

ATYPON

WebinarSeries

Deepening Readers' Engagement with Your Content

6 ways to make your website stickier:
A case study in site consumerization

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Manager, Digital Assets
AIP / Physics Today

August 7, 2019

PHYSICS TODAY





Our mission

To be a unifying influence for the diverse areas of physics and the physics-related sciences through high-quality, engaging, authoritative content, and a forum for the exchange of ideas within the community.

PHYSICS TODAY



A

6

**Six ways we use
Literatum to make our
website stickier**



A case study in site consumerization



- 1 Multiple product types
- 2 Multiple content types
- 3 Targeted notifications of content updates
- 4 Content personalization
- 5 Enhanced onsite discovery
- 6 Responsive design

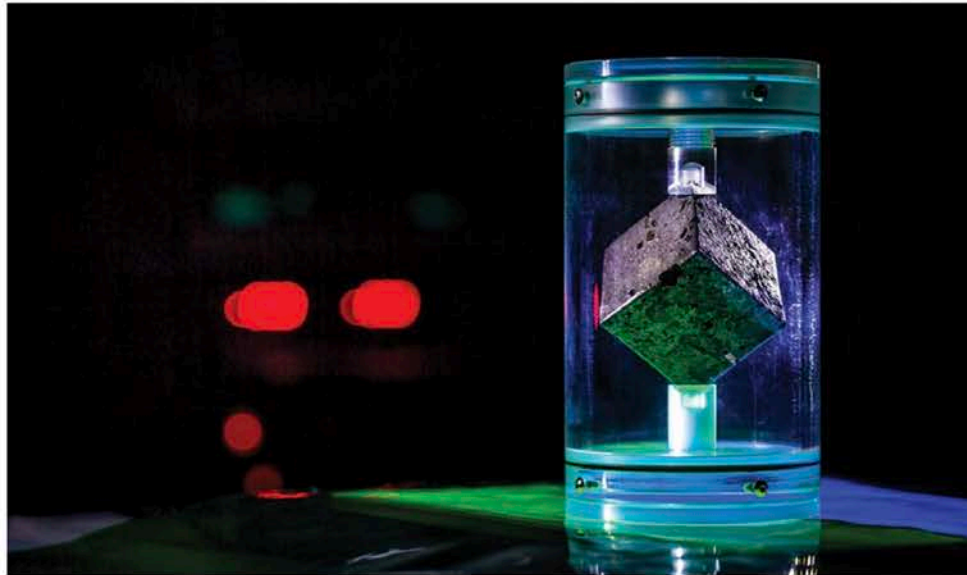
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#1

Multiple product types on a single platform

- Magazines
- Journals
- Microsites
for sponsored white papers and
research papers





Tracking the journey of a uranium cube

Timothy Koeth and Miriam Hiebert

MOST RECENT ONLINE STORIES

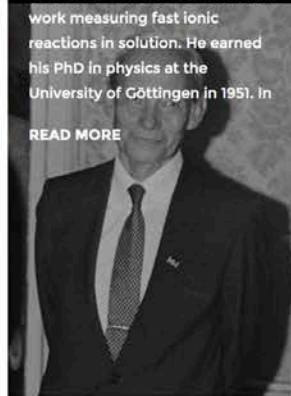
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Today in History

Born on 9 May 1927, Manfred Eigen was a German physicist and Nobel laureate best known for his work measuring fast ionic reactions in solution. He earned his PhD in physics at the University of Göttingen in 1951. In

READ MORE



Most Read

Talked About

Tracking the journey of a uranium cube

Commentary: Basic research in a time of crisis

The hydrodynamics of a quantum fluid

Australia sees big opportunity in



Physics Today magazine



Challenges facing *Physics Today*

- We're a "browse," not a "must read"
- No direction connection to most of our readers
- Competition from free content
- Content theft and repackaging
- Ads are a difficult sell

