Discoverability and the Small Publisher:
A Case Study from RTI Press

SSP 44th Annual Meeting
June 2, 2022
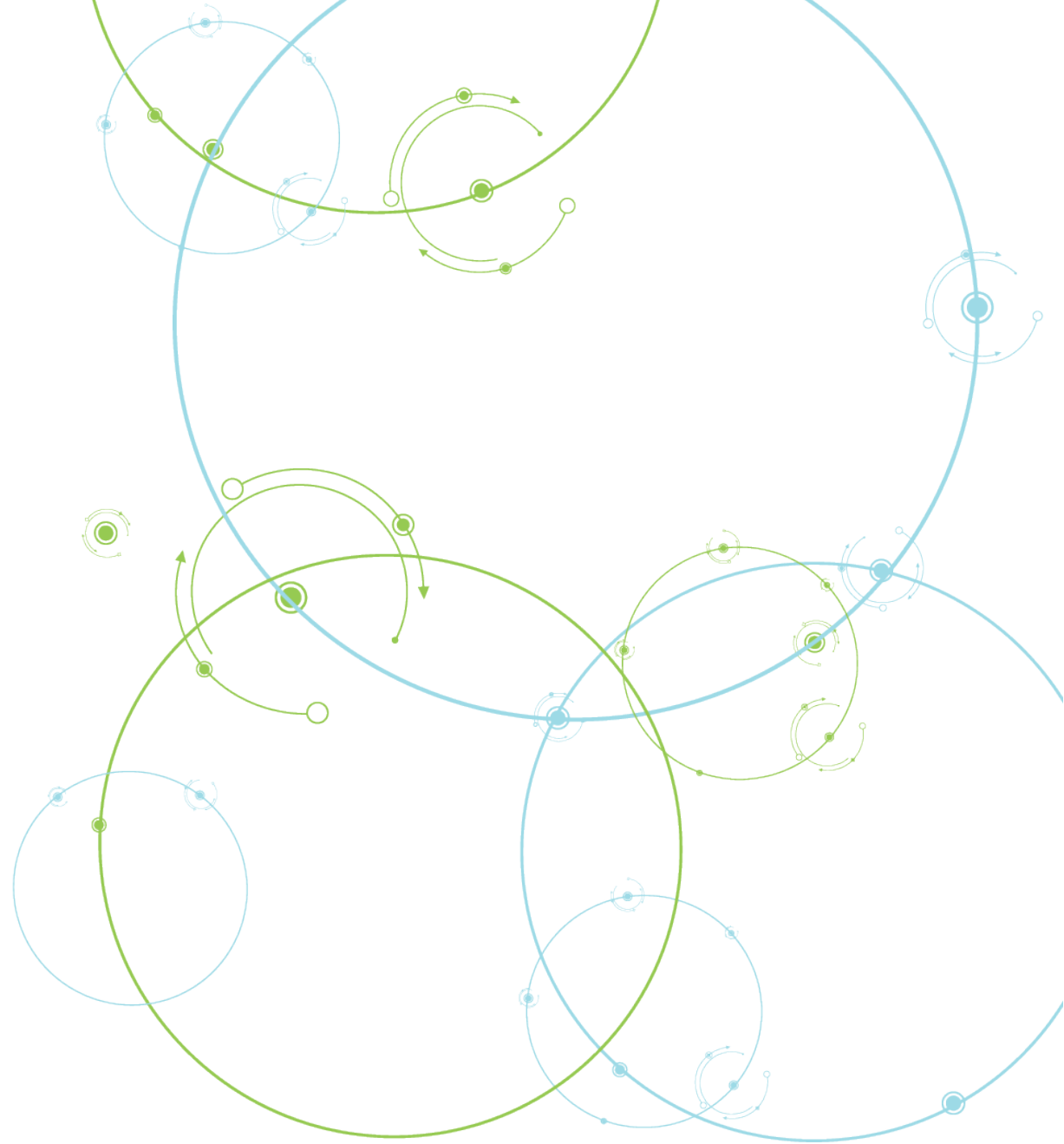
