

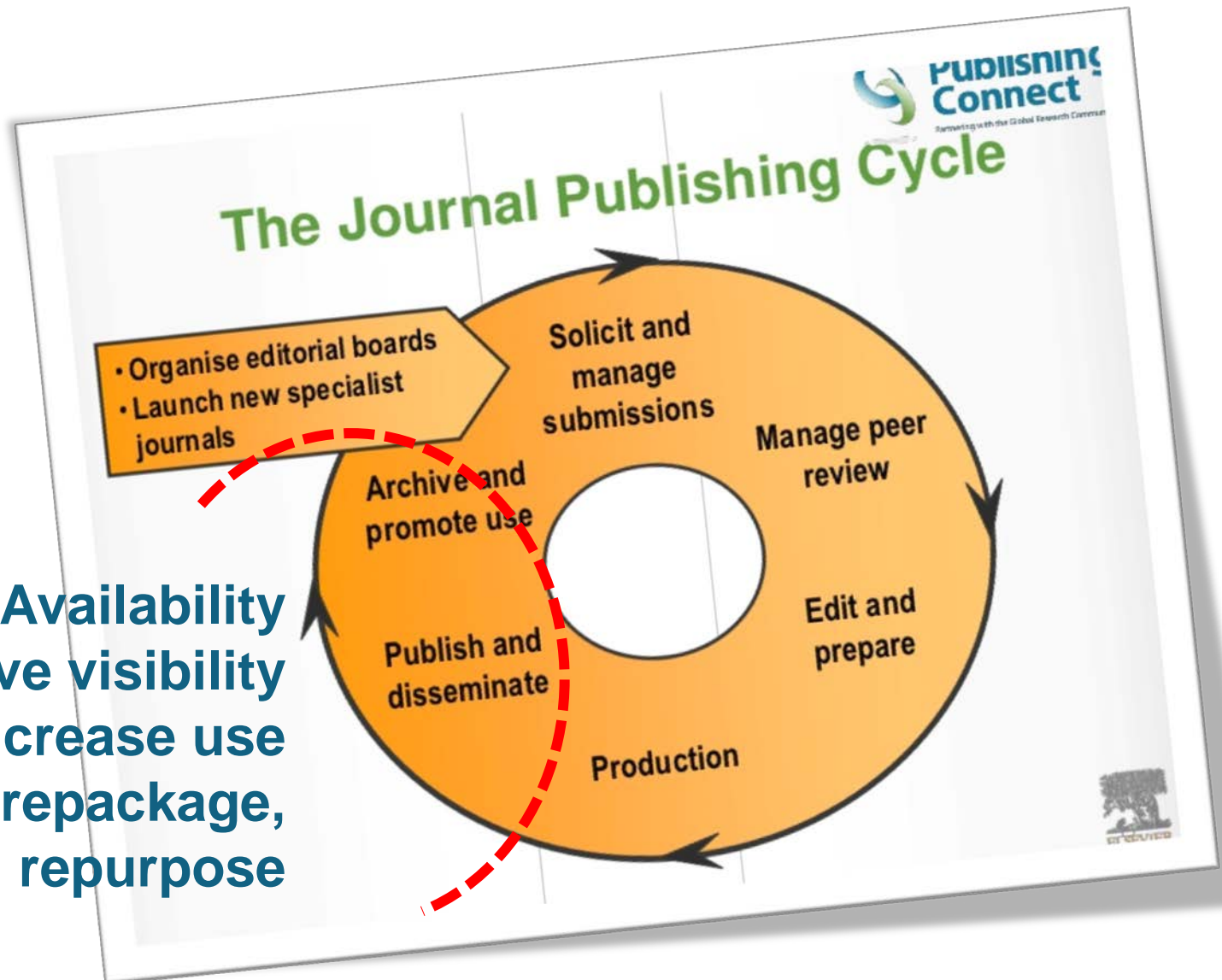
Elsevier Research Applications & Platform

Beyond achieving online visibility: staying ahead of the curve

Lee Inn Beng
Customer Discovery & Innovation, Director

Agenda

1. Online Availability
2. Improve visibility
3. Increase use
4. Mine, repackaging, repurpose





SJR is developed by:



Powered by
Scopus

How to cite this website?

