




Maximizing Business Visibility and Impact for Business Growth


Nader Ale Ebrahim, PhD
Research Visibility and Impact Consultant

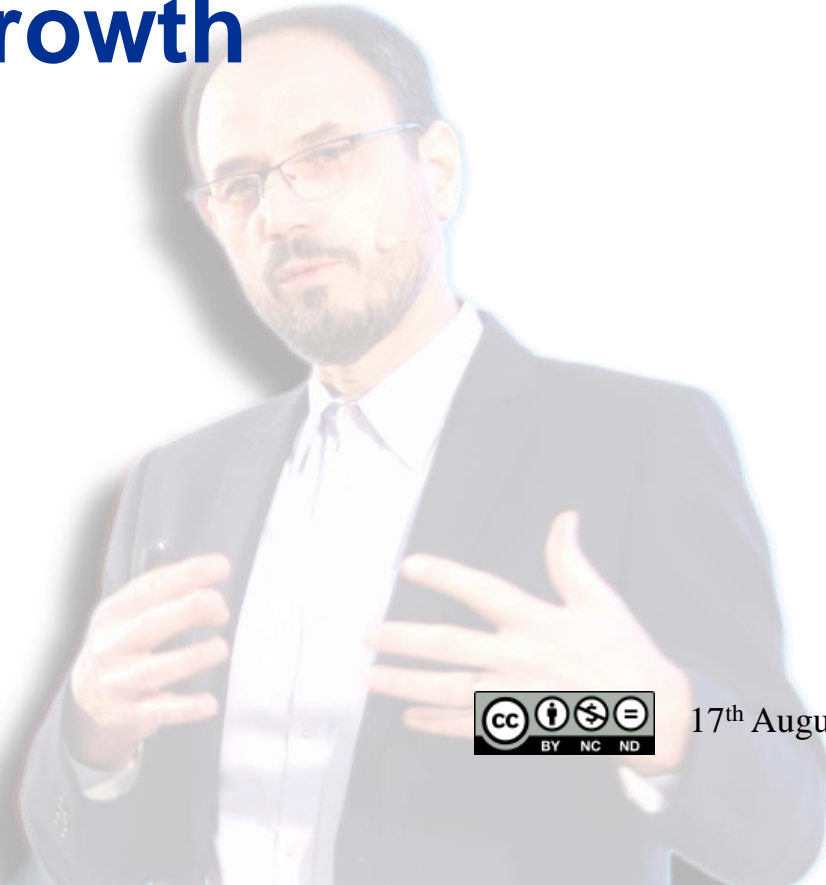
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Abstract

In today's digital era, marked by social media and online commerce, maintaining a visible brand presence and impactful influence is crucial. The emergence of the internet, along with tools like social media, has shattered the constraints of traditional business models. In this transformative landscape, the equation is clear: visibility and impact equal credibility—a vital formula for engaging with customers. Investing in brand visibility and impact translates to investing in success, ensuring prominence amid competition, catalyzing revenue growth, and fostering a commendable reputation. This foundation becomes the keystone of business expansion, driving meaningful interactions with customers. For startups and SMEs, heightened visibility and impactful presence are pivotal, leading to brand recognition, increased customer base, enhanced networking, improved SEO rankings, and garnering investor and customer attention. While some businesses grapple with limited online presence, others have begun to grasp its potential. Boost your brand's journey by harnessing this modern paradigm for comprehensive and lasting success.

Keywords: Brand Visibility, Online Presence, Credibility, Business Success, Customer Engagement, Reputation Building



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12.50 PM

Dr. Nader Ale Ebrahim

- Visibility and Impact Consultant
- Adjunct Lecturer, Alzahra University Iran

"Maximizing Business Visibility and Impact for Business Growth"

Thank you
Dr. Manuel Jose Oyson
from
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Maximizing Business Visibility and Impact

- 1. Definitions**
2. Motivations
3. Case Study
4. Key Actions
5. Tracking and Measuring
6. Q&A

The Definition of Business Visibility and Impact 1/2

- **Visibility** means how well a company can be seen by potential customers and stakeholders.
- It involves a combination of factors such as brand recognition, marketing campaigns, and how easily customers can find the company's products or services.
- Business visibility is a factor that allows a business to stand out from others.

