Getting Noticed

Publishers and researchers struggle for visibility among the massive amount of content available in online books, journals, and magazines. To be found, read, and cited requires tactics that surface your content in the right information channels. Maverick has developed two tools to help publishers and authors promote their online presence.

Content Discovery Audit

In addition to traditional publishing protocols, special considerations are needed for ensuring optimum content discovery and user engagement. This is especially important for open access publishers, as the lack of paywall does not guarantee search engine performance and findability.

The Maverick Discovery Audit evaluates the following factors and offers data-driven strategic recommendations:

- Indexing with open-web and specialty search engines, subject databases, OA tools
- Metadata and content standards
- Institutional and library data feeds
- Alignment of data feeds with repository strategy / policy
- Web compliance with content quality (SEO) standards
- Benchmark and SMART goals for content discovery
- User journey mapping to identify reader stumbling blocks

This audit will help ensure your content is found by search engines and databases, both mainstream and institutional. It complements the Maverick Author Engagement Toolkit.

Author Engagement Toolkit

Researchers are also under pressure to take a more proactive approach to the communication and dissemination of their work, to ensure stakeholder engagement and accelerated uptake from the earliest stage of a project. In a recent survey of 10,000 researchers to assess upstream publication needs,* 95% of respondents considered that being able to demonstrate broader communications and impacts was important to their future funding and career progression. This is partly driven by funder expectations (64% felt these were changing) but 94% also felt personally motivated to ensure widespread awareness and application of their work. Publishers can help researchers take an active role in promoting their work by providing the tools.

This is why Maverick has developed an Author Engagement Toolkit that covers the following components:

- Mastering social media
- Monitoring the metrics
- Creating an online presence
- Leveraging your network
- Working with editors, librarians, and the press
- Polishing your Profile

Each toolkit offers helpful tips, advice, and checklists. It can be tailored and branded to a publisher's needs—books, journals, online products.

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*Where is the publication puck going? Making research available upstream of publication.

Report of a research study led by Kudos (August 2019): https://bit.ly/2VDFzxc