| | Title | Type | SJR | H index | Total Docs. (2013) | Total Docs. (3years) | Total Refs. | Total Cites (3years) | Citable Docs. (3years) | Cites / Doc. (2years) | Ref. / Doc. | Country |
|----|---|------|-------|---------|--------------------|----------------------|-------------|----------------------|------------------------|-----------------------|-------------|---------|
| 1 | Nutrition Bulletin | j | 0,365 | 23 | 49 | 168 | 2.090 | 139 | 122 | 1,15 | 42,65 | |
| 2 | Bulletin of Chemical Reaction Engineering and Catalysis | j | 0,303 | 3 | 29 | 30 | 699 | 22 | 29 | 0,76 | 24,10 | |
| 3 | Acta medica Indonesiana | j | 0,250 | 11 | 28 | 156 | 0 | 116 | 145 | 0,81 | 0,00 | |
| 4 | Telkomnika | j | 0,236 | 5 | 100 | 162 | 1.545 | 98 | 160 | 0,61 | 15,45 | |
| 5 | Indonesian Journal of Chemistry | j | 0,171 | 1 | 37 | 45 | 857 | 6 | 42 | 0,14 | 23,16 | |
| 6 | International Journal on Electrical Engineering and Informatics | j | 0,168 | 5 | 40 | 118 | 735 | 62 | 118 | 0,51 | 18,38 | |
| 7 | Kukila | j | 0,147 | 1 | 10 | 8 | 188 | 2 | 8 | 0,25 | 18,80 | |
| 8 | Critical Care and Shock | j | 0,141 | 7 | 10 | 44 | 187 | 5 | 40 | 0,05 | 18,70 | |
| 9 | Journal of Engineering and Technological Sciences | j | 0,139 | 2 | 20 | 48 | 343 | 8 | 48 | 0,17 | 17,15 | |
| 10 | International Journal of Power Electronics and Drive Systems | j | 0,134 | 2 | 46 | 70 | 747 | 14 | 70 | 0,20 | 16,24 | |
| 11 | International Journal of Technology | j | 0,123 | 2 | 35 | 65 | 556 | 9 | 59 | 0,12 | 15,89 | |
| 12 | ITB Journal of Science | j | 0,115 | 3 | 8 | 53 | 85 | 14 | 53 | 0,30 | 10,63 | |
| 13 | Biotropia | j | 0,112 | 1 | 12 | 29 | 349 | 3 | 29 | 0,09 | 29,08 | |
| 14 | Journal of ICT Research and Applications | j | 0,107 | 2 | 5 | 28 | 122 | 6 | 28 | 0,21 | 24,40 | |
| 15 | Proceedings of the 26th Pacific Asia Conference on Language, Information and Computation, PACLIC 2012 | p | 0,104 | 1 | 0 | 73 | 0 | 5 | 70 | 0,07 | 0,00 | |
| 16 | Gadjah Mada International Journal of Business | j | 0,100 | 1 | 15 | 46 | 617 | 1 | 44 | 0,00 | 41,13 | |
| 17 | Proceedings - APCHI-ERGOFUTURE 2010 | p | 0,100 | 1 | 0 | 126 | 0 | 0 | 122 | 0,00 | 0,00 | |

Scopus selection criteria

Minimum criteria

- Peer-review
- English abstracts
- Regular publication
- References in Roman script
- Publication ethics statement

Journal policy

- Convincing editorial concept/policy
- Level of peer-review
- Diversity in geographic distribution of editors
- Diversity in geographic distribution of authors

Quality of content

- Academic contribution to the field
- Clarity of abstracts
- Quality and conformity with stated aims & scope
- Readability of articles

Journal standing

- Citedness of journal articles in Scopus
- Editor standing

Regularity


- No delay in publication schedule

Online availability

- Content available online
- English-language journal home page
- Quality of home page

Example 1 of good website

Log on Chemistry Central


 **HERITAGE SCIENCE**

Search for

Home Articles **Authors** Reviewers About this journal My Heritage Science

Editor-in-Chief
Richard Brereton, University of Bristol
[Editorial Board](#) | [Instructions for authors](#) | [FAQ](#)

Articles

Latest  Most viewed

Research article [Open Access](#)
XEOM 1 - A novel microscopy system for the chemical imaging of heritage metal surfaces
Dowsett M, Hand M, Sabbe PJ, Thompson P and Adriaens A
Heritage Science 2015, 3:14 (1 May 2015)

Research article [Open Access](#)
Technological study of the gilded haft-rang tiles of the Imamzadih Ismail mausoleum in Qazvin, Iran
Mishmastnehi M and Holakoei P
Heritage Science 2015, 3:15 (16 April 2015)

Chemistry Central's articles are now mobile optimized
View full text articles and abstracts from your tablet or smartphone

Aims & scope
Heritage Science is an open access journal publishing original peer-reviewed research covering:

- Understanding of the manufacturing processes, provenances and

Example 2 of Good Website

Addiction

Published since 1884 by the Society for the Study of Addiction.