Source: <https://fastercapital.com/content/Ways-to-increase-visibility-for-your-startup.html>

The Definition of Business Visibility and Impact 2/2

- **Impact**, in the context of business, pertains to the effect a company's actions, products, and services have on its stakeholders and the broader community. It measures the significance of the company's contributions, innovations, and engagements, as well as the resonance of its brand message and customer experiences.
- Together, business **visibility and impact** form a symbiotic relationship, where heightened visibility amplifies impact, and impactful actions bolster visibility.
- **Visibility and impact** equal credibility—a vital formula for engaging with customers.

Maximizing Business Visibility and Impact

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Unlocking Opportunities: The Power of Visibility

$$0 \times 100 = 0$$

Visibility \times *Skills* = *Opportunities*

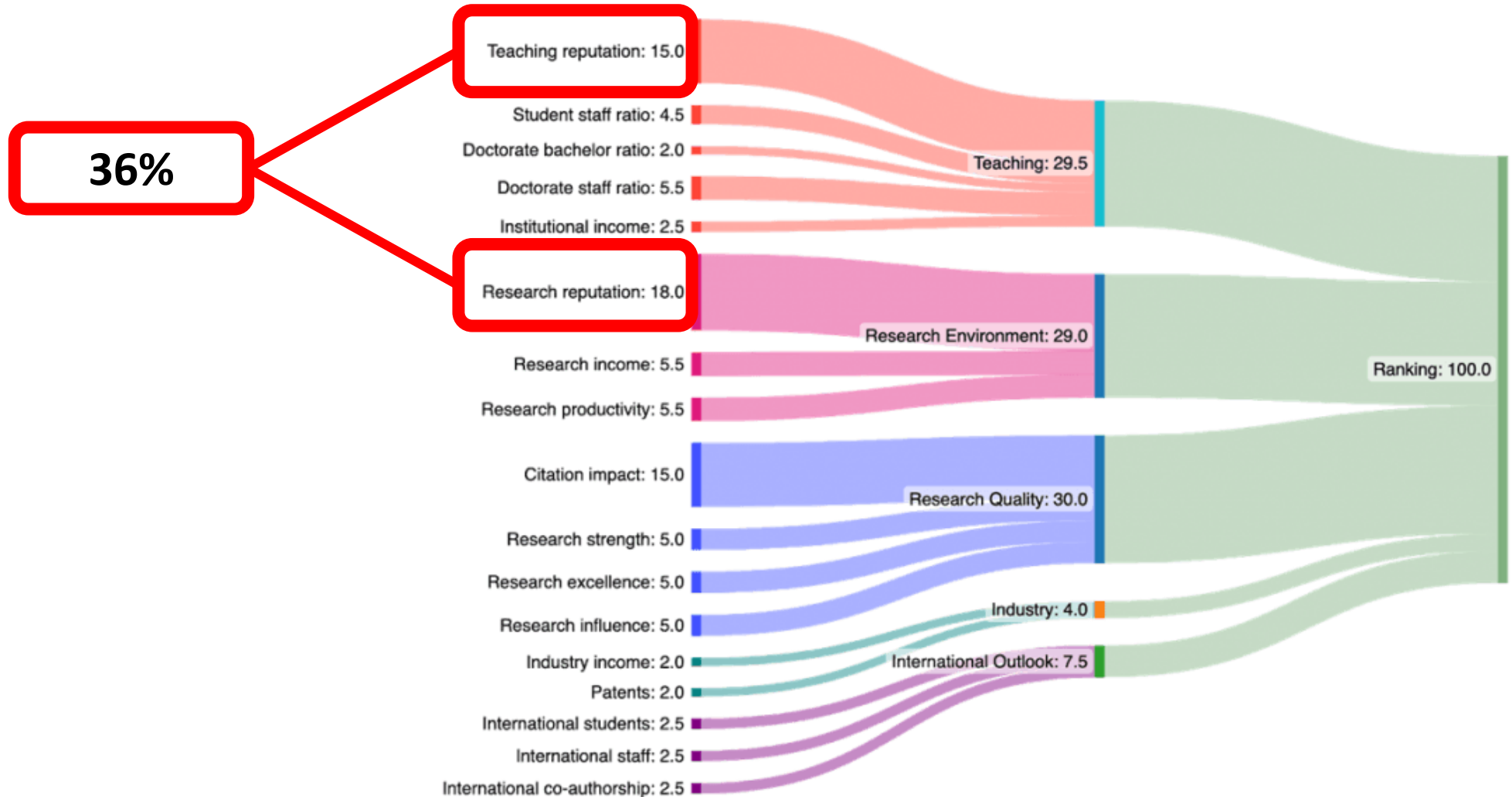
Visibility \times *Quality* = *Opportunities*

Visibility \times *Price* = *Opportunities*

Visibility \times *Services* = *Opportunities*

Don't let a lack of online visibility delay your progress. Grab the moment, take action, and begin today.

