



## Journal Performance Analysis

### Enhancing Journal Impact & Visibility

In today's competitive academic publishing landscape, journals and publishers face unique challenges in improving visibility, citation rates, and global impact. Journal Performance Analysis offers tailored and data-driven insights, providing actionable strategies for publishers, editors, journal management teams, and marketing professionals.

#### Elevate Your Journal: Identify Weaknesses, Build on Strengths

Analyzing subject trends within a journal's focus area and evaluating competitors' performance are critical steps to enhancing your journal's competitiveness. Journal Performance Analysis goes beyond basic metrics, focusing on key themes in the field, emerging research topics, and effective strategies employed by competing journals. This comprehensive analysis identifies your journal's weaknesses and highlights areas for improvement, helping you reach a broader academic audience.

#### Data-driven strategic recommendations

**Citation Analysis:** Tracks citation trends, identifies uncited articles, and maps regional contributions.

**GAP Analysis:** Highlights geographic, institutional, and funding gaps to target underrepresented areas.

**Competitor Analysis:** Benchmarks your journal against competitors, focusing on citation performance and emerging trends.

**Keyword Analysis:** Evaluates your journal's keywords, competitor keywords, and trending topics in the field.

**High emerging topics:** Highlights high-impact areas within your journal's field with strong citation potential.

#### Boost Citations and Visibility with Tailored Journal Solutions

The analysis delivers tailored, actionable strategies that drive measurable results. Transforming complex metrics into clear recommendations empowers editorial teams, marketing professionals, and management to enhance their journal's visibility, citations, and competitive positioning.

#### Key Questions Journal Performance Analysis Addresses

- Which article types or research areas have the greatest potential?
- What gaps exist in geographic reach, institutional collaborations, and funding opportunities?
- How can your journal align with trending topics and keywords to attract top-quality submissions?
- What steps can you take to outperform competitors in your field? How can you optimize your journal's strategy to increase visibility and engagement across diverse audiences?

As competition intensifies, journals require more than raw data- they need actionable insights tailored to their unique challenges. By providing comprehensive and customizable analysis, Maverick empowers journals to overcome these challenges.

#### For further information contact:

**Rebecca Moakes** CEO  
**Rebecca Rinehart** Senior Associate  
**Mert Köse** Affiliate Senior Associate

[rebecca@maverick-os.com](mailto:rebecca@maverick-os.com)  
[rebeccar@maverick-os.com](mailto:rebeccar@maverick-os.com)  
[mert@maverick-os.com](mailto:mert@maverick-os.com)