Featured

Robust propagation of pin-like optical beam through atmospheric turbulence

Ze Zhang, Xinli Liang, Mihalis Goutsoulas, Denghui Li, Xiuting Yang, Shupeng Yin, Jingjun Xu, Demetrios N. Christodoulides, Nikolaos K. Efremidis and Zhigang Chen

Ultrafast saturable absorption dynamics in hybrid graphene/Si₃N₄ waveguides

Pierre Demongodin, Houssein El Dirani, Jérémy Lhuillier, Romain Crochemore, Malik Kemiche, Thomas Wood, Ségolène Callard, Pedro Rejo-Romeo, Corrado Sciancalepore, Christian Grillet and Christelle Monat

Brillouin optomechanics in nanophotonic structures

Gustavo S. Wiederhecker, Paulo Dainese and Thiago P. Mayer Alegre

Pushing the limits of deep-ultraviolet scanning near-field optical microscopy

Ryota Ishii, Mitsuru Funato and Yoichi Kawakami

Toward large-scale fault-tolerant universal photonic quantum computing

S. Takeda and A. Furusawa

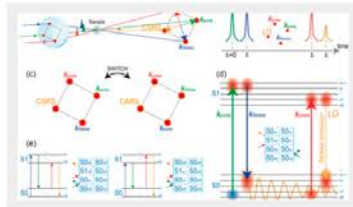
APL Photonics
journal

Editor's picks

MAY 07 2019

Background-free time-resolved coherent Raman spectroscopy (CSRS and CARS): Heterodyne detection of low-energy vibrations and identification of excited-state contributions

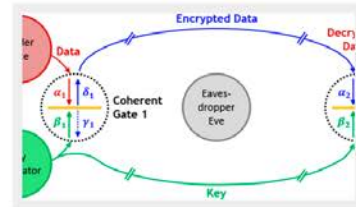
Pavel V. Kolesnichenko, Jonathan O. Tollerud and Jeffrey A. Davis



APR 24 2019

Cryptography in coherent optical information networks using dissipative metamaterial gates

Angelos Xomalis, Iosif Demirtzioglou, Yongmin Jung, Eric Plum, Cosimo Lacava, Periklis Petropoulos, David J. Richardson and Nikolay I. Zheludev



Most Read

JUL 17 2019

Brillouin optomechanics in nanophotonic structures

504 VIEWS

DEC 17 2018

Nonlinear optics in carbon nanotube, graphene, and related 2D materials

4 CITATIONS . 2910 VIEWS

JUL 26 2018

Tutorial: Coherent Raman light-matter interaction processes

3 CITATIONS . 1673 VIEWS

JUL 24 2019

Robust propagation of pin-like optical beam through atmospheric turbulence

166 VIEWS

PHYSICS TODAY



Whitepapers

Smart knee implant uses triboelectric energy



Although the number of total knee replacement surgeries is growing rapidly, functionality and pain-reduction outcomes remain unsatisfactory for many patients. Continual monitoring of knee loads after surgery offers the potential to improve surgical procedures and implant designs. The goal of this study is to characterize a triboelectric...

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IOP Publishing

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Two-photon microscopy using FemtoFiber ultra 920



Two-photon fluorescence microscopy has become a key technology in biological imaging enabling three-dimensional, noninvasive studies of biological tissue on the submicron scale. To boost usability of this method & provide an ultracompact, turn-key laser source, TOPTICA proudly introduces the FemtoFiber ultra 920, the latest member of their...

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READ NOW

Understanding Low Outgassing Adhesives



Engineers often want to know whether an adhesive is low outgassing or not. And while...

Principles of Lock-in Detection



How does a lock-in amplifier work, and what should be considered when buying a state-of-the-art instrument? This white paper...

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#2

Multiple content types

Attracts readers to scholarly content and deepens engagement once they're on site.