The new World University Rankings 2024 methodology (WUR 3.0)



Source: <https://www.timeshighereducation.com/world-university-rankings/new-world-university-rankings-2024-methodology-wur-30>

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Global Centre for Lifelong Education, Web Presence – Google Search

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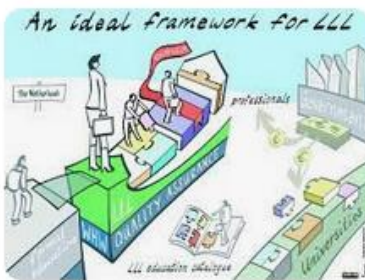
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Source: <https://www.google.com/search?q=Global+Centre+for+Lifelong+Education+Ltd.>

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The screenshot shows a Google search interface with the query 'Global Centre for Executive Education' in the search bar. The results page displays two main entries. The first entry is for 'Global Centre For Executive Education' with the URL 'https://www.thegcee.com'. It includes a snippet about transforming expertise and business growth through live online executive conferences. Below this snippet are links for 'Contact', 'Dates Dates', 'About', and 'Conferences', each followed by a brief description. A link for 'More results from thegcee.com' is also present. The second entry is for 'Disruptive Leadership Institute' with the URL 'https://www.disruptiveleadership.institute > cee-profile'. It features a link titled 'About Centre for Executive Education (CEE)' and a snippet describing the CEE as an award-winning premier network for HR management and executive development.

Google

Global Centre for Executive Education

Global Centre For Executive Education
https://www.thegcee.com

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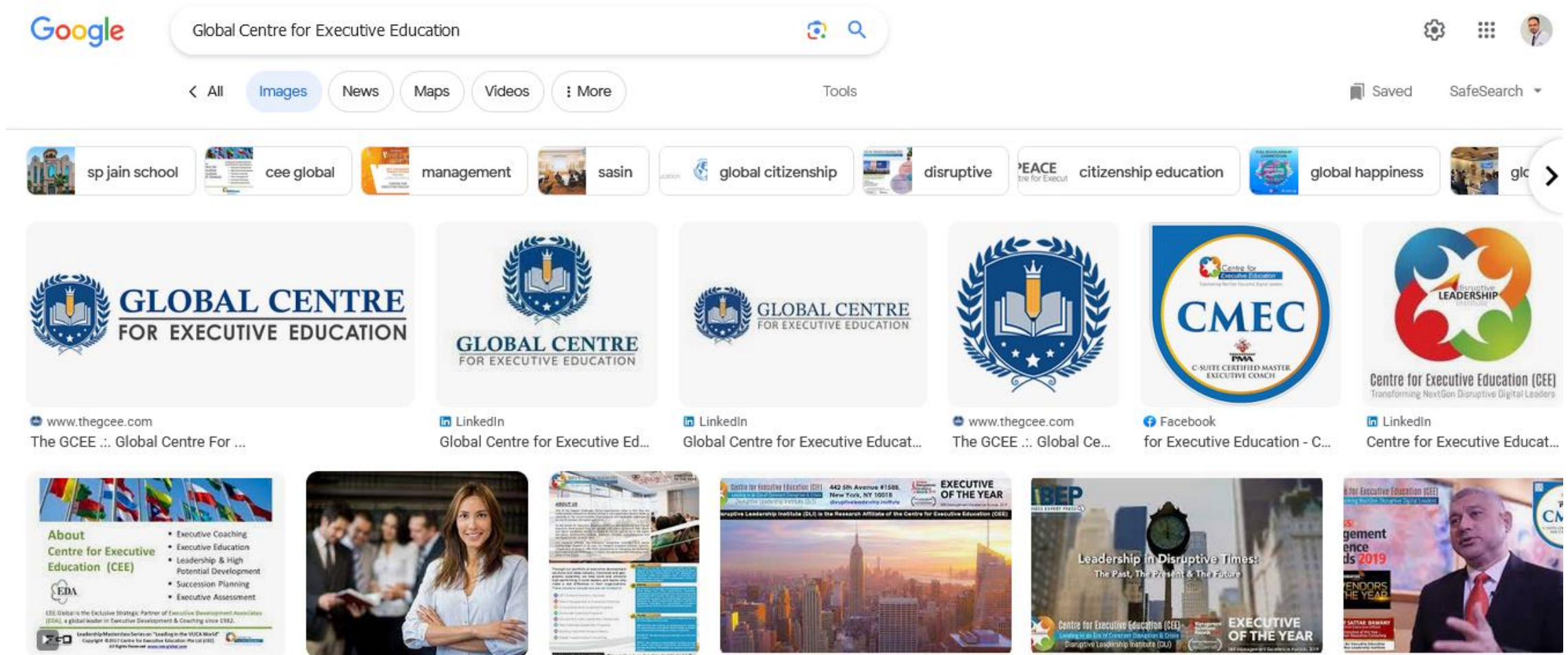
Disruptive Leadership Institute
https://www.disruptiveleadership.institute > cee-profile