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RTI Press
RTI International
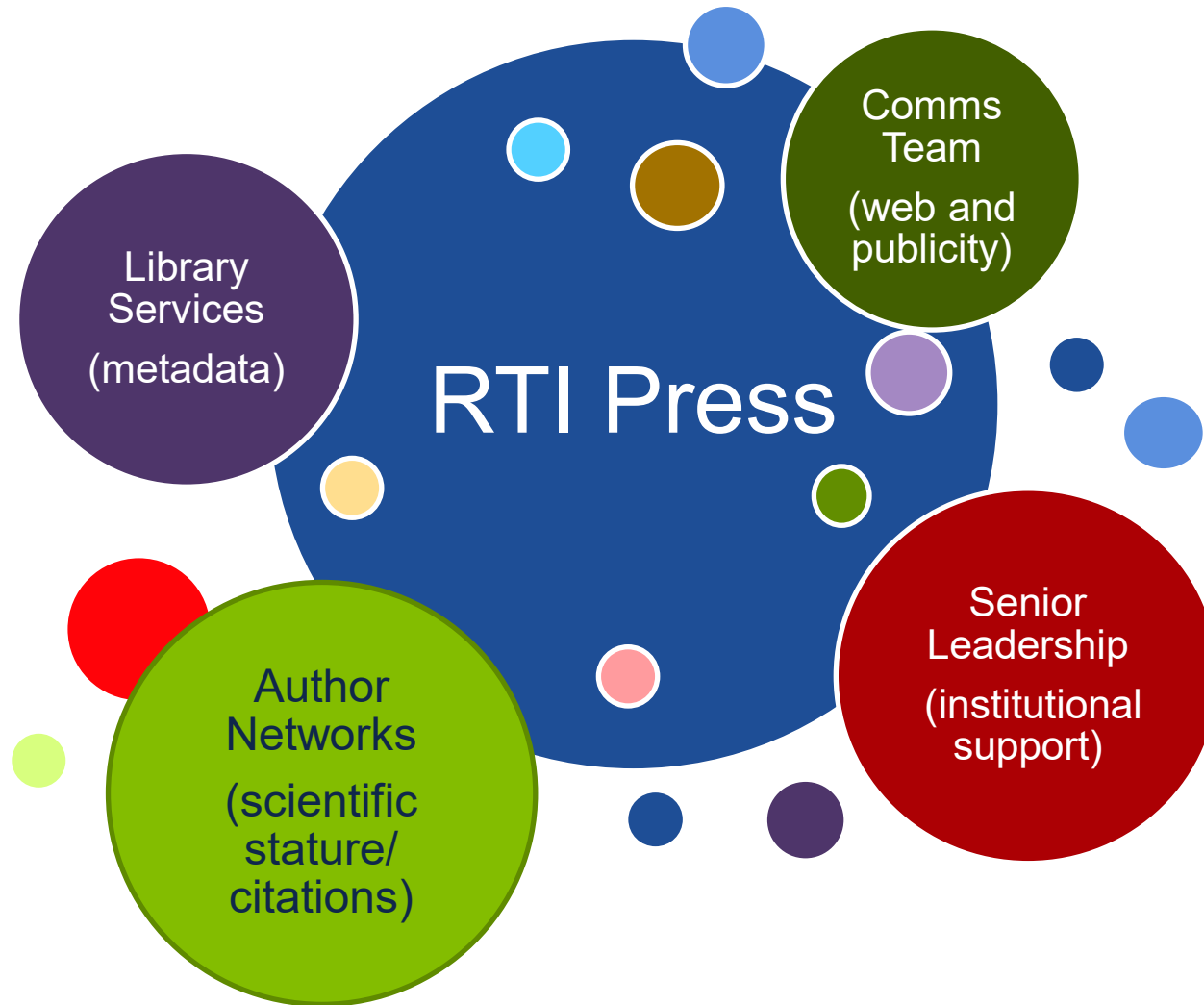
Small publishers can maximize their **discoverability** by