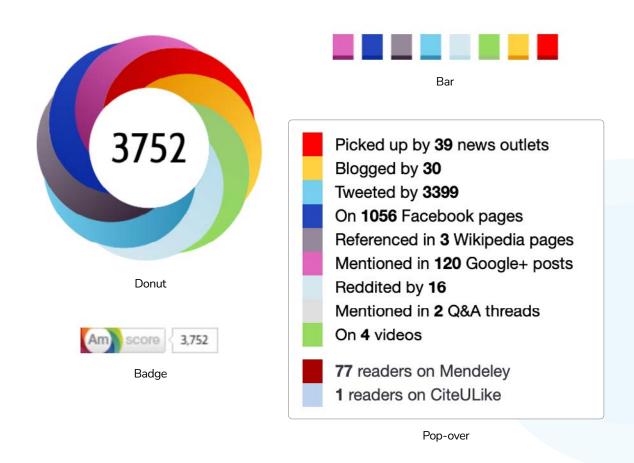Altmetric

Positioning the Altmetric Badge on your website

Where should you place the Altmetric Badge on your website?
The simple answer is that the more visible the badge is, the better.
But of course it is a bit more nuanced than that!

First, you must decide on the format of the badge. There are a variety
of different options here, alongside the technical instructions on how to
embed the badges. Here are a few of the options:

Bar

3752

Donut

Picked up by **39** news outlets
Blogged by **30**
Tweeted by **3399**
On **1056** Facebook pages
Referenced in **3** Wikipedia pages
Mentioned in **120** Google+ posts
Reddited by **16**
Mentioned in **2** Q&A threads
On **4** videos

77 readers on Mendeley
1 readers on CiteULike

Am score 3,752

Badge

Pop-over

Tip 1: Use a colourful badge

Some publishers choose to display the Altmetric Attention Score as a standalone number without any of the badge graphics. While this is certainly doable, it is not nearly as eye-catching as the colourful badge! The colours of the badge represent different types of mentions, providing quick information for authors. For example, red represents news mentions, light blue represents Twitter mentions, etc. The colours invite authors to learn more about the attention their publication is receiving, leading to more clicks, and more mentions!

Tip 2: Place the badge in a visible location

If possible, embed the badge so it is visible without any scrolling or clicking. If you embed the badges at the very bottom of the web page or on another page entirely, it can be difficult for authors to find their metrics. However, some publishers have a dedicated metrics page for each publication, which includes citations and usage statistics. If that is the case for you, then it makes sense for the badge to be embedded alongside other metrics you display. Just make sure the link to your metrics page is easy to find!

Tip 3: View examples from other journals

Do your peer journals have Altmetric Badges? Take a look at other journals' websites and see where they have their Altmetric Badges embedded. Are the badges easy to find? Do you like how they look? There are lots of examples out there! If it takes you more than a few seconds to find the Altmetric Badge on a website, then that might not be the best option for you and your authors.

Tip 4: Get feedback

Finally, get feedback from your colleagues! Once you embed the badges, have your colleagues test them out to see if they are in an intuitive place on your site. They can also provide feedback about whether the badge looks too big, too small, etc. Test the badges on different types of articles too. For example, we've seen cases where the badge is readily visible on the abstract preview page, but then if you click to the full html text of the article, the badge is relegated to the very bottom of the article, making it difficult to find. Your Altmetric engagement manager can help you with this too! Email engagement@altmetric.com and we'll be happy to take a look.

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