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Global Centre for Executive Education, Web Presence – Google Search



Source: <https://www.google.com/search?q=Global+Centre+for+Executive+Education>

Amazon, Web Presence – Google Search

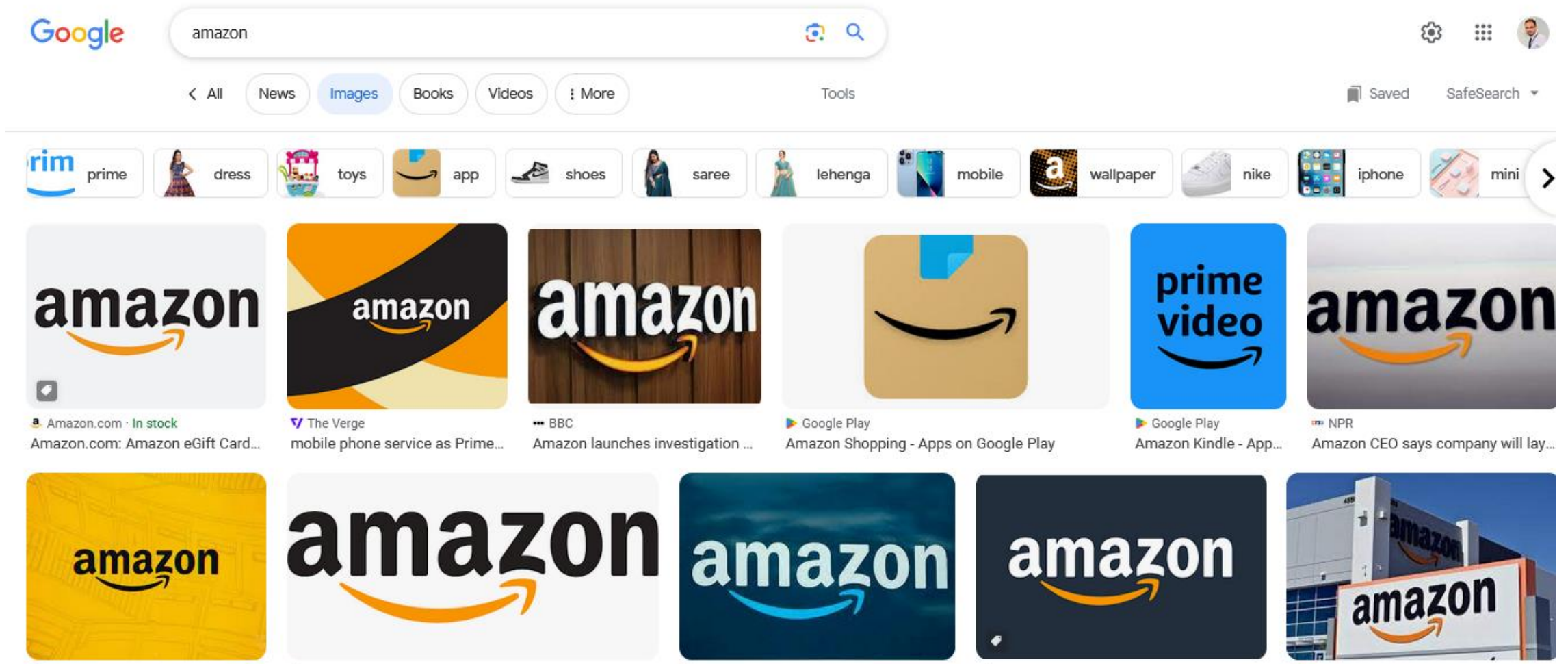
The image is a screenshot of a Google search page for the term "Amazon". At the top, the Google logo is on the left, and the search bar contains "Amazon" with a clear button (X) and image search icons. Below the search bar are navigation buttons: Prime, Login, Shopping, News, Support, Images, Jobs, De, and Amazon Prime Video. On the right, there are links for "All filters" and "Tools".