making manageable **cultural and technological investments** and leveraging **existing resources**.
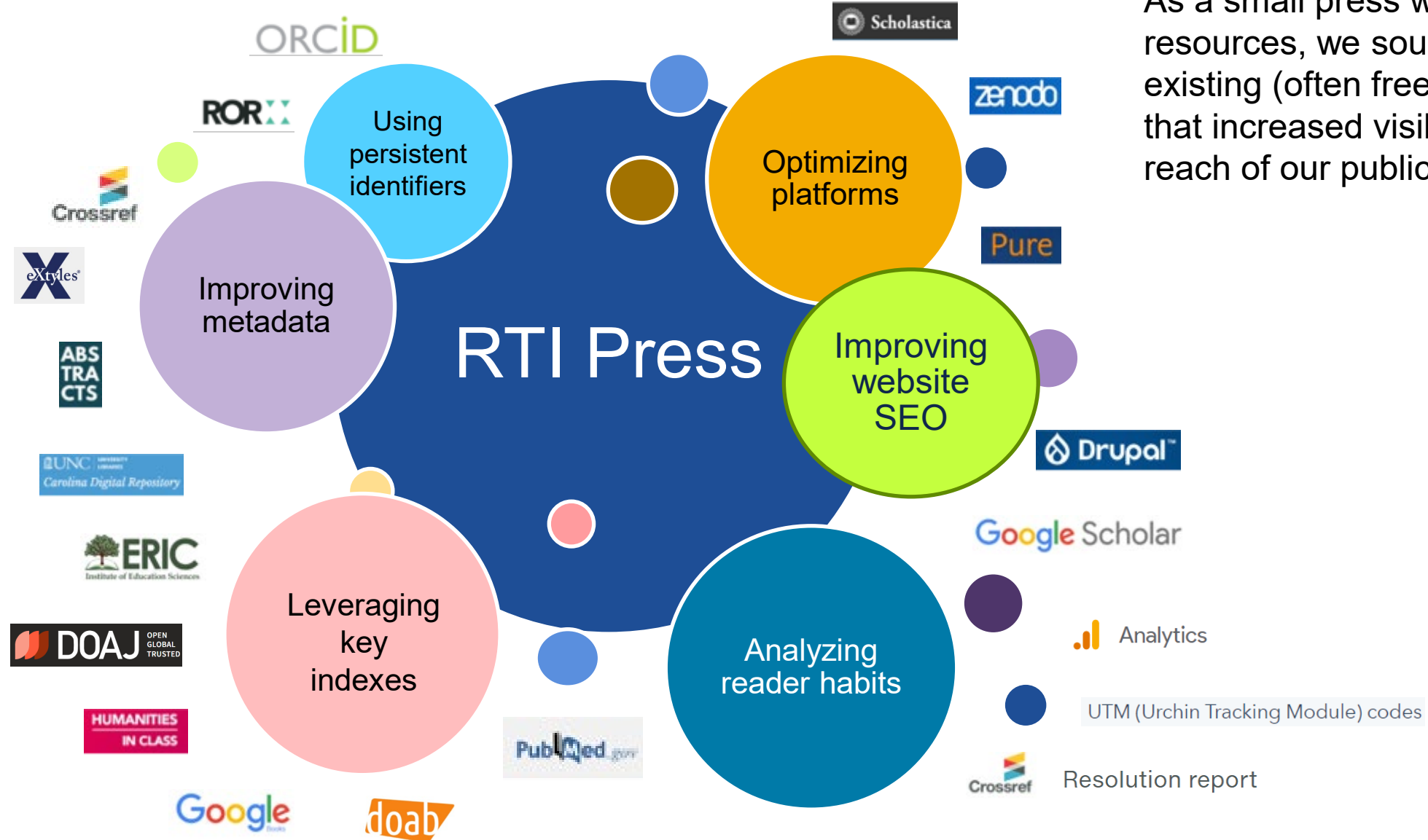
Investing in relationships