- Home
- General Information
- The Journal
- For Authors
- Press Releases
- News & Meetings
- Contact Us

Edit

- Aims & Scope
- Ethical Policy
- Performance Indicators
- Indexing and Abstracting
- Top Papers
- Subscribe to Us
- Privacy Policy

ANNOUNCEMENT: CALL FOR PAPERS Lisbon Addictions 2015. The conference on Addictive Behaviours and Dependencies will be held on 22-25 September 2015. Organised by SICAD, the journal of the Society for the Study of Addiction (SfA), the European Association for the Study of Addiction (EASA) and ISAJE, it will provide a unique networking opportunity for researchers, practitioners and policy experts across countries to discuss latest findings on the prevention, treatment and policy of addiction. To stay updated on the latest developments subscribe to the newsletter at <http://eepurl.com/5fZaP>



*A message from
Robert West,
Editor-in-Chief*

The Latest Findings

- » Key findings 
- » Current Issue
- » Latest Press Releases
- » Early view articles
- » Accepted articles




Contribute

- » Guidance for Authors
- » Writing the Abstract
- » Submit an article
- » Tools for Authors
- » Types of Articles



Example 3 of Good Website



ISSN 1978-2993

Bulletin of Chemical Reaction Engineering & Catalysis

An International Journal. Available online at: <http://ejournal.undip.ac.id/index.php/bcrec>

USER

Username

Password

☐ Remember me

[Log In](#)


[HOME](#)
[ABOUT](#)
[LOG IN](#)
[REGISTER](#)
[SEARCH](#)
[CURRENT](#)
[ARCHIVES](#)
[ANNOUNCEMENTS](#)
[EDITORIAL BOARDS](#)
[AUTHOR GUIDELINES & SUBMISSION](#)
[AIMS AND SCOPE](#)

[PUBLICATION ETHICS](#)
[TRAINING DIVISION](#)
[REQUEST CONFERENCE COLLABORATION](#)

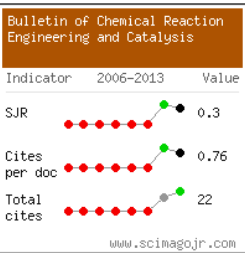
Home > **Bulletin of Chemical Reaction Engineering & Catalysis**

Bulletin of Chemical Reaction Engineering & Catalysis

- [Article In Press](#)
- [About Journal](#)
- [Indexing and Abstracting](#)
- [Order Original Offprint](#)
- [Profile in SCOPUS](#)
- [Profile in Scimago Journal Ranking](#)
- [Profile in DOAJ](#)
- [Citations in Google Scholar](#)
- [Journal Sponsor](#)
- [Free Scopus Author Preview](#)
- [ISI Journal Title Abbreviation](#)



BULLETIN OF CHEMICAL REACTION ENGINEERING & CATALYSIS (ISSN: 1978-2993), an international journal, provides a forum for publishing research articles or review articles from the novel technologists related to chemical reaction engineering, catalyst, and catalysis engineering. This journal has been distributed by **EBSCO PUBLISHING** (Academic Search Complete, Academic Search Premiere, and Academic Search R&D) started from Volume 4 Number 1 Year 2009 to present. The BCREC journal has been indexed and abstracted and displayed in Elsevier Products (**Scopus, Compendex, Engineering Village**), **Chemical Abstract Services, CABI**, and **DOAJ**.



Profile of BCREC Journal in Scimago Journal Ranking ([Scimago Web](#)):

- **Impact Factor** in Scimago Journal Ranking and Journal Metrics: **SJR = 0.303; SNIP = 0.380; IPP = 0.552 at year 2013**
- **Ranked 40th or Q4 level** in Scimago **Catalysis** category ([link here](#)) at 2011-2013 coverage
- **Ranked 20th or Q2 level** in Scimago **Process and Chemistry Technology** category ([link here](#)) at 2011-2013 coverage
- **Ranked 327th** in Scimago **Chemical Engineering** subject ([link here](#)) at 2011-2013 coverage

Profile of BCREC Journal in SCOPUS: ([Scopus Link](#))

- Total Citations in Scopus (2011-2015): 107
- Total Articles indexed in Scopus (2011-2014): 97
- h-index: 5
- Total Impact Factor in SCOPUS: 97/107" = 0.907

Is this an example of a Good Website?

