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 a journal with high impact factor.
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.
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.

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 tutorial 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