We are a small press within a larger research institute. As such, we collaborate with other departments to maximize our reach.

- Library services: provides info architecture

- Comms team: hosts web platform and collaborates on publicity

- Author-researchers: promote works within larger networks

- Senior leadership: provides internal support and amplification

In turn, our publications create scientific stature for researchers, provide quality content for comms, and further the Institute's mission.
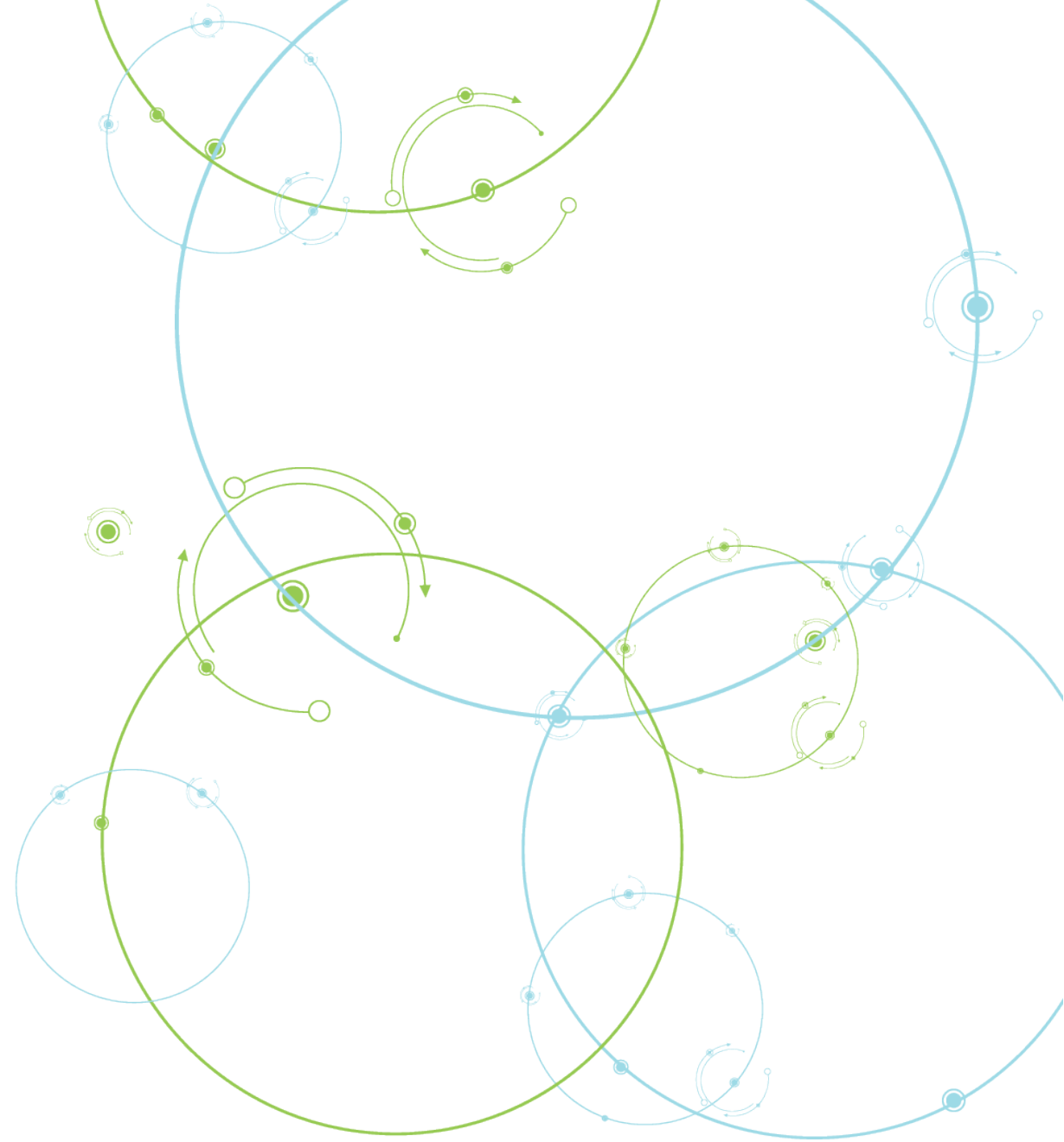
Investing in technology

As a small press with limited resources, we sought out existing (often free!) resources that increased visibility and reach of our publications.

Metrics

Increased discoverability, 2018–2021	
Page views	+ 95%
Citations	+ 52%

Recommendation: Make SMART goals

Specific

Measurable

Achievable

Realistic

Time Sensitive

Recommendation: Leverage existing resources

Do you use DOIs or other persistent identifiers? Populate them with as much metadata as possible.

Does your institution have an existing repository? Link your open access pubs/persistent IDs to repository.

Do you publish on a platform engineered for scholarly publishing? If so, ask vendor about maximizing discoverability.

Do you have access to Google Analytics or DOI Resolution Reports? Use them to learn more about how your readers use your publications.
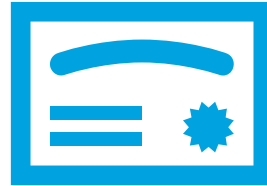
Recommendation: Maximize metadata

o **Use consistent, machine-ingestible metadata from submission through publication.**

o **Link publications to persistent IDs, repositories, or other sources of automated metadata.**

o **Optimize publications for accessibility and to improve machine readability/discoverability**.

- Provide alt text behind figures.
- Check reading order for sense.
- Tag headers and body text appropriately.

Recommendation: Build discoverability into workflow

If starting a new journal, consider using a platform engineered for scholarly publishing to maximize built-in discoverability.

Require (or strongly encourage) authors to provide ORCID iDs at submission.

Link these to DOIs at publication.

Use a clear, standardized tagging structure like JATS or BITS when preparing manuscripts for publication.

Thank you

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