Critical Care and Shock

[HOME](#)[ABOUT US](#)[INSTRUCTIONS FOR AUTHORS](#)[CONTACT US](#)

LEGAL ASPECTS

The corresponding author should make it clear that the final manuscript has been approved by all authors and has not been published, or under the consideration by another journal. Copyright ownership is to be transferred by the following written statement which must accompany all manuscripts at the time of submission and must be signed by all authors: "The undersigned authors transfer all copyright ownership of the manuscript to Critical Care and Shock in the event the work is published. The undersigned authors warrant that the article is original, and is not under consideration by another journal and has not been published previously."

Manuscripts submitted for publications must contain a statement to the effect that all human studies have been approved by the appropriate ethics committee and have therefore been performed in accordance with the ethical standards laid down in the 1964 Declaration of Helsinki. It should be also stated clearly in the text that all persons gave their informed consent prior to their inclusion in the study. Details that might disclose the identity of the subjects under study should be omitted.

Reports of animal experiments must state that the "Principles of laboratory animal care" were followed, as well as specific national laws where applicable.

The Editor-in-Chief reserves the right to reject manuscripts that do not comply with the above-mentioned requirements. The author will be held responsible for false statement or failure to fulfill these requirements.

MANUSCRIPT SUBMISSION


It is highly recommended that authors submit manuscripts to Critical Care and Shock by email to simonnanlohy@yahoo.com whenever possible. Authors should submit a complete electronic file using .doc file type for text, and .jpg or .tiff for figures. Otherwise you may submit the manuscripts by mail in triplicate together with a diskette or a CD-ROM to the Managing Editor:


Simon Nanlohy, MD

Jl. Sunter Hijau 7 Q2/16

Reference: <http://criticalcareshock.org/>

Is this an example of a Good Website?

 **International
Journal of Technology**

Search... by **All** 

HOME ANNOUNCEMENTS ABOUT REGISTER ARCHIVES IN PRESS

Browse Article

- By Issue
- By Author
- By Title

Browse All Issues

Submission Guideline

Editorial Team

Contact Us

Journal Metrics by Scopus 2013

| |
|--|
| Source Normalized Impact per Paper (SNIP): 0.064 |
| Impact per Publication (IPP): 0.085 |
| SCImago Journal Rank (SJR): 0.123 |

[Home](#) > About the Journal

About the Journal

International Journal of Technology (IJTech) is bi-annual international referred journal with the objectives to explore, develop, and elucidate the knowledge of engineering design and technology, to keep practitioners and researchers informed on current issues and best practices, as well as serving as a platform for the exchange of ideas, knowledge, and expertise among technology researchers and practitioners.

International Journal of Technology provides an opportunity to share detailed insights from different understandings and practices associated with technology. It provides an international forum for cross-disciplinary exchange of insights and ideas regarding value and practices for dissemination. International Journal of Technology will publish your work to international society of practitioners and researchers with interest in technology design and development from a wide variety of sectors.

IJTech is indexed in SCImago, Scopus, EBSCO, and DOAJ.

People

- [Contact](#)
- [Editorial Team](#)
- [Secretariat](#)

Policies

- [Focus and Scope](#)
- [Open Access Policy](#)

Submissions

Other

- [Publisher and Sponsorship](#)
- [Publication Ethics and Policy](#)
- [Statistics](#)

Submissions

- [Online Submissions](#)
- [Author Guidelines](#)
- [Privacy Statement](#)

Username

Password

☐ Remember me

Login

Forgot password

IJTech
ISSN 2086-9614 (Hardcopy)

SCImago Journal Rank (SJR): 0.123

Recap 1

- Users behavior: Online versus Offline Shop Analogy
- Purpose of Journal Homepage, branding, provide clarity in the value of your journals to those potential authors or CSAB members
- What's Next?
 1. Online Availability = Online Presence = Online Visibility?
 2. Purpose of Articles within Journal site? What are they for?
 3. Enriching User Experience, a continuous improvement process

Online Availability = Online Presence = Online Visibility?