The search results show "About 7,170,000,000 results (0.42 seconds)". The first result is for "Amazon.com" with the URL "https://www.amazon.com". The snippet reads: "Amazon.com. Spend less. Smile more. Free shipping on millions of items. Get the best of Shopping and Entertainment with Prime. Enjoy low prices and great deals on the largest selection of ...". Below this are links to "Books", "Amazon Prime", "Prime Video", and "Today's Deals", each with a brief description. At the bottom of the results is a link to "More results from amazon.com »".

On the right side of the page is a knowledge panel for "Amazon.com". It includes the Amazon logo, the text "E-commerce company", and a link to "amazon.com". Below this, it provides a description: "Amazon.com, Inc. is an American multinational technology company focusing on e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. Wikipedia". It also lists key figures: "CEO: Andy Jassy (Jul 5, 2021–) Trending", "CFO: Brian T. Olsavsky", "Masocot: Peccy", and "Founder: Jeff Bezos". At the bottom, it states "Founded: July 5, 1994, Bellevue, Washington, United States".

Source: <https://www.google.com/search?q=amazon>

Amazon, Web Presence – Google Search



Source: <https://www.google.com/search?q=amazon>

Dr. Manuel Jose Oyson, Web Presence – Google Search

The screenshot shows a Google search interface with the query 'Dr. Manuel Jose Oyson' in the search bar. Below the search bar are tabs for Images, Maps, News, Videos, Books, Flights, and Finance. The search results indicate 'About 3.040 results (0,22 seconds)'. The first result is from LinkedIn Australia, titled 'Dr. Manuel Jose Oyson - Admitted as Lawyer', with a description: 'I am a Law Lecturer at CQUniversity Australia where I teach Australian Constitutional Law, Administrative Law, Contract Law, and Public International and ...'. The second result is from YouTube, titled 'Dr. Manuel Jose Oyson', with a description: 'Dr Manuel Jose "Manjo" Oyson is a PhD (Management) from the University of Auckland (UoA) under the MSA Charitable Trust PhD Scholarship.'. The third result is from Central Queensland University, titled 'Manjo Oyson - CQUniversity', with a description: 'Manjo Oyson; Lecturer (Law Discipline); School of Business and Law; Brisbane. ...'. The source URL is provided at the bottom of the screenshot.

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Dr. Manuel Jose Oyson

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LinkedIn Australia
<https://au.linkedin.com/dr-manuel-jose-oyson-68784...>

Dr. Manuel Jose Oyson - Admitted as Lawyer

I am a Law Lecturer at CQUniversity Australia where I teach Australian Constitutional Law, Administrative Law, Contract Law, and Public International and ...

YouTube
<https://www.youtube.com/@oysonmj>

Dr. Manuel Jose Oyson

Dr Manuel Jose "Manjo" Oyson is a PhD (Management) from the University of Auckland (UoA) under the MSA Charitable Trust PhD Scholarship.

Central Queensland University
<https://staff-profiles.cqu.edu.au/home/view>

Manjo Oyson - CQUniversity

Manjo Oyson; Lecturer (Law Discipline); School of Business and Law; Brisbane. ...
<https://www.linkedin.com/in/dr-manuel-jose-oyson-68784310>. General ...