- News
- High-res imagery
- Video
- Interactive data sets
- Social media & commenting
- Editorial content (reviewed)
- Press releases



PHYSICS TODAY

HOME BROWSE▼ INFO▼ RESOURCES▼ JOBS

SIGN UP FOR ALERTS

DOI:10.1063/PT.6.4.20180925a

25 Sep 2018 in People & History

Nobel physicists on the move

An interactive map tracks the places where Nobel physics laureates lived and worked.

Greg Stasiewicz

2 COMMENTS 272 SHARES

Laureate to display: Michael Kosterlitz (2016) [dropdown] [Replay]

Sort laureates by: Surname Nobel Year



Henri Becquerel, who received a share of the 1903 Nobel Prize in Physics, spent his entire career in Paris, his birthplace. Masatoshi Koshiha, on the other hand, repeatedly crisscrossed oceans and continents before he earned his Nobel in 2002.

Science has steadily evolved into a global enterprise, and that's evident in examining the lifetime movements of the 206 recipients of the Nobel Prize in Physics. The interactive map charts the cities where each of the laureates through 2017 has lived and worked. You can browse the laureates' cartographic CVs either by name or by the year they received the prize.

The dates, locations, and reasons for relocations were collected primarily from laureate

MOST READ

Tracking the journey of a uranium cube

From the archives: The stability of the bicycle

Commentary: Basic research in a time of crisis

Helium users are at the mercy of suppliers

Microswimmers with no moving parts

Interactive data visualization

<https://physicstoday.scitation.org/doi/10.1063/PT.6.4.20180925a/full/>

QuickTime Player File Edit View Window Help

Uncovering ancient practices : x Google Maps x +

https://physicstoday.scitation.org/doi/10.1063/PT.6.1.20180430b/full/

MENU SIGN IN/REGISTER SEARCH CITATION SEARCH

PHYSICS TODAY

HOME BROWSE INFO RESOURCES JOBS SIGN UP FOR ALERTS

DOI:10.1063/PT.6.1.20180430b


30 Apr 2018 in Research & Technology

Uncovering ancient practices through acoustics

A unique survey of an ancient Greek sanctuary reveals that buildings and artifacts aren't necessary to capture the aural heritage of a historical site.

Pamela Jordan

0 COMMENTS 272 SHARES



View from Mount Lykaion of the surrounding Arcadian landscape, with geologist George H. Davis tracing the unusual bedrock formations. Credit: Pamela Jordan

When visiting a deteriorated building or ancient ruin, one may think the place is lifeless. But that is not the case when it comes to sound. Though the energy embedded in a sound dissipates soon after propagation, the conditions for creating that sound are not necessarily lost. Conceivably, a given sound could be experienced today, much as it was in the distant

MOST READ

- Tracking the journey of a uranium cube
- From the archives: The stability of the bicycle
- Commentary: Basic research in a time of crisis
- Helium users are at the mercy of suppliers
- Microswimmers with no moving parts

https://physicstoday.scitation.org/doi/10.1063/PT.6.1.20180430b/full/

Interactive data visualization



#1 & #2

Multiple product and content types

Direct benefits

- Improved on- and off-site discovery
 - Cross-publication/integrated sitewide search
 - Searchable images, videos, and other Digital Objects
 - Improved SEO for both magazines and journals
- Cross-promotion of journal/magazine bundles



#1 & #2

Multiple product and content types

Direct benefits

- Increased quantity and quality of submissions
- Increased commenting
5 – 10 comments/day vs. 1 – 2 previously
- Breaking down internal silos through authoring multi-dimensional, multi-purpose content
- Gives visitors a reason to return often
Organic traffic: up ~23%



Targeted notifications of content updates

#3

Literatum's Admin Tool

- System-generated notifications to staff on content status
- Frees production staff for other projects
- Enables editors to handle content



Targeted notifications of content updates



#3

Literatum's Admin Tool

- System-generated notifications to staff on content status
- Frees production staff for other projects
- Enables editors to handle content

Literatum + marketing automation tools

- Email alerts
- Automated push notifications of new content links to partner society websites



