How to optimize journal articles for search engines (SEO)

The article on the left has been optimized for search engines and comes out as a top result in Google Scholar on a search of ‘hospital spending occupational therapy’. These are keywords that researchers are likely to search for. The search terms are highlighted in this sample so you can see the patterns of repeated phrases that Google looks at.

Key points to note:

A clear and descriptive title including main key terms or phrases: *Higher Hospital Spending on Occupational Therapy Is Associated With Lower Readmission Rates*

The abstract repeats key phrases in a contextually natural way: *hospital, spending, occupational therapy*

The key terms or phrases are also repeated in the keywords field: *hospital spending, quality, readmissions, hospital management, occupational therapy*

Many other factors influence ranking but this content is written in a way that gives it the best chance.