5 ways to prepare a great paper

1. **Search Engine Optimization (SEO)**
   - Maximize your SEO potential – read our SEO guide today and increase the discoverability of your work:
     - Explains the context of SEO.
     - Shows how you can increase the search engine discoverability of your article.
     - Includes both simple tips, as well as a more detailed overview.
     - [wileyauthors.com/seo](http://wileyauthors.com/seo)

2. **English Language and Editing Support**
   - Ensure your manuscript is ready for submission – improve the quality of your paper through our dedicated English language editing service:
     - English language editing support.
     - Translation services.
     - Manuscript formatting assistance.
     - Figure preparation help.
     - [wileyauthors.com/languagehelp](http://wileyauthors.com/languagehelp)

3. **Publishing Ethics**
   - Navigate the complicated world of publishing ethics – read our publishing ethics guidelines:
     - Provide resources and practical advice on ethical concerns that arise in academic publishing.
     - The full guidelines (updated in 2014) are freely available on the Wiley website and include guidance on whistle-blowers, animal research and clinical research, particularly around clinical trial registration, as well as best practice for journals in human rights and confidentiality.
     - Plus read our top ten publishing ethics tips for authors.
     - [wileyauthors.com/ethics](http://wileyauthors.com/ethics)

4. **Writing Resources**
   - Write your paper effectively and efficiently – use the following resources, and more:
     - 5 tips for writing better science papers.
     - Introduction to Publishing for Early Career Researchers Webinar.
     - [wileyauthors.com/writinghelp](http://wileyauthors.com/writinghelp)

5. **Manuscript Preparation Guidelines**
   - Answer your manuscript preparation questions – browse our guidelines and find all the information you need:
     - How to be consistent in language, formatting and visual style.
     - How to choose acceptable materials for supporting information.
     - How to prepare your electronic artwork.
     - [www.wileyauthors.com/prepguides](http://www.wileyauthors.com/prepguides)

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**Ease**

**Quality**

**Reach**

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