#3

Targeted notifications of content updates

Direct benefits

- Increased site traffic
 - Drives traffic from partner society websites back to AIP
- Competes with other sites more successfully
 - Renewal rate for individual subscriptions: up 20%**
 - New readership: up 68%**
- Adds PR vehicles





#4

Content personalization

- Content recommendations
 - most read, most cited, and publishers' choice
- Curated content
 - via Page Builder recommendation widgets
- Social reading (integration with Disqus) and other means of reader interaction
- Content bundles
 - topic-based landing pages



#4

Content personalization

Direct benefits

- Strengthens engagement with readers
- Increased revenues / advertising value
75% increase in ad revenue
- Page views: **up 52%**
- Increased traffic: **New readership up 68%**
- Higher click-through rates
- Lengthier site visits



#5

Enhanced onsite discovery mechanisms

- Integrated search (across all content and publication types)
- Iterative search
- Saved searches
- Reader-controlled drill-down
- Search term suggestions
- Intuitive user-friendly navigation

SEARCH ADVANCED SEARCH

This Publisher/Society

Enter words / phrases / DOI / ISBN / authors / keywords / etc.



This Publisher/Society

ch all publications for the Publisher/Society in context

This Publication

Anywhere

Integrated and advanced search bars

Born on 1 August 1905 in Lowell, Massachusetts, Helen Sawyer Hogg was an astronomer who

PHYSICS TODAY

HOME BROWSE▼ INFO▼ RESOURCES▼ JOBS

Advanced Search

Anywhere

Enter search term



Topic

e.g. Physics

Published in

e.g. AIP Advances

Publication Date

All dates

Last: Select

Custom range: Year To: Year

Search

Advanced Search

Anywhere

Enter search term



Anywhere

e.g. Physics

Title

Author

e.g. AIP Advances

Keywords

Publication Date

Last: Select

Custom range: Year To: Year

Search

Anywhere laser physics



ARTICLES (498624) PHYSICS TODAY DAILY EDITION (500)

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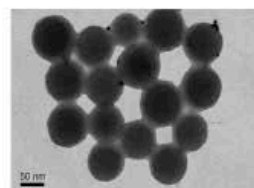
1929 2019

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Metals	130300
Pure metals	107641
Chemical analysis	106961
Classical electromagnetism	91202
MORE (32) <input type="checkbox"/>	

AUTHOR

Pearton, S J	608
Feder, Toni	567
Holonyak, N Jr	379
Zhang, J	349
Mandelis, Andreas	345



Nov 1, 2017

Liquid parameter free method for nanoparticle size determination based on dynamic light scattering

Chengfeng Yue, Peng Han, and Zhilie Tang

Journal of Laser Applications 29(4), 042011 (2017); <https://doi.org/10.2351/1.5008837>

Jan 1, 2011 . 6 Citations

Teaching laser physics by experiments

Jes Henningsen

American Journal of Physics 79(1), 85 (2011); <https://doi.org/10.1119/1.3488984>

Jul 1, 1975 . 59 Citations

Laser Physics

M. Sargent III, M. O. Scully, W. E. Lamb Jr., and Nicolaas Bloembergen
Physics Today 28(7), 50 (1975); <https://doi.org/10.1063/1.3069060>

Nov 1, 1971 . 4 Citations

Laser Physics

A. Maitland, M. H. Dunn, and S. F. Jacobs
Physics Today 24(11), 54 (1971); <https://doi.org/10.1063/1.3022437>

Apr 6, 2007

Numerical modelling for intense laser physics

Integrated search results



#5

Enhanced onsite discovery mechanisms

Direct benefits

- More easily surfaced content
- Increased content visibility
- Increased brand visibility
- Product cross-promotion



#6

Responsive design

Cell phone and tablet views

The mobile view of the Physics Today website features a top navigation bar with a 'MENU' icon, 'SIGN IN/REGISTER', and a search icon. Below this is a promotional banner for 'physcon 2019 Physics Congress' held from November 14-16 in Downtown Providence, RI, with a 'Register' button. The main title 'PHYSICS TODAY' is prominently displayed. A secondary navigation bar includes 'HOME', 'BROWSE', 'INFO', and 'MORE'. The article content is compact, showing the DOI, date, and title 'Tropical biodiversity faces intersecting threats' by Johanna L. Miller. A small image of a sloth is visible at the bottom.

