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Five Literatum Features (and one bonus feature!) You Should Be Using

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Each of the features in this webinar can be used invidivually.

They can also be combined for a powerful way to increase website traffic, deepen engagement with your content, and generate new readership and revenues.

All available now

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Agenda

1. Improving SEO for books, proceedings, and collections

2. New product creation with "content slices"

3. Content distribution via microsites

4. Content promotion through in-house ads and offers

5. Granting access with tokens

6. Special bonus feature!

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1

Improving SEO for books, proceedings, and collections

#1

**What
is it?**

**Improving SEO for books,
proceedings, and collections**

A tactic for enabling search
engines to more fully index
your open access book
content.

#1

Why should you do it?

Improving SEO for books, proceedings, and collections

It is an easy way to:

- Improve discoverability for books and your site overall

- Increase site traffic

- Boost search engine rankings

#1

**How does
it work?**

**Improving SEO for books,
proceedings, and collections**

Add a specific XML
element that allows Google
to fully index the book.

```
book-type="monograph"
    @license-type="open-access"
```

```
book/@content-type="conference-proceedings"
book-part/@book-part-type="conference-proceedings"
```

```
book/@content-type="edited-collection"
book-part/@book-part-type="edited-collection"
```

XML tags for monographs, conference proceedings, and edited collections

#1

**How do
I get it?**

**Improving SEO for books,
proceedings, and collections**

Speak to your typesetter
and account manager.

Free

#1

Improving SEO for books,
proceedings, and collections

Questions?

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| 2 | **New product creation with "content slices"** |

#2

New product creation with content slices

What is it?

A core component of subscriptions and business models.

#2

**New product creation
with content slices**

What is it?

A content slice lets you create a new product—and generate new revenue—by grouping existing content by topic, relevancy, or other characteristics.

#2

**How does
it work?**

New product creation with content slices

No limit on:

- How many **new products** can be created

- How many **offers (sales and subscription models)** can be created

- The ways in which new products can be **associated** with sales and subscription models

1. Creating content slices in the Admin Tool

2. Specifying the type of content slice

Search Offers   Create Offers   Shipping

General

Description *   [   ]

                       English *
Display title *   [   ]

Offer Code *   [   ]

Available from   [🗓   ]

Available to   [🗓   ]

License

Type   [Standard Offer   ⌄]

Content *   No Value   [Change]

License

Type   [PPV   ⌄]

Content *   Standard Offer

                     PPV

Item Type *   Allowance

                     Access Limit

End Date   Free Access

                     Max Concurrent Sessions

3. Creating an offer

4. Assigning a license type

#2

Why should you use it?

New product creation with content slices

Package existing content in new ways to attract new users, generate new revenue, and/or create new open access products.

#2

How do you get them?

New product creation with content slices

Standard feature for all Literatum clients.

Free

#2 New product creation
with content slices

Questions?

1 Made books more discoverable

+

2 Created new ways to package and/or monetize them

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3

Distributing your content via microsites

#3

**What
are they?**

Distributing your content via microsites

A microsite is a single- or multiple-page website focused on a specific topic or event and built from existing content.

#3

**What can you
do with them?**

Distributing your content via microsites

Public/member service

- Quickly respond to an important issue or event

- Fulfill a core organizational value

- Curate content as a member service

#3

What can you do with them?

Distributing your content via microsites

Marketing and branding

- Use your main site's branding or unique branding

- Market publications, authors, conferences, or events

- Boost relevance of older content and improve SEO

- Raise industry profile

#3

What can they do for you?

