**GUIDELINES FOR AUTHOR NAMES**

Google and Google Scholar account for a large percentage of referral traffic to SAGE Journals. Improving your article’s searchability on popular search engines, like Google, will require that it is indexed properly. An easy step to optimize your article’s index, which will result in improved discoverability/cross-linking, is to provide **FULL AUTHOR NAMES**. SAGE is dedicated to the highest level of article discovery and recommends the following steps to ensure proper indexing of your article:

1. Clarify which part of each author’s name is his or her **Surname** or **Last (Family) Name**
	1. The table below illustrates the complexity of name variations; it is, therefore, critical that the Surname or Last Name is captured accurately.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **First** | **Middle** | **Last (Family) Name** |
| Sarah Hayden | Sarah |  | Hayden |
| Sarah Grace Hayden | Sarah | Grace | Hayden |
| Sarah Smith-Hayden | Sarah |  | Smith- Hayden |
| Sarah Belle Smith-Hayden | Sarah Belle |  | Smith- Hayden |
| Sarah Belle Smith-Hayden | Sarah | Belle | Smith- Hayden |
| Sarah Belle Grace Hayden | Sarah Belle | Grace | Hayden |
| Sarah Belle Hayden | Sarah Belle |  | Hayden |
| Sarah Belle Hayden | Sarah |  | Belle Hayden |
| Sarah Belle Smith Hayden | Sarah | Belle | Smith Hayden |

1. Please check that all authors are **listed in the proper order**
	1. Lead author(s), co-author(s), and/or level of contribution
2. Verify that all author names are **correctly spelled** and provided in **FULL**
3. Google recommends that authors use as verbose a format as possible for author names.
	1. The best approach is to use **Full Names**

POOR – A. J. Einstein

GOOD – Andrew Einstein

BETTER – Andrew J. Einstein or A. John Einstein

|  |
| --- |
| BEST – Andrew John Einstein |

* 1. Even if you have used an abbreviated version of your name in prior publications, you will actually cast a *wider net* by providing your full name in future publications. For example, if you start using your full name ‘Sarah Grace Hayden’ in 2012 even though you used ‘S. G. Hayden’ in 2009, the search engine will actually pickup the “S” and the “G” from ‘**S**arah **G**race’ and retrieve articles with your abbreviated name.
	2. Google Scholar notes:

*“Many journals have, historically, used concise author names. For example, many of Albert Einstein’s papers list him just as “A Einstein”, and PubMed stills uses an initials-and-last-name format for authors. As the number of articles published grows rapidly, concise author names make it hard both for human readers and for automated systems to figure out the actual authors of an article. The recent growth in articles written by Chinese and Korean authors make this even more challenging given the relatively small number of last names that they use. Several projects have been proposed to “solve” the author disambiguation problem.* [*Google Scholar Citations*](http://scholar.google.com/citations) *jumps through many, many hoops to achieve its level of author disambiguation. All of these efforts, as well as human readers, would be able to do much better if full author names are obtained at the time of publication and are preserved by the publication process.”*

There are many advantages and benefits to providing full and accurate author names. In addition to improving discoverability, you will also align your publications with future plans to inter-link SAGE products, enhance author profiles (e.g., ORCID, Google Profiles, etc.), and create better article relatedness tools.