

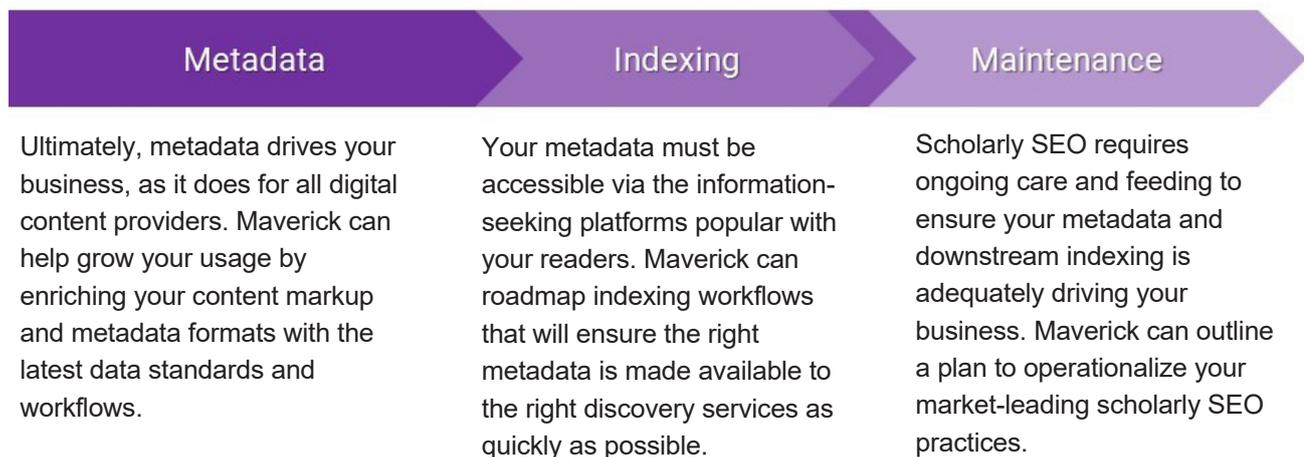


Scholarly SEO An Essential Business Performance Metric

Successful digital publishing today requires robust online usage. Readers can only use what they can find. Publishers often struggle to interpret usage reports and explain fluctuating rates of reader engagement. Scholarly SEO is key to discoverability and your business. Your discoverability depends on metadata -- high-quality, standards-compliant metadata delivered to the information channels most popular with your users.

Maverick's Scholarly SEO services are designed to ensure your content is easily found by the right readers via their favorite mainstream and academic search engines. Optimizing the discoverability of authoritative, specialty content is essential to lead readers to the primary versions of record in your journal, book, multimedia, educational, and news collections.

Scholarly SEO addresses publishers' business goals from marketing and sales, to editorial and product development. Strong visibility can generate high citation rates and lead to a positive impact factor. High usage drives institutional sales and renewals.



Scholarly SEO is a must-have performance metric for today's academic and professional publishers. Contact us to learn how Maverick can help your organization achieve its goals with our Scholarly SEO services.

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