Help readers find your research

The ability for other researchers to locate your article is related to the title and subtitle you select. This is because search engines like Google are very literal. If you want your article to appear in relevant search results, use the words in your title and subtitle that are likely to correspond to the terms researchers are likely to use.

- Clear descriptive subtitles are very important.
- Reiterate key phrases in your title or subtitle in your abstract and keywords.
- Think about the words that a wide range of researchers, not just anthropological readers, might use. In the example below the lingual group is Ewe but area studies experts, historians and sociologists might be more likely to use “Ghana” and “Africa” in searching for the literature.
- Focus on three or four key concepts or key phrases and use these multiple times.

Example of an article that appears on first page of Google results for Ewe+Ghana+identity

Title: On Embodied Consciousness in Anlo-Ewe Worlds
Subtitle: A Cultural Phenomenology of the Fetal Position
Keywords: Africa Ghana Anlo-Ewe cultural identity cultural memory embodiment phenomenology
First Paragraph: Anlo-Ewe generally refers to a dialect of the Ewe language spoken in southeastern Ghana, with Anlo designating an ethnolinguistic group whose homeland is on a littoral between the Keta Lagoon and the sea. Etymologically, however, Anlo derives from the Ewe term 'nlo' which means rolling up or folding into oneself. This article describes moments of ethnographic fieldwork that led to tracing links among meanings assigned to 'nlo', a migration story reinforcing the 'nlo' that was incorporated into a name, the

Example of an article that is hard for online researchers to find

Title: The Signifying Crab
Subtitle: [none]
Keywords: none
First Paragraph: Domestic slavery in West Africa was practiced differently by different peoples in different historical periods, but it is well-known that many domestic slaves married into their “master’s” families and inherited property. It was extremely impolite (and illegal in some places) to even say a person was a slave or had been born of slave parents. Through time, some slaves became relatively wealthy, and for all practical purposes their offspring were no different than those of nonslave parents. Today numerous Ewe, who inhabit portions of southwestern Ghana, southern Togo, and southwestern Benin, say one or more of their great-grandparents was a “bought person.”