



How to choose good keywords

The process of selecting appropriate keywords for a manuscript necessitates careful consideration. Excessive use of single-word keywords may result in overly broad search outcomes, whereas employing lengthy keyword phrases can restrict the discoverability of the article.

Although the inclusion of highly specialized keywords may appear to enhance the credibility of an article, it can, in fact, diminish its visibility. It is advisable to utilize broader terms commonly found in the literature to ensure the work reaches a more diverse audience, rather than confining its accessibility to a narrow group of experts.

NJCIE strongly recommends avoiding the repetition of words already present in the article's title when selecting keywords. Instead, it is preferable to choose keywords that complement the primary subject of the research, incorporating related concepts and methodology-specific terminology.

It is essential to evaluate the effectiveness of the chosen keywords. Consider whether the article is easily discoverable and if the search results yield comparable works. This assessment enables further refinement of keyword selection and provides valuable insight into competing publications.