Online visibility depends on how easy the Web site can be found by Search Engines and Ranked at the top of the search results

Factors influencing discoverability and ranking are:

- Less emphasis on key words, more on context, example at the point of searching,
 - where a person is,
 - what they are doing,
 - what time it is, etc.
- Links, not any links but quality of the links
- Long Form Quality versus Quantity of content and how fast they are posted on the site
- Mobile Optimization – is the content loads clearly on mobile devices
- Google Scrapping - allow Google to 'scrap' information from your site and so Google can research to a search query by displaying its own results



Improve Visibility, Greater Articles Usage

How to

PROMOTE RESEARCH

in your journals (and why you should)

More info?

✉ L.goodchild@elsevier.com
✉ S.boucherie@elsevier.com

FIND YOUR STORY → IDENTIFY THE AUDIENCE → CREATE THE CONTENT → PUBLISH, PROMOTE, MEASURE



NEWS WORTHY:

- | | |
|-----------|-----------------|
| ⌚ timing | 🔍 entertainment |
| 🎁 impact | 📍 location |
| 📦 result | ★ celebrity |
| 😊 emotion | 🆕 novelty |

ELSEVIER'S NEWSROOM



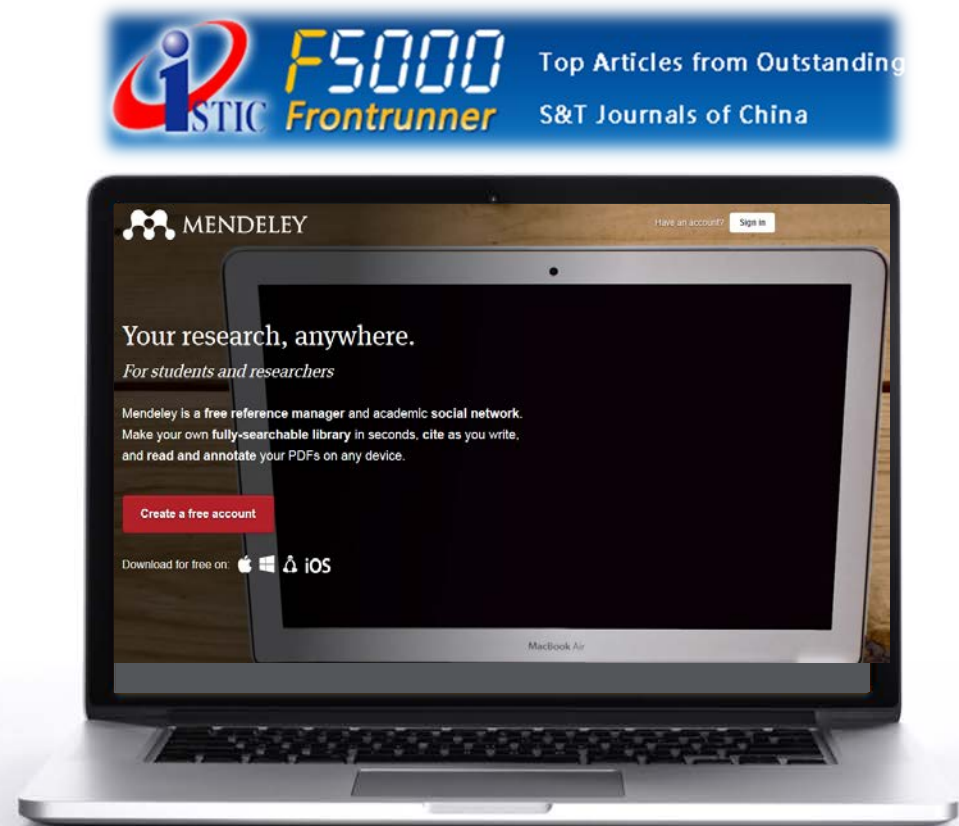
- Online Availability is about putting your best face (interface forward)
- Improve Visibility is about findings your story – newsworthy story
 - Editor's choice – chosen to highlight from those published in the past 12 months
 - Research highlights – get authors to write 3-5 bullet points convey core findings and quick overview of their papers. Disseminate through mobile applications
- Leveraging on other 'links' or networks
 - Links to authors' personal and institutional profile pages
 - Links to Institutional Repositories
 - Links or feature in Scientific Association or Society Blog
 - Explore Academic Social Media Network Sites

