5 ways to prepare a great paper

Search Engine Optimization (SEO)

1 ✓ **Maximize your SEO potential** – *read our SEO guide today and increase the discoverability of your work:*

- Explains the context of SEO.
- Shows how you can increase the search engine discoverability of your article.
- Includes both simple tips, as well as a more detailed overview.

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- English language editing support.
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Publishing Ethics

3 ✓ **Navigate the complicated world of publishing ethics** – *read our publishing ethics guidelines:*

- Provide resources and practical advice on ethical concerns that arise in academic publishing.
- The full guidelines (updated in 2014) are freely available on the Wiley website and include guidance on whistle-blowers, animal research and clinical research, particularly around clinical trial registration, as well as best practice for journals in human rights and confidentiality.
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Writing Resources

4 ✓ **Write your paper effectively and efficiently** – *use the following resources, and more:*

- How to Write a Paper, 5th Edition.
- 5 tips for writing better science papers.
- Introduction to Publishing for Early Career Researchers Webinar.

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Manuscript Preparation Guidelines

5 ✓ **Answer your manuscript preparation questions** – *browse our guidelines and find all the information you need:*

- How to be consistent in language, formatting and visual style.
- How to choose acceptable materials for supporting information.
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