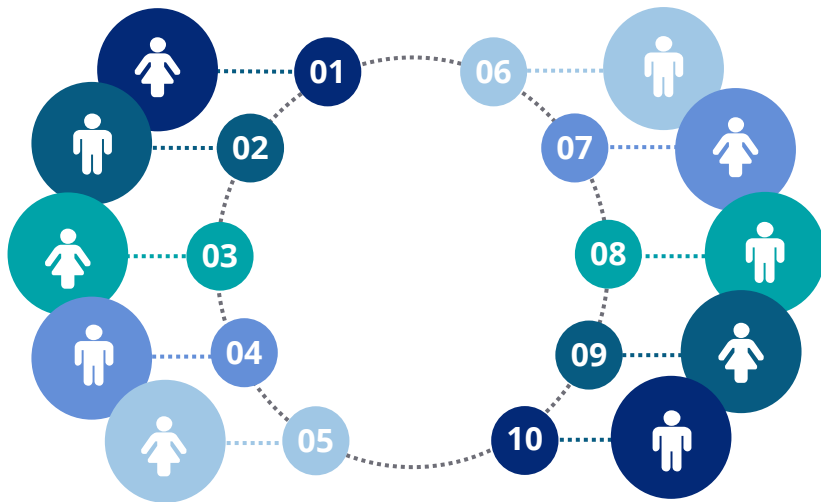
of survey respondents
said they would use
altmetrics to gauge the
popularity of an article

–
Wiley author survey



Article Share


Expose your paper to influential colleagues and maximise your research impact

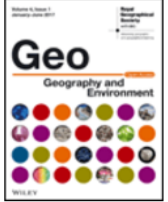


My Dashboard

MY ARTICLES
Select article view

3 ACTION REQUIRED	4 IN PRODUCTION	16 PUBLISHED ARTICLES	20 ALL ARTICLES
----------------------	--------------------	--------------------------	--------------------

Geo: Geography and Environment 

 Coastal landscape as part of a global ocean: two shifts R50
DOI:10.1002/geo2.30007

Publication status
Article published in Issue on 3 June, 2015

[VIEW ARTICLE](#)

Your License
Please sign your license for your article to be published.

[SIGN LICENSE](#)

OnlineOpen
Your OnlineOpen order was placed on 15 February, 2017.

[VIEW/EDIT ORDER](#)

More Actions

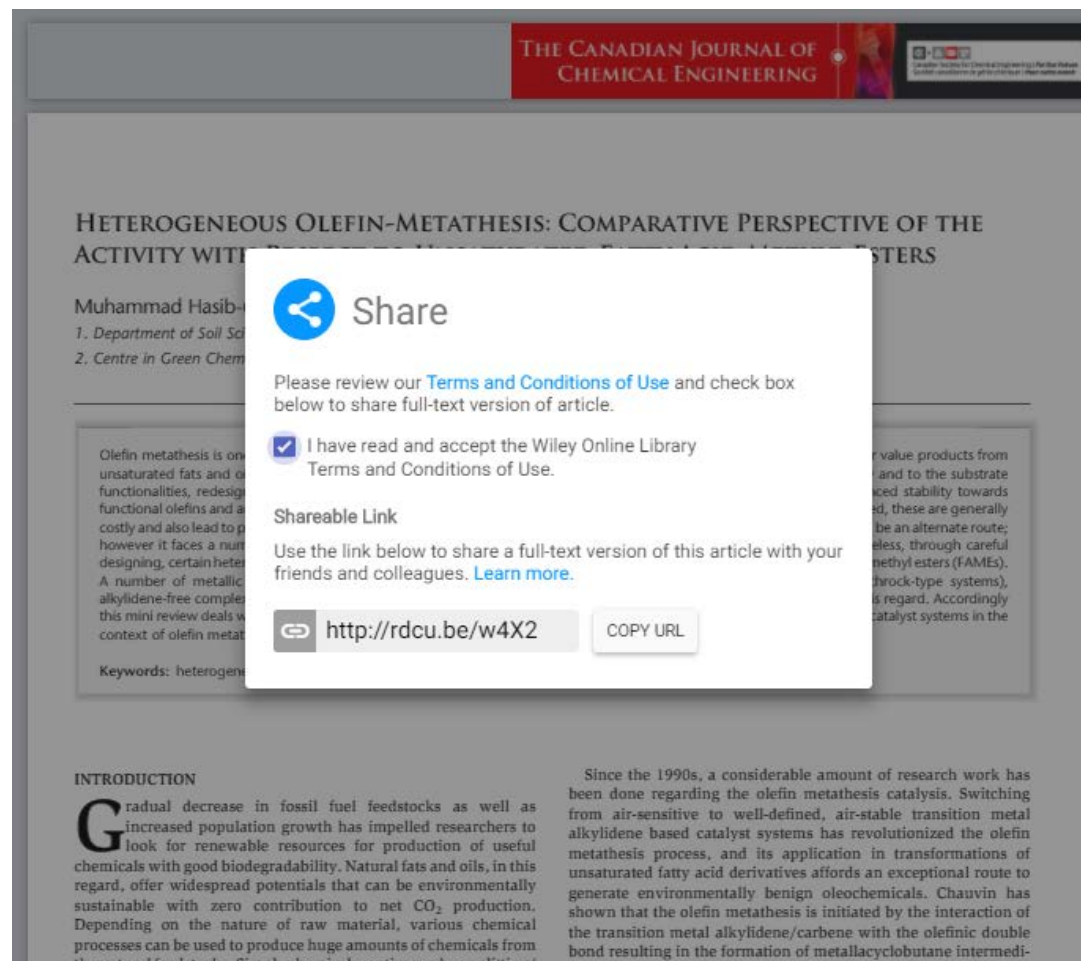
[MORE ACTIONS ▾](#) [MAKE VIDEO ABSTRACT](#)

