6 INITIAL TIPS FOR ASEO

1 **Try to see things from the perspective of the searcher:**
- How do you find articles online?
- What words or phrases do you search for?
- Which keywords are most relevant to the focus of your article?

2 **Title optimisation:**
- Keep it short and informative.
- Avoid creative titles.
- Use keywords and terms that are commonly used in your field of research.
- Put the most important keywords and terms at the beginning.
- Avoid special characters.
- Use hyphens to separate words.

3 **Abstract optimisation:**
- Write informatively and in short sentences.
- Place the most important keywords and terms at the beginning.
- Repeat your keywords.
- Use synonyms.
- Write out abbreviations.

4 **Keyword optimisation:**
- Ask yourself how you would search for your article.
- Use thesauruses and databases to find suitable keywords and synonyms.
- Use keywords that accurately describe the content of your article.
- Use keywords in the singular and uninflected form.
- Balance specific and more general terms.

5 **Check your visibility:**
- You can use the tool provided by Utrecht University to check your visibility. Research Visibility Check

6 **Focus on good scientific practice:**
- Optimisation for ASEO should not be the top priority.
- Over-optimised articles should be avoided, as these can affect readability.

Sources and further information:

Schilhan, L., Kaier, C., & Lackner, K. (2019, Dezember 10). Sichtbarkeit und ASEO - Publikationen besser sichtbar machen durch Academic Search Engine Optimization. Zenodo. https://doi.org/10.5281/zenodo.6900041 (in German)

Research Visibility Check – Utrecht University Library – Utrecht University (uu.nl)

www.ub.tugraz.at