The tablet view of the Physics Today website features a top navigation bar with 'MENU', 'SIGN IN/REGISTER', 'SEARCH', and 'CITATION SEARCH'. Below this is a promotional banner for 'physcon 2019 Physics Congress' held from November 14-16 in Downtown Providence, RI, with a 'Register' button. The main title 'PHYSICS TODAY' is prominently displayed. A secondary navigation bar includes 'HOME', 'BROWSE', 'INFO', 'RESOURCES', 'JOBS', and 'SIGN UP FOR ALERTS'. The article content is more spacious, showing the DOI, date, and title 'Tropical biodiversity faces intersecting threats' by Johanna L. Miller. A social media sharing section with icons for Facebook, Twitter, LinkedIn, and Email is present. A 'COMMENTS' section with a 'PREV' and 'NEXT' button is also visible. A 'MOST READ' sidebar on the right lists related articles. A larger image of a sloth is visible at the bottom.



#6

Responsive design

Direct benefits

- Appealing to the broadest possible audience
- Serving an audience traditionally underserved by scholarly content
 - Dramatically lower usage of scholarly sites on mobile
 - Scanning and selecting is not supported by most sites
- Making content more easily accessible = increased visibility.
Mobile usage: Up 4–5 times

***Physics Today* has significantly more mobile users than the average journal.**

A

Results and takeaways



Results recap

Since moving to Literatum in January 2017

- Attracted new readers: **up 68%**
- Increased organic traffic: **up ~23%**
- Increased page views: **up 52%**
- Increased ad sales: **75% increase in ad revenue**
- Increased content engagement: **5 – 10 comments/day** *vs. 1 – 2 previously*
- Improved mobile usage: **4 – 5 times more**



Results recap (cont'd)

Since moving to Literatum in January 2017

- Increased renewal rate for individual subscriptions: **up 20%**
- Reduced bounce rate: **down 7%**
- A stronger design link between print and online
- Boosted brand visibility
- Created a valued destination website

Forged a stronger connection to our readers



Takeaways

- A brand should have the same strong visual presence no matter the channel or medium
- You have to find ways to attract and engage your readers
- If you're on the web, make use of the web's capabilities
- Literatum has features created specifically for these six tactics
- Freeing staff from rote production tasks makes time for exploring and implementing new tactics and technologies



Literatum features involved in making AIP sites stickier

1. Digital Objects (videos, interactives, short non-journal content)
2. Tags and taxonomies
3. Enhanced search technologies
4. Recommendation engine
5. Page Builder widgets
6. Easy integration with third-party systems
(e.g., Javascript D3 libraries, WordPress, Disqus, mobile app)
7. Smart Groups (technology for segmenting site visitors into groups with similar characteristics or behaviors for target marketing)

LITERATUM



Deeping engagement

An ongoing process

- Moving to UX 3.0
- Additional focus groups
- Broader user testing
- UI improvements to increase interactive engagement
- Reassessing production print-to-digital workflow



ATYPON

WebinarSeries

Get More Out of Literatum

A new free 10-webinar series

Register at atypon.com/webinars

This autumn:

TUESDAY, SEPTEMBER 10
10:30 AM ET

How to attract targeted audiences, extend their time onsite, and monetize their visits

THURSDAY, SEPTEMBER 26
10:30 AM ET

Creating multimedia content for your website

WEDNESDAY, OCTOBER 16
10:30 AM ET

Make the most of Atypon account management

ATYPON

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