

Making your work discoverable

Discoverability is the degree to which content or information can be found via a search engine, within an application, or on a website.

At T&F we take the discoverability of your work very seriously. With ever-increasing numbers of articles and books being published, ensuring that potential readers will discover your work when searching is essential.

At the core of our discoverability strategy is **Search Engine Optimization (SEO)**: A methodology designed to increase the number of views or hits content receives online by tactically placing it in the first few results in relevant online searches.

There are a few things we will ask you to do to help us make your work more discoverable. Most importantly we rely on you, as a specialist in your subject area, to identify what keywords you or your peers would use to search for your book. Keyword searching is the primary way in which potential readers look for content online.

We can advise how best to leverage your keywords through careful selection of terms and specific placement in text fields and on web pages.

This guide provides information and advice on maximizing opportunities for online discoverability, ensuring your book appears as highly as possible in search results.

Each of the elements is valuable but your work will benefit most from a combination of all elements.

Discoverability summary sheet

Click on book feature to jump to detailed information.

Book feature	Summary	When and how?
Book Title	Make informative, descriptive, and concise, with essential keywords	Submitted in proposal Finalized and agreed in publishing contract with T&F
Chapter titles	Treat like mini book titles	Drafted in proposal Finalized in accepted manuscript
Blurb	Trust your editor to describe your book using information you provide	Constructed by T&F based on proposal Finalized by T&F based on final accepted manuscript
Keywords	Capture key phrases, variations, and synonyms of terminology	Draft list submitted with proposal Final list provided at final manuscript submission
Abstracts	Summarize your chapter clearly, submit as essential part of chapter	Drafted as part of manuscript Final versions included as part of final manuscript submission
ORCID	Unique author ID to link you, your work and your activity	Registered for before manuscript submission (by you) Included in final manuscript for every chapter and whole book
Links	Drive readers to your content by referring to it online	Started as soon as book is announced (shortly after acceptance of final submitted manuscript) with support from T&F
Social media	We will support your activities on Twitter, Facebook etc.	Started shortly before publication at the earliest (approximately one month prior) with support from T&F
Citation indexes	We submit your work for consideration	Submitted for indexing consideration by T&F after publication

Book title

The book title is the most valuable element of a book for online discoverability and the best opportunity for SEO. Follow these principles for an effective book title:

1. Make it informative, descriptive, and concise, with essential keywords.
 - Include two or three keywords
 - Convey what the book is about without the need for further information
 - Ideally 55 characters or fewer (including spaces)
 - Add a subtitle (optional) to provide non-essential, supplementary information
2. Use search engines to help you determine your title
 - Try typing potential title options into an online search or in Google Scholar
 - If the search returns unrelated materials, there may be a more appropriate way of phrasing the title
 - If it returns several books with an identical title, consider tweaking yours to make it stand out
3. Avoid ambiguity, punctuation, and reliance on subtitle
 - Puns or obscure references result in content remaining undiscovered in searches
 - Some search engines and data feeds are confused by punctuation so avoid colons and exclamation/question marks
 - Subtitles aren't always picked up by search engines and should be used in addition to, not instead of, clear main titles

Chapter titles

Chapter titles are the next best layer at which to positively impact the discoverability of your book's content (after book title). A potential reader is likely to flip to the contents page of any book whose title has caught their interest.

Treat each chapter as an individual work and apply the same principles to chapter title as to book title. Like the book title, chapter titles need to make it crystal clear what each chapter covers.

Remember that a chapter may be presented in isolation, without the context of the whole book.

Blurb

The blurb¹ is a brief description of the book and summary of its contents. It appears inside the book (sometimes on the back cover) and is sent to wholesale booksellers and librarians as part of information feeds and marketing materials (e.g. catalogues).

It also features prominently on the book's product page on most websites and is an important source of keywords for search engines.

The blurb must be an accurate and succinct overview of the book that quickly highlights the unique contribution the work makes. In other words, the blurb should answer the question readers are asking: Why should I choose to buy / stock / read / recommend / assign this book?

At T&F we have developed a detailed strategy for our blurbs, including a specific structure, designed to maximise SEO and discoverability. Briefly, this entails a blurb of between 100 and 200 words that provides an overview, a summary of the book's features and benefits and details on the intended audience, spread across three respective paragraphs.

Our Editors and Editorial Assistants are experienced copy writers and will use the information that you provide at proposal and manuscript submission stage to craft this copy. Follow instructions from your Editor or Editorial Assistant and provide any information they request, including a draft book description. They will consult you if any clarification is required.

You may be asked to do a final check of the blurb before production begins to ensure it meets the goal of accurately describing the book.

Keywords

We may ask you to provide separate keywords and/or key phrases to describe your book in addition to the keywords embedded in the title, chapter titles and blurb. You may be asked to provide them when you submit a book proposal, and again around the time you submit your manuscript (to capture any omissions or additions). We will want keywords for both the whole book and for each individual chapter.

We feed these keywords to Amazon and they will be used in SEO to help bring your book up in relevant search results.

These keywords should mirror the search terms that someone might use to locate your book online. Be as specific as possible and avoid repetition. Capture variations, synonyms, alternative spellings and stemming of the common or obvious terms that cannot naturally be captured in titles and blurbs.

Abstracts

The abstract is the blurb for a chapter. Although abstracts are not included in the pages of the book, they are nevertheless an essential part of every chapter. They are made available as free preview of chapters on our online platform [taylorfrancis.com](https://www.taylorfrancis.com) and provide a vital extra window into the book for potential readers.

An abstract is required for every chapter of every book, including the introduction and conclusion. They are not required for preliminary or supplementary material such as forewords or prefaces.

Apply the same principles to your abstract as you did for titles and keywords: choose terms you and your peers might use to try and find your content and embed these in your chapter abstract to ensure it returns in relevant searches.

For information on writing and submitting abstracts please refer to the [Manuscript preparation](#) and [Manuscript submission](#) guides.

ORCID

Making yourself more discoverable as an author is just as important as making the work itself discoverable.

[ORCID](#) is a non-profit organization that maintains a registry of ORCID iDs: unique numeric identifiers for authors and researchers that are used to link activities and outputs, from articles, books, and chapters to grant and patent applications.

ORCID reaches across disciplines, sectors, and national boundaries with the goal of a permanent, clear, and unambiguous record of scholarly communication by enabling reliable attribution of authors and contributors.

Amongst other benefits, ORCID allows you to manage a thorough record of all your activity and outputs and also eliminates confusion caused by name similarities, name changes, inconsistent abbreviations, different alphabets and cultural or regional naming conventions: ORCID ID remains the same no matter how your name changes

ORCID has a growing number of members from the research and scholarly community including major funders, universities, and publishers. T&F, in line with other members, now request that authors include ORCID iDs as part of their manuscript submission – for every chapter, and for the overall book.

Our links to Crossref mean your new publications will be automatically added to your ORCID profile (you may need to adjust your ORCID account permissions)

ORCID is free and takes just 30 seconds to [register for an iD](#). For information on including and submitting ORCID iDs as part of the manuscript, please see the [Manuscript preparation](#) and [Manuscript submission](#) guides.

Links

T&F get more referrals to our websites from Google than anywhere else. We are continuously working to ensure our sites are structured with search engines in mind.

You can help by cross-referencing and hyperlinking to your chapter and/or book once it's published from your personal webpage, blog, via social networking sites and from your departmental website. The more links from other sites to your content on our websites, the better the search engines will rank your content, particularly if the links come from respected places such as departmental websites or media outlets.

Social media

T&F curate discipline-specific social media accounts and T&F Editors often also have their own professional social media presence on Twitter, Facebook, etc.

We love to publicise our new works on social media, but we are also aware that our authors often have wide-ranging networks who would be interested in hearing about their research and publications, some of whom we have yet to reach. We encourage all our authors to promote their books via their own social media accounts.

People linked to you or browsing your profile on academic or professional networking sites are already interested in you and are highly likely to click through to read more about your new book.

If you are active on Twitter, let your editor know so we can follow you and help with your efforts. If you would like some more guidance, there are some further tips and hints here.

Search engines crawl social media sites so shares, links, retweets and comments are a great way to climb rankings and further maximise discoverability.

Finally, T&F's Featured Authors allows you to showcase your work through a dedicated section on our website. You can share information about your research and work, aggregate information from your social media networks, share news and link to your blog or other sites.

See [here](#) for more information on social media, becoming a Featured Author and other ways to promote your book.

Citation indexes

A citation index is an abstract and citation database of peer reviewed literature which researchers can use to find scholarly content. It provides access to bibliographic information, abstracts, funding sources, and reference lists, and allows researchers to easily see which documents are being cited, and by whom. Citation indices can therefore help researchers navigate forwards and backwards in time between related content across a range of formats such as journals and book chapters. As research becomes increasingly global, interdisciplinary, and collaborative, these indexes help ensure that critical research is not overlooked, and illuminates the connections between works, thereby assisting future research and discovery.

Citations are used as a measure of the importance of the information source and enable users to determine the impact of works and the overall status of a topic or subject.

A summary table on how T&F works with three major indexes follows.

¹ Also referred to as 'book description', 'synopsis', 'back cover copy', 'marketing copy', 'prelim copy'.

T&F Citation Index summary table

Index	About	How T&F submit and criteria for inclusion ²	Timeline for selection ³
Web of Science (owned by Clarivate)	Indexes both T&F journals content at the article level and our book content at the chapter level. At present Web of science contains circa 100,000 books and T&F are in the top ten of contributing publishers. They index 10,000 books a year and accept a maximum of 1000 books per publisher per year (they take 1000 a year from T&F).	Monthly direct feed of newly published content. WOS considers both HSS & STEM content across over 250 disciplines. The index considers any scholarly books that present fully referenced original research, or reviews of the literature (NB books with full text in a language other than English are also considered for coverage). Product types considered include dissertations (if part of established book series with diverse content/published as a well edited and reviewed monograph), well referenced textbooks aimed at graduate or advanced research audience, biographies, scholarly reference books, reissued content may be considered if it bears a current copyright date and has not been covered previously. Books containing lots of reprinted content are not generally considered.	Book receipting, evaluation, and indexing is a labour-intensive process driven by Web of Science editorial priorities. All book suggestions are manually reviewed. There is no average timeline from initial delivery to indexed content. Currently, our books appear to be taking around 6 months to go through the process.
Scopus (owned by Elsevier) ⁴	Indexes both T&F journals content at the article level and our book content at the chapter level. Scopus contains circa 150,000 books from over 5,000 publishers and T&F represent around 5% of the total indexed content.	Monthly direct feed of newly published content. Scopus in general considers HSS & STEM (Routledge & CRC Press) content across all disciplines. As with WOS books with full text in a language other than English are also considered for coverage. Product types considered include: Monographs, edited volumes, major reference works, graduate level texts. Product types not eligible include dissertations, undergraduate	A dedicated team manually review all suggested books once per year, during the summer. All suggested books are evaluated based upon the below described selection criteria.

	Scopus intend to index circa 20,000 per year.	level textbooks, atlases, yearbooks, biographies, popular science books, manuals, etc.	
Google Scholar	A freely accessible non-selective web search engine that indexes the full text or metadata of scholarly literature across an array of publishing formats and discipline.	Google Scholar crawls taylorfrancis.com for our book content and metadata and indexes it. This means all T&F books / content on our platform is discoverable when people are searching for material using Google Scholar.	We have recently made an agreement with Google Scholar for them to index T&F content, including backlist titles so all books will materialize there in due course. Your T&F editor will not able to give an ETA for a specific backlist book appearing, but going forward, we would expect all books to appear on Google Scholar a few months of publication.

² Web of Science and Scopus retain the right to choose what they index. Neither Web of Science nor Scopus take appeal requests from the author or the publisher if a book is rejected.

The most common reason we are given that a T&F book is rejected by Wed of Science is failure to fulfil one of the criteria (e.g. too much previously published material). Scopus do not currently provide individual reasons for rejection.

³ T&F have no control or influence over processing time.

⁴ Your publications on Scopus may be spread over different author profiles because these are generated automatically. Scopus and [ORCID](#) share and sync their data monthly. By giving Scopus and ORCID permission to share information, you can consolidate your works.