Distributing your content via microsites

Full Literatum functionality

- Attract new readers and advertisers

- Extend site visits

- Sell sponsorships

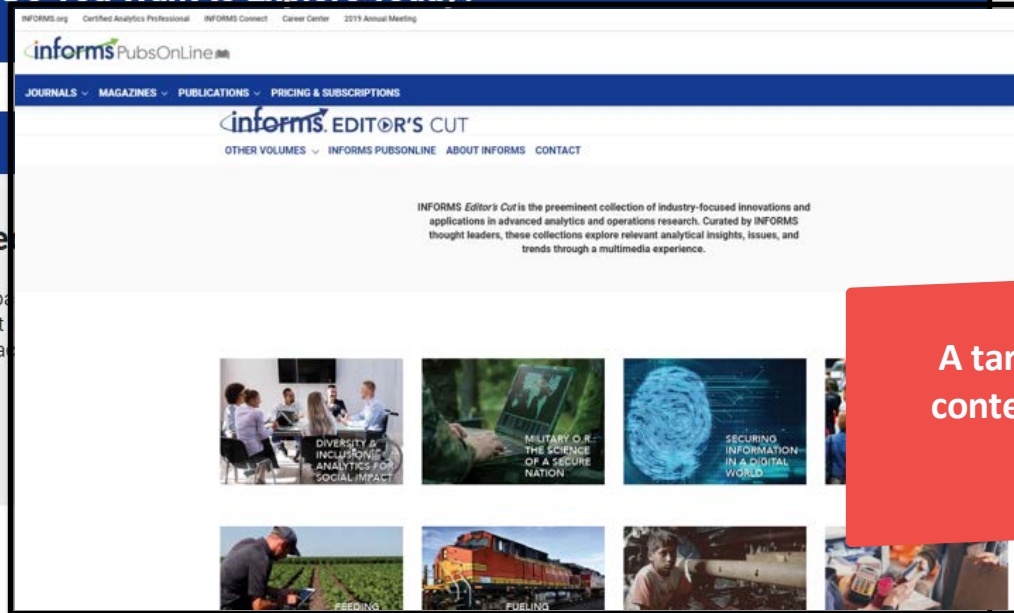- Increase impact of your content and brand

A targeted collection of content from your main website

A microsite

Creating a microsite

#3

How do I create a microsite?

Distributing your content via microsites

Standard for all Page Builder sites

- Easy to create and maintain with Admin Tool and Page Builder

- Can use existing design or unique design

- Additional work may be needed to address technical issues

#3 Distributing your content via microsites

Questions?

1 Made books more discoverable

+

2 Created new ways to package and/or monetize them

+

3 Built a topic-based place to distribute them
along with related content

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4

Promoting content through in-house ads and offers

#4

**How does
it work?**

**Promoting content through
in-house ads and offers**

The same Page Builder widget
that lets you display third-party
or paid ads can also be used for
your in-house ads and promos.

#4

What can I do with them?

Promotion through in-house ads and offers

- Promote and cross-promote your microsites or content on other sites,

- Promote marketing offers, conferences, and event

- Target ads to specific site visitors

- Control how and when they appear

- Get metrics on ad performance

Creating and spec'ing an ad in the Admin Tool

Placeholder Name: "site-header-banner"
Rename Ad
Debug Ad

Search   Advanced Search   DONATE

brought to you by
Atypon Institution

Hello Derek Young

MY ALERTS   SIGN OUT   JOIN

Submit your article

ournals

For Authors & Reviewers   Policies   News & Events   Resources

16-18, 2019

Circulation Research

Discover CircRes

Placeholder Name: "home-right-top"
Rename Ad
Debug Ad

tific Sessions

| New Orleans, LA

Discover CircRes podcast

Science News

NEW
Digital Edition
Available!

Trend Watch

AHA Journals'
Trend Watch
Free Access to
>160 of the Most
Popular Articles

ATVB
Arteriosclerosis, Thrombosis,
and Vascular Biology

Trend Watch

Call for Papers

Ad placeholders on website

37

#4

**How do
I get it?**

**Promotion through
in-house ads and offers**

Ads can be set up, turned on and off, targeted without any Atypon involvement (but we're happy to help!).

#4

Promotion through
in-house ads and offers

Questions?