Source: <https://www.google.com/search?q=Dr.+Manuel+Jose+Oyson>

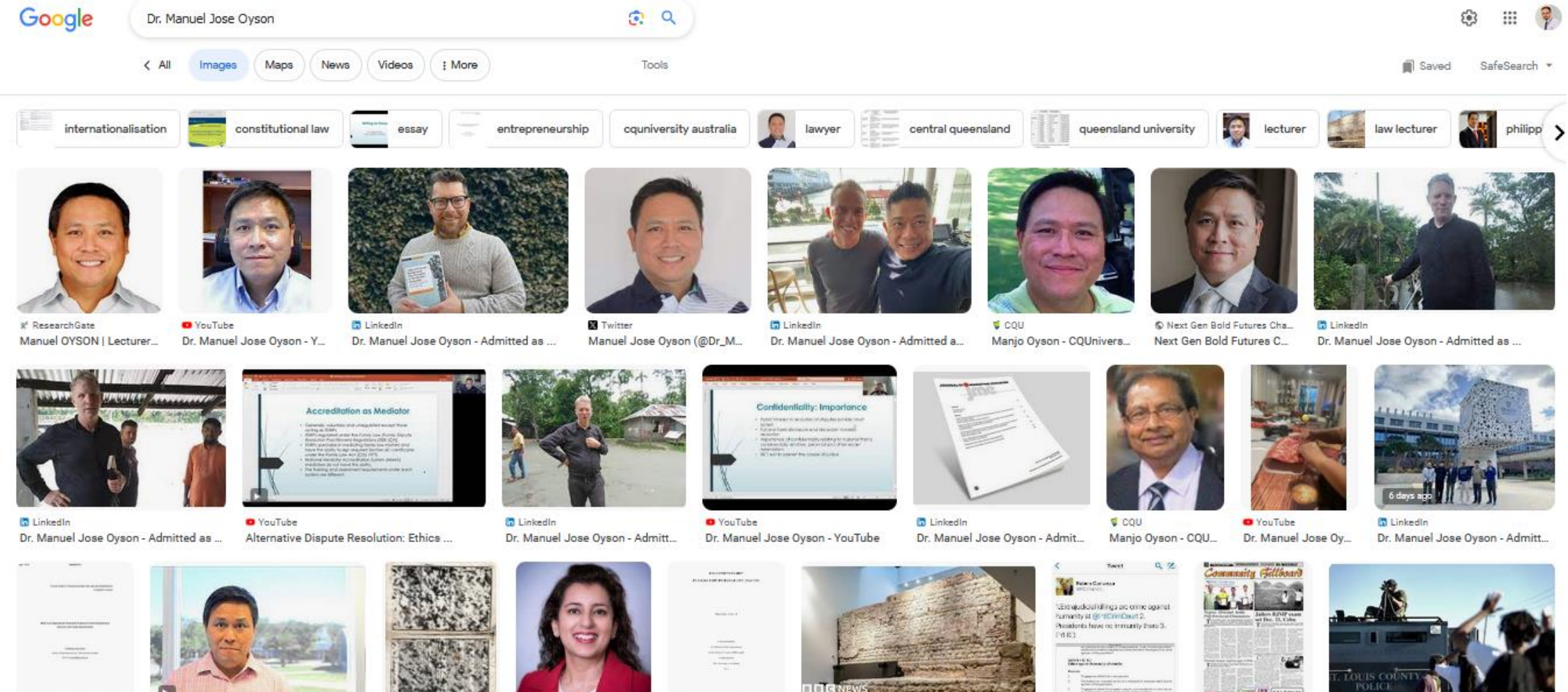
Nader Ale Ebrahim, Web Presence – Google Search

The screenshot shows a Google search for "Nader Ale Ebrahim". The search bar at the top contains the name, and the results page displays several items:

- A row of four images: a portrait of Nader Ale Ebrahim, a collage of his work, a MindMap titled "Research Tools By: Nader Ale Ebrahim", and a video thumbnail titled "Facebook - Research Impact ...".
- A Google Scholar profile card for Nader Ale Ebrahim (ORCID:0000-0001-7091-4439), listing his affiliation as Abdul-Rashid Salwa Hanim Associate Professor at the Centre for Sustainable and Smart Manufacturing, Faculty of Engineering, Umm Al-Qura University.
- An "About" section on the right stating: "Nader Ale Ebrahim currently works as a 'Research Visibility and Impact' freelancer consultant. Nader is also an adjunct lecturer at Alzahra University."

