

A woman with voluminous, dark curly hair is smiling and looking towards the left. She is wearing a dark blazer over a red top and a light-colored patterned scarf. The background is dark and out of focus, suggesting an indoor setting.

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# WebinarSeries

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

**Derek Young**

Manager, Client Services

October 16, 2019

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

*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**



## 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

**What is it?**

## **New product creation with content slices**

A core component of  
subscriptions and business  
models.

#2

## What is it?

### New product creation with content slices

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

View PDF

Tools Share

Go to Section

Abstract

Login

Register Help



Save for later

Purchase

Single article purchase	\$30.00
-------------------------	---------

Claim

Restore content access

This functionality works only for purchases made as a guest

Figures References Related Information

Article Information

Information

Copyright © 2019, INFORMS

https://doi.org/10.1287/isre.2019.0839

Title: "Level Up": Leveraging Skill and Engagement to Maximize Player Game-Play in Online Video Games

Authors:

Yan Huang, Stefanus Jasin, Puneet Manchanda

Publication: Information Systems Research

Sign Up for INFORMS Publications Updates a

SIGN UP

PPV on paywell page

Content Slices Content Bundles

Content Slice Type

### General

Description \*

Code

### Publications

Publications \* No Value

### Dates

Start Date  America/Los\_Angeles

End Date  America/Los\_Angeles

Content Slices Content Bundles

Content Slice Type

### General

Description \*

Code

### Publications

Publications \*

### Dates

Start Date

End Date

### Details

Area

- Any
- URI Pattern
- Service
- Issue Range
- Date Range**
- Collection
- Number of Issues
- Sliding Date Range
- Sliding Issue Range
- DOI List
- Conditional
- Content Format
- Tag
- Publication Type

1. Creating content slices in the Admin Tool

2. Specifying the type of content slice



Search Offers   **Create Offers**   Shipping

### General

Description \*

Display title \*

Offer Code \*

Available from

Available to

### License

Type

Content \* No Value [Change](#)

### License

Type

Content \*

Item Type \*

End Date

- Standard Offer
- PPV**
- Allowance
- Access Limit
- 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



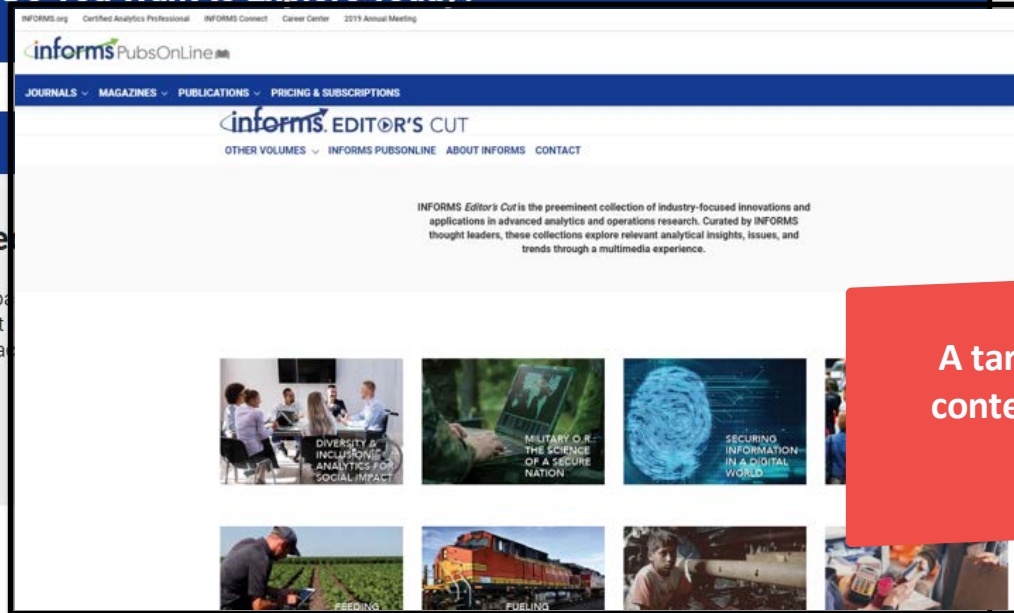
### What Topic Do You Want to Explore Today?

Enter phrases, keywords, authors, DOI etc.



### INFORMS Content

Most Recent Most Cited



A targeted collection of content from your main website

# informatics EDITOR'S CUT

OTHER VOLUMES ▾ INFORMS PUBSONLINE ABOUT INFORMS CONTACT

INFORMS *Editor's Cut* is the preeminent collection of industry-focused innovations and applications in advanced analytics and operations research. Curated by INFORMS thought leaders, these collections explore relevant analytical insights, issues, and trends through a multimedia experience.



A microsite

Search

Person User

Basic Group

Website

IP Range

User Code \*

micro-site

Description \*

Focus On Microscopy

Domain \*

special-microscopy.com

Search

Create

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

Placeholder \* 1047 : journal\_home\_right1

Priority  Highest  High  Normal  Low  Lowest

Display  Show this ad  Don't show this ad

Max Impressions

Max Session Imps

HTML

Language: English

```
<a href="https://www.informs.org/Certification-Continuing-Education/INFORMS-Continuing-Education"></a>
```

Start Date  America/Los\_Angeles

End Date  America/Los\_Angeles

Days (Create Only) From Sunday To Saturday Any

**Creating and spec'ing an ad  
in the Admin Tool**

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



Search

brought to you by  
Atypon Institution

Hello Derek Young

# ournals

[For Authors & Reviewers](#) [Policies](#) [News & Events](#) [Resources](#)

16-18, 2019

**Circulation Research**  
Discover CircRes

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



Discover CircRes podcast

**Science News**

Ad placeholders on website

Call for Papers

#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!).



# Target marketing with Smart Groups



#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

Must Activate Before

Valid Until

  days 

## License

License Dates

License Starts

Advanced

License Ends

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

Publications

No Value

CODE

Change

Advanced

Cover Dates

Start

End

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

Must Activate Before

Valid Until

## 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!**

LITERATUM

Atypon**Insights**

**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	90
		Android	9

Ad Clicks 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	90
		Android	9

Ad Impressions by Ad

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

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



Enter a report title here



SAVE

### Dataset

Ad

### Fields

Search Fields

Ad

Ad title

Clicks

Country name

Impressions

Placeholder

Publisher

Region code

Region name

Session id

Site code

Smart group description

Source

### Filters

Ad  
continuinged

### Chart fields

Country name  
Top Values

### Values

Drag and Drop field tiles

### Controls

Drag and Drop field tiles

Query time: 18 ms

### Chart

Table

#### Country name

#### Record count

United States

65,134

[No country name]

24,875

China

21,816

Canada

19,215

Germany

6,233

Bulgaria

India

United Kingdom

Hong Kong

3,193

Creating a new report

**BONUS  
FEATURE!**

## **Insights Premium**

*Monthly fee*

## **Atypon Insights**

- 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 individually.

*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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## WebinarSeries

### Get More Out of Literatum

A new free 10-webinar series

Register at [atypon.com/webinars](https://atypon.com/webinars)

SCHEDULE CHANGE

**TUESDAY, NOVEMBER 5**  
**10:30 AM ET / 15:30 UK**

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publisher websites and  
researcher tools across  
the web



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researcher tools

**Coming soon!**

**Ask your Account  
Manager how to  
implement it on your site**



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*Right after STM Week*

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