

The test of newborn citations on the indexing of Google Scholar content for 2015 Search Engine Bots

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Abstract

How does the use of citations effect the level of rankings of a Google scholar article? Is it possible that fresh citations can be used to manipulate rankings in such a way that would indicate a bias? Are these articles able to become indexed using JSON LD markup alone, or are they required to contain the meta information as shown on the Google scholar help page.

Introduction

Getting recognised as a Google scholar has never been thought of as meaning much in the academic world. It has been seen as new age, and not official or properly monitored to be respected.

This will in part emphasise that this is the case, and that the internet is too easy to manipulate using mark-up and sending robots around the proverbial chickens nest, hunting for clues they will not ever be able to verify.

JSON LD Mark-up

This is fairly advanced Java script markup, particularly we will concentrate on [1] JSON LD, and how to link semantic data to entities in the modern era of the internet.

Ability to become more than just an article

This is the aim when producing content deemed worth of Google Scholar, it will enable more recognition, and allow us to truly concentrate on the entire process of becoming an online expert in a certain industry.

Bibliography

[1] M. Lanthaler and C. Gütl, “On using JSON-LD to create evolvable RESTful services,” in Proceedings of the Third International Workshop on RESTful Design, Apr. 2012, pp. 25–32.