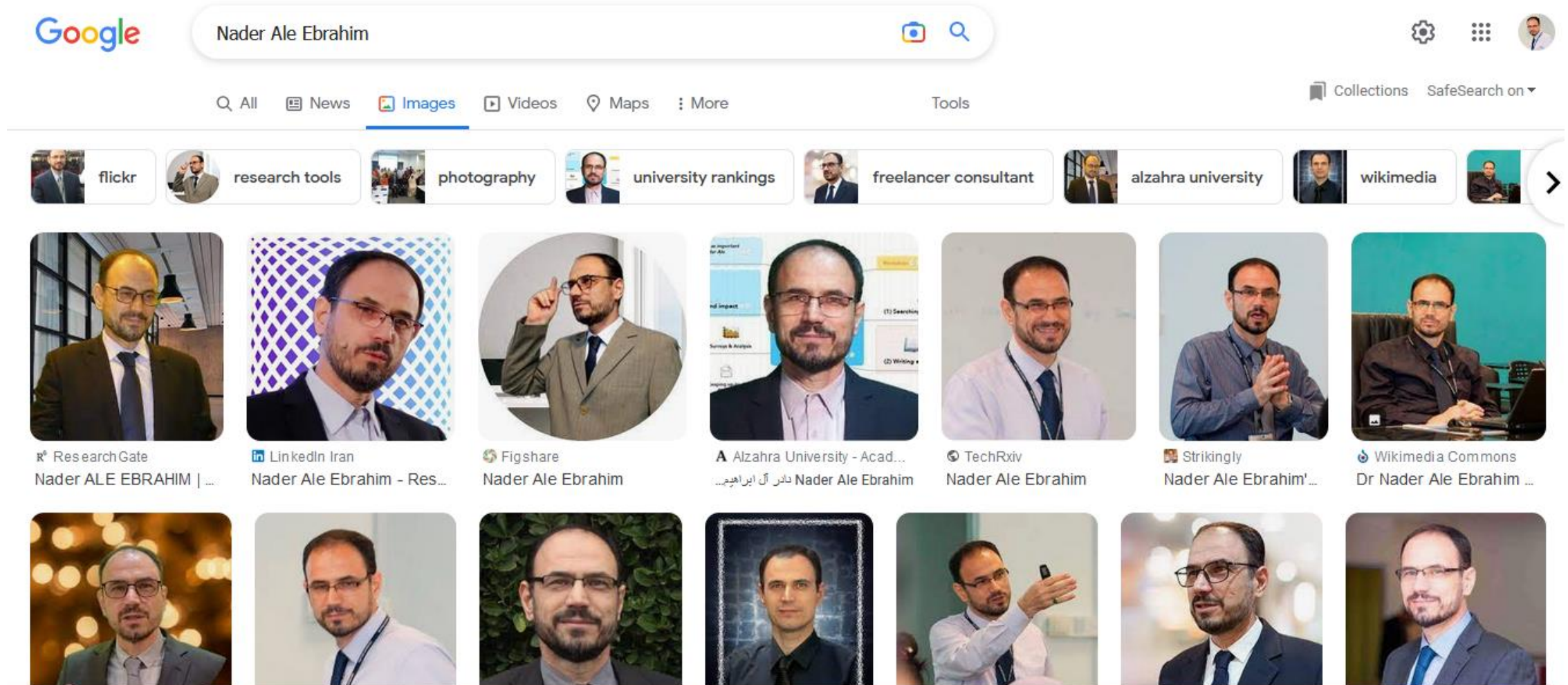
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Key Actions for Maximizing Business Visibility and Impact

1. **Consistency is Key:** Maintain a consistent presence across platforms.
2. **Professional Website:** Craft a polished website that represents your brand.
3. **Network Strategically:** Dedicate time to meaningful networking.
4. **Elevate LinkedIn Presence:** Enhance visibility and impact on LinkedIn.
5. **Engaging Content:** Develop captivating content that resonates.
6. **Harness Social Media:** Utilize social media for brand building.
7. **Expand Social Presence:** Cultivate a stronger social media footprint.
8. **Track and Measure:** Monitor your visibility and impact for informed decisions.

Consistency is Key



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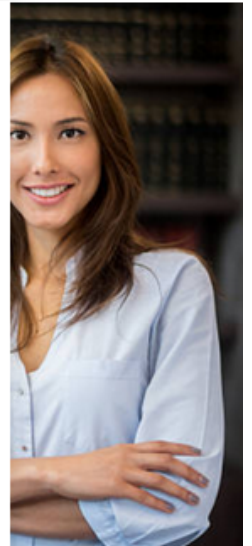
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Source: <https://theGCLE.com/> and <https://highgrowthbusiness.thegcle.com/> and <https://highgrowthbusiness.thegcee.com/>

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