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# How to optimize citations to your article



**A guide to publishing your  
journal article**

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HELPING YOU PUBLISH YOUR RESEARCH

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## Use our tips and suggestions

To optimize citations to your article, try to:

- publish your article in one of the journals everyone in your discipline reads;
- target a journal with a high impact factor, or with any impact factor at all;
- target journals in rapidly growing research fields because they tend to publish papers with a short time interval from submission to acceptance;
- write a review. Reviews are more likely to be cited than original research papers;
- make it easy for others to access your work;
- publish a straightforward paper on cutting-edge research or a "hot" topic;
- choose an effective title;
- make sure that relevant terms are included in the abstract;
- choose keywords carefully to make sure your article will be found;
- share your data (e.g. sample attributes, clinical factors, patient outcomes, DNA sequences) where possible;
- let your Taylor & Francis contact know about upcoming or recent articles that may be of interest to media organizations;
- think about making your article open access where available;
- promote your article;
- go to conferences;
- present a working paper;
- review papers for journals;
- join an editorial board;
- publish in a special issue with a prestigious guest editor;
- publish with other authors;
- put your article in an institutional or subject repository;
- publicize yourself - link to your latest article in your email signature;
- make sure that you get help if you are not writing in your first language.

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