

10 Easy Things Journal Editors and Authors Can Do to Increase Readership and Citations



1. Your Library: If your library does not have access to your article, recommend a subscription to the journal using the [Wiley Library Recommendation form](#). (Google: “Wiley Library Recommendation.”)

2. University/Organization Media Relations Office: Send your article’s Wiley Online Library/“WOL” URL to your Media Relations office with a description so they can raise awareness. (See “How to Get a WOL URL” note below.)

3. Faculty Website: Update your professional or faculty website with the WOL URL to your article to showcase your research and guide readers.

4. Email Signature: Add the WOL URL for your article or journal to your email signature as an easy way to tell colleagues about your latest publication.

5. Wikipedia: One of the first places people start their research about a topic is Wikipedia, so if you see a place for a link to your work in a Wikipedia page, sign in to Wikipedia or [register](#) and then add a link to your work on Wiley Online Library.

6. Social Media: Share your work with a link on Twitter, Facebook, LinkedIn and other accounts. Engage with the Journal’s Society Social Media accounts and with [Wiley Social Media accounts](#) when possible. (Google: “Stay Connected With Wiley”).

7. Search Engine Optimization (SEO): Visit [Wiley Author Services](#) (Google: “Wiley Author Services”) to learn tips on how to track your accepted articles through production, how to nominate up to ten colleagues for free access, and much more.

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