

How Can Pakistani Journals Increase Their Visibility?

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Publishing quality content is always desired by editors of the journal. Attracting high quality research for publication has become a challenge in presence of large number of journals. This has led to increasing competition among various journals as to how to attract the researchers. Presence of electronic media and ease of access, provide an opportunity for journals to reach maximum number of readers on a click of computer. Advent of electronic publishing changed the entire paradigm in journal publishing. A large number of print-only journals are changing towards hybrid or electronic-only format of publication. But still many journals, especially in developing countries, are published in print-only version and merely keep a website to show journal content online. Many journals thus fail to come into limelight.¹

Journal visibility is a turning point for achieving good number of quality manuscripts. There are various ways to improve journal visibility using advance technologies. Journals should have a website with online manuscript management system. Online manuscript management system facilitates authors for their submissions, reviewers for posting reviews, and editors for announcing the decisions and sending manuscripts for copy editing, layout editing, and final galley proofs.² It offers a great opportunity to organize editorial work flow in the busy day to day schedule, as majority of editors are part-time editors and must perform their own duties in addition. There are various manuscript management systems available both open access and subscription based. For Pakistani journals, Open Journal System (OJS) is suggested as it is a free journal management system and can accomplish all the above cited tasks with minimal training.³

The website should be user friendly with adaptability to mobile version. A journal APP is a new thing for android

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phones and tablets. It can be developed to facilitate readers. Keeping the journal open access for all is also a great strategy to attract readers and authors. Journals from Pakistan provide full free access to their content, available online. It can be further improved by adding at least another form of full text besides only PDF versions. The web version of manuscript which is also called html version, must be provided to readers which has additional features of adaptability to screen size for better reading on android phones/tablets. Other formats can be provided such as e-Pub, Pub-reader, audio and or video presentations etc. Online publication of supplementary material is of great importance in today's publication World. It imparts great authenticity to the published articles and any reader can inspect entire data on which an article is based. This helps remove false interpretations and biased assumptions on a given data.

Indexing with authentic indexing bodies is a best way to improve journal reach and visibility.⁴ Majority of the readers access journal articles using search engines. Therefore, the journal must be accessible through various search engines especially Google search engine. The other important repository where any journal can be indexed is Google Scholar. If the journal is open access, it can be indexed in Directory of Open Access Journals (DOAJ). There are many other avenues where indexing can be done but becoming part of PubMed Central (PMC) is of paramount importance. PMC has very flexible archiving criteria. It requires XML version of the manuscript in addition to PDF format.

PMC permanently archive the journal content on PMC USA, UK, Canada, and Europe etc. XML version creation requires minimum training and even editors can create these files. PMC presents the work in various formats like PDF, Web version, e-Pub, Pub-reader etc. PMC converts web version of article from XML version. This format contains properly tagged information regarding content of the articles including important key words. It also contains metadata (information about article's title, authors, publication dates, keywords, abstract etc.) embedded in the web version. The search engines can easily dig out these tags/metadata/key words and fetch

the article more swiftly compared to publishing merely PDF version. Articles in PubMed are usually ranked in early pages of search engines. If one is using OJS for journal publishing, the same XML can be used to build web version on journal's own website. OJS has built in feature to convert PMC tagged XML to web version of the article. Presence in PMC is perhaps the single most important step that improves journal's authenticity and reach. This results in increase of submission of manuscripts from many countries across the globe.

Various social media portals, like relevant Facebook discussion groups, Research-gate, Mendeley, LinkedIn, and WhatsApp groups etc are also helpful in reaching out to readers. A journal page can be created on these social media sites for discussion and suggestions. A digital object identification (DOI) can be assigned to the journal content which further adds to credibility and boost confidence of the authors and readers on the journal. The journal editors should participate in various international and national events for medical editors and present their work. Editors are thus encouraged to be innovative and be with world in adopting newer technologies to reach out to maximum number of readers and researchers.

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