Beyond Ensuring More Articles Are Use

- Mining relevant data from articles you published
 - To develop new application or provide tools to enhance researcher workflow information needs.
 - Information to mine and present in a useful bundle depends on the target audiences:
 - Commercialization and consultation services, industry-author
 - Potential research collaborators
 - Relevant articles
 - Equipment used, etc

F5000 & Mendeley Scholar Club

- Beyond online Reference Management
- Facilitate virtual collaboration share documents, readings and reference lists
 - Open Public Group
 - Public Group by Invitation
 - Private Group



Highlighting Research on Scientific Social Network Sites

We created this group to share and highlight the work of our authors including Featured Articles, latest Reviews and Special issues. We encourage you to share these articles, post comments, suggestions and links to related relevant literature. All the articles in this group are freely accessible. - The Scientific Editors





 [journals.elsevier.com/journal-of-molecular-...](https://journals.elsevier.com/journal-of-molecular-biology/)

Group activity

Ask a question or comment here





Journal of Molecular Biology - The Scientific Editors added documents to this group

-  Crystal Structure of the Csm3-Csm4 Subcomplex in the Type III-A CRISPR-Cas Interference Complex.
-  Selectivity of Aggregation-Determining Interactions.
-  Mechanistic Insights into the Folding of Knotted Proteins In Vitro and In Vivo.
-  Orientation of Myosin Binding Protein C in the Cardiac Muscle Sarcomere Determined by Domain-Specific Immuno-EM.

Like · Comment · 13th January



/groups/4985441/journal-of-molecular-biology/

Welcome back Patrick Cristulla   My Account  Upgrade

We're hiring! / Support

Dashboard My Library Papers Groups People Groups Search...

Journal of Molecular Biology
In this group: 125 papers · 5 members

Invite people to join Share   

Mendeley Biological Sciences Groups

Overview
Papers
Members




Group activity
Ask a question or comment here

Journal of Molecular Biology - The Scientific Editors added documents to this group

-  Crystal Structure of the Csm3-Csm4 Subcomplex in the Type III-A CRISPR-Cas Interference Complex.
-  Selectivity of Aggregation-Determining Interactions.
-  Mechanistic Insights into the Folding of Knotted Proteins In Vitro and In Vivo.
-  Orientation of Myosin Binding Protein C in the Cardiac Muscle Sarcomere Determined by Domain-Specific Immuno-EM.


Like · Comment · 13th January

Journal of Molecular Biology - The Scientific Editors added documents to this group

-  Directed Evolution of Gloeobacter violaceus Rhodopsin Spectral Properties.
-  Ion Channel Engineering: Perspectives and Strategies.
-  Binding of ArgTX-636 in the NMDA Receptor Ion Channel.
-  From Foe to Friend: Using Animal Toxins to Investigate Ion Channel Function.
-  Combining Single-Molecule Imaging and Single-Channel Electrophysiology.
-  And 10 more

Like · Comment · 9th January

Journal of Molecular Biology - The Scientific Editors added documents to this group

-  Flexible stoichiometry and asymmetry of the PIDosome core complex by heteronuclear NMR spectroscopy and mass spectrometry
-  Two-Ball Structure of the Flagellar Hook-Length Control Protein Flk as Revealed by High-Speed Atomic Force Microscopy.

Like · Comment · 18th December, 2014

About this group

Owned by [Journal of Molecular Biology - The Scientific Editors](#)
Other Professional
Biological Sciences

We created this group to share and highlight the work of our authors including Featured Articles, latest Reviews and Special issues. We encourage you to share these articles, post comments, suggestions and links to related relevant literature. All the articles in this group are freely accessible. - The Scientific Editors

 [journals.elsevier.com/journal-of-molecular-...](https://journals.elsevier.com/journal-of-molecular-biology/)

