



How **LSE Research Online** and an **LSE Experts** profile maximises your research visibility

LSE Research Online and LSE Experts can help you maximise your research visibility. Below is a diagram detailing the steps we can help you take to take advantage of this, showing how to reach best practice.

	Your Web profile	Results
Best practice	LSE Experts Profile automatically fed by full text in LSE Research Online.	High visibility on Google, search engines and LSE website. Professionally designed profiles, automatically updated. Experts profile drives traffic to your research. Open Access research is cited more frequently.
	Full text in LSE Research Online.	Content is preserved, accurately described. No copyright worries. Full text ready for inclusion in Experts profile.
	Citations in LSE Research Online.	Accurate and complete record of your research with persistent, reliable links to publishers. References ready for use in Experts profile.
	PDFs of research outputs on personal webpages.	Risk of copyright breach when using unauthorised PDFs.
	Personal webpage with citations and links to publishers.	Hard to maintain. Poor visibility on search engines. Links may break.
	Least effective practice	No web presence.

Next Steps

If you want advice on how to maximise your research visibility, please get in touch!