1 Made books more discoverable

+

2 Created new ways to package and/or monetize them

+

3 Built a place to distribute them along with related content

+

4 Attracted users to the microsite through in-house ads on your main site

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5

Granting access to your content with tokens

#5

**What
are they?**

**Granting access to your
content with tokens**

Access tokens are a special way
to provide users with access
to specific content.

#5

**How do
they work?**

**Granting access to your
content with tokens**

Clicking on a link will
automatically grant access, and
can redirect the user anywhere
(on your site).

Create - Access Token

Must Activate After	🗓 YYYY-MM-DD	
Must Activate Before	🗓 YYYY-MM-DD	
Valid Until	Activation Plus ⌄	days ⌄

License

License Dates	License Starts 🗓 YYYY-MM-DD		Advanced
	License Ends 🗓 YYYY-MM-DD		

Enter License dates if necessary or click Advanced to select an existing license

Publications	No Value	CODE	Change	Advanced
Cover Dates	Start 🗓 YYYY-MM-DD			
	End 🗓 YYYY-MM-DD			

Select a publication and, if necessary, cover dates, or click Advanced to select content

Creating an access token in the Admin Tool

Must Activate After   📅 YYYY-MM-DD

Must Activate Before   📅 YYYY-MM-DD

Valid Until   Activation Plus   ⌄   ____   days   ⌄

License

License   Not specified   **Change**

Selecting an existing offer to associate with the access token

#5

**Why should
I use them?**

Access tokens

- Improve content visibility

- Time-limited licenses

Free

#5 Granting access to your content with tokens

Questions?

1 Made books more discoverable

+

2 Created new ways to package and/or monetize them

+

3 Built a place to distribute them along with related content

+

4 Attracted users to the microsite through in-house ads on your main site

+

5 Gave special access to that content to your visitors

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Bonus feature!

Bonus feature!

What is it?

Atypon Insights

Atypon Insights is Literatum's built-in reporting and analytics module.

Bonus feature!

Why should I use it?

Atypon Insights

Get a detailed history of platform activity

- Content usage, click-through rates

- Content and campaign performance

- Informs editorial, marketing, and sales decisions

Bonus feature!

How does it work?

Atypon Insights

70+ built-in reports

Drag-and-drop custom report creation for targeted analyses

Reports

Share ⌄

Ads ⌃

Content Age	Open Access	Mobile	Count
6	T	iOS	90
		Android	9
23	T	iOS	146
		Android	108
21	T	iOS	9
		Android	4
		iOS	25

Ad Clicks by Ad

Ad Clicks by Ad Placeholder

Content Age	Open Access	Mobile	Count
6	T	iOS	90
		Android	9
23	T	iOS	146
		Android	108
21	T	iOS	9
		Android	4
		iOS	25

Ad Impressions by Ad

Content Age	Open Access	Mobile	Count
6	T	iOS	90
		Android	9
23	T	iOS	146
		Android	108
21	T	iOS	9
		Android	4
		iOS	25

Ad Impressions by Ad Placeholder

Alert Sends ⌄

Alert Subscribers ⌄

Audience ⌄

Standard reports

Ad Clicks by Ad

SCHEDULE | EMAIL | EXPORT | SHARE | COPY | EDIT

Dataset

Ad

Filters

Ad
Present

Placeholder
Present

Timestamp
Last 6 complete months

Clicks
1

Web crawler descripti...
Missing

Chart fields

Ad
Top Values

Values

Chart ⚙

Table

Report is cached. Regenerate

Ad	Record count
continuinged	56
ORMS Today	41
Analytics Magazine	28
cap	28
PubsSuite	14

Using a standard report

Creating a new report

BONUS FEATURE!

Atypon Insights

Insights Premium
Monthly fee

- Additional marketing data

- Extended data history

- Data warehouse integration

- Upgrade with no long-term commitment

#5 Atypon Insights

Questions?

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Each of these features can be used invidivually.

They can also be combined for a powerful way to increase website traffic, deepen engagement with your content, and generate new readership and revenues.

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Right after STM Week

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