5 members 

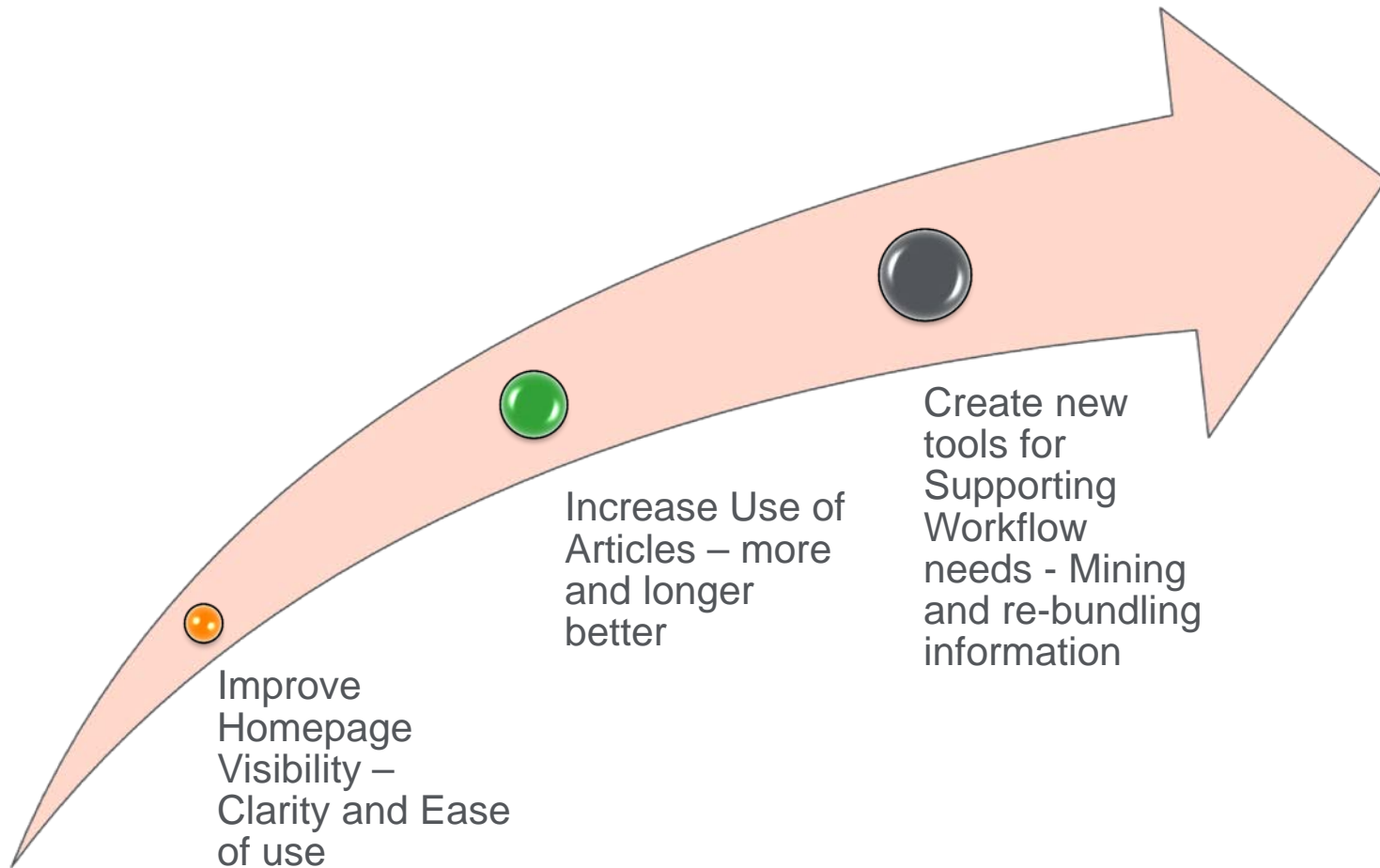
Biological Sciences

Leave this group

Related groups

 **Gut Microbiome**
Papers on the gut microbiome and related topic
86 papers · 30 members

Enriching User (Author – Researcher) Experience



China Association for Science and Technology EJI Program

- Elite Science and Technology Journals Incubator(EJI) launched in 2006 to increase quality of Chinese Journals in three categories:
 - Type A - internationally known series,
 - Type B - domestic leading series and
 - Type C - the elite potential series.
- By 2008, the project had granted funding to 317 items, including **147 journals** with a total funds of **RMB31.15 million yuan (Approximately USD\$ 5 million)**
- Phase Two from 2009 to 2014: By 2014, the **average cited frequency per journal increased by 25.4%.**
- Phase Three Begins 2015, focus on:
 - Improved quality of manuscripts received,
 - Increase prestige of the editorial board,
 - Increase speed of publication
 - Provide author, reviewer and editor training,
 - Offer integrated digital dissemination of content.

Upwards Spiral Effects

