

Metadata and SEO Services

Maverick offers expert advice on creating and enhancing XML metadata to optimize your publishing endeavors, increase the online visibility of your publications, and ensure compliance with standards required for discoverability and indexing in leading databases such as Web of Science, Scopus, Medline, PubMed, PMC.

Metadata Optimisation

XML Metadata Preparation: Tailored solutions designed to meet the specific requirements of indexing platforms, ensuring your publications are seamlessly integrated.

Standards Compliance: Adherence to global standards such as XML and DTD formats to guarantee compatibility with major databases.

Workflow Optimization: Automation of metadata processes to reduce manual effort and promote consistency across platforms.

Discoverability: Strategic alignment of metadata with platform-specific search algorithms to maximize visibility and engagement.

Comprehensive Metadata Analysis: Validation and enhancement of metadata for all publications delivered via ONIX, API, and other feed types.

Semantic Validation: Ensuring the accuracy of ONIX and other formats to represent publication details.

Custom Strategies: Innovative approaches to improve discoverability and relevance.

SEO Strategy Development

- In-depth keyword research to identify opportunities for increased visibility.
- SEO audits to identify areas for improvement.
- Tailored SEO strategies to boost search engine rankings and organic traffic.

Content Optimisation

- Guidance on creating SEO-friendly and reader-friendly website content.
- Recommendations for incorporating relevant keywords.
- Strategies for improving content structure and readability.

Competitor Analysis

- Thorough analysis of competitors to identify strengths and opportunities.
- Benchmarking against industry leaders and best practice for informed decision-making.

Performance Tracking and Reporting

- Implementation of analytics tools to track key performance indicators.
- Regular reports detailing the impact of strategies and recommendations for continuous improvement.

Contact us to learn more about how our SEO and Metadata services can benefit your publishing program.

For further information, contact:

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