

# How to Increase Journal Readership: The Complete Checklist



Identify your niche

Apply for ISSN and DOI

Build a strong editorial board

Create your website

Connect with your local libraries

Create a list of commercial indexes relevant to your journal

Create a list of open databases relevant to your journal

Connect with the organizations and indexers for the inclusion of your journal in the above two lists.

Email researchers in your field inviting submissions.

Email prominent people of the scholarly community in your field, introduce your journal and invite them to be a part of your advisory/editorial board.

Read up about XML generation. Implement.

Submit your website to the major search engines (Google, Yahoo, Bing!, Google Scholar)

Read up on SEO and start implementation.

Create and maintain a Twitter account.

Connect with prominent bloggers in your domain.

Create a press release of the latest news-worthy development at your journal and send it to relevant news outlets.

Network a lot to spread the word about your journal.

Build your personal brand to lend credibility to your journal.

If you have the budget, run PPC ads on search engines.

Experiment with paid ads on social media and relevant blogs.