[Email History](#)
[Order Reprint](#)
[Invite Colleagues](#)

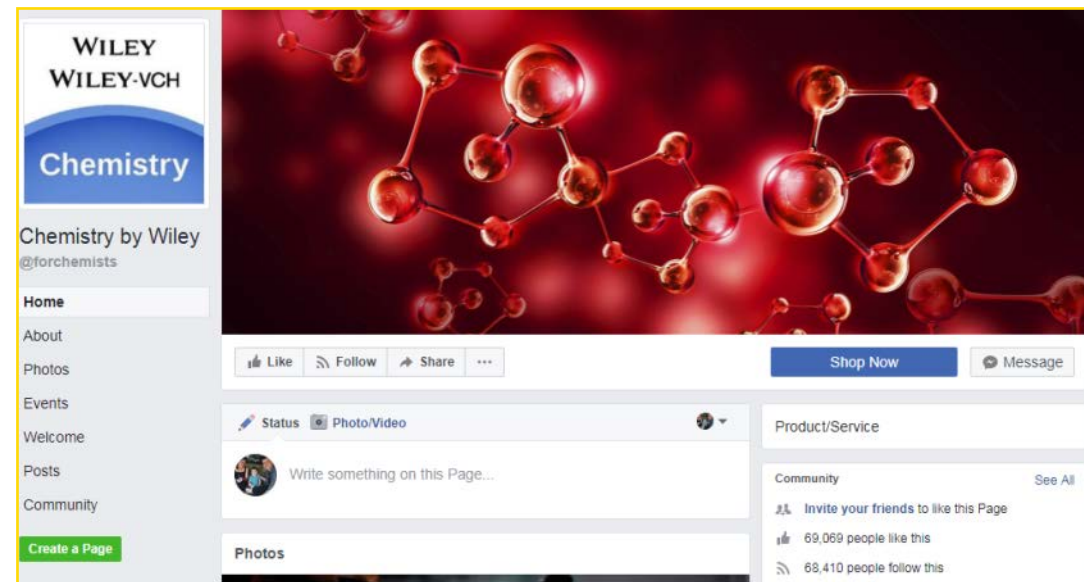
Article Share

New from July 2017: Share your paper with anyone with a simple link

- Anyone with subscription access to Wiley journals can **share full-text articles with anyone, without infringing copyright, regardless of their subscription status**
- Simple process of clicking on a Share button to generate a simple sharable link
- Anyone with the link can read the entire full text article online



Dedicated Social Media Promotions



Award Eligibility

- Free conference registration
- Invitation to present a paper
- Bio published in an issue of the Journal

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

For his paper "Bubble Growth from First Principles", *Can. J. Chem. Eng.* 2016, 94(8), p. 1560 by C. Saengow, A.J. Giacomini, X. Wu, C. Kositawong, C. Aumtate, A. W. Mix.

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

Wiley Author Services



Author and Reviewer Resource Centers

Author Dashboard

Article Citation Metrics

Online Licensing Service