The American Society of Mechanical Engineers (ASME) promotes the art, science & practice of multidisciplinary engineering and allied sciences around the globe. Because we are uniquely positioned as one of the world’s most prominent professional societies in the field, we truly understand what drives you – your success is important to us.

That is why we are sharing these tips for getting your published work noticed and promoting your scientific endeavor. Used strategically, they can help empower you and advance your career path.

Search Engine Optimization (SEO)

SEO helps your article appear closer to the top of search engine results.

Here are a few tips:

- Be consistent with your name across publications
- Use keywords in the title, abstract and section headings
- Include image captions with keywords

Enrich Your Content

Add multimedia, like video, podcasts or animation, or supplemental data to increase reader engagement and promote understanding of your work. Note that articles with short titles are cited more often.
Share Your Article

- Share links to your article via social media and discovery services (Facebook, Twitter, LinkedIn profile, Google+, Reddit)
- Inform your peers and colleagues via email and include a link in your email signature
- Refer to your article’s Digital Object Identifier (DOI)
- Choose the option of paying an Article Publication Charge (APC) to publish your article as Open Access (new for ASME journals in 2017), so that your work is accessible to all readers upon publication
- Submit the pre-publication version to your institutional repository or a subject-specific repository (with ASME permission)
- Join the ASME Journal Program Group at https://goo.gl/mqQYtE
- Reach out to newsletters, blogs and listservs that inform your community

Raise Your Personal Profile

- Participate in Scholarly Collaboration Networks (SCNs) like CiteULike where you can share, collate and make recommendations
- Create your own personal website and/or make sure to keep your profile up-to-date on your institution’s or corporation’s site
- Present your work to your peers at conferences and meetings as a speaker, poster presenter or distributing flyers
- Register for an ORCID ID, which clearly distinguishes you from other researchers with similar names
- Add a reference to your paper on appropriate Wikipedia pages

Tap Into Publicity Channels

- Let your public relations department know that you have published a newsworthy article; they may promote by issuing a press release or news brief
- Discuss other options your institution or corporation may have in place

Track Your Article’s Performance

Periodically check citation counts aggregated by Google Scholar, Web of Science or Scopus.

Track and Promote Your Personal Achievement

Find and track your h-index (using Web of Science, Scopus, or Google Scholar), an author-level metric that measures both the productivity and citation impact of your publications and promote it to your peers and broader community.

Google Scholar Metrics is another tool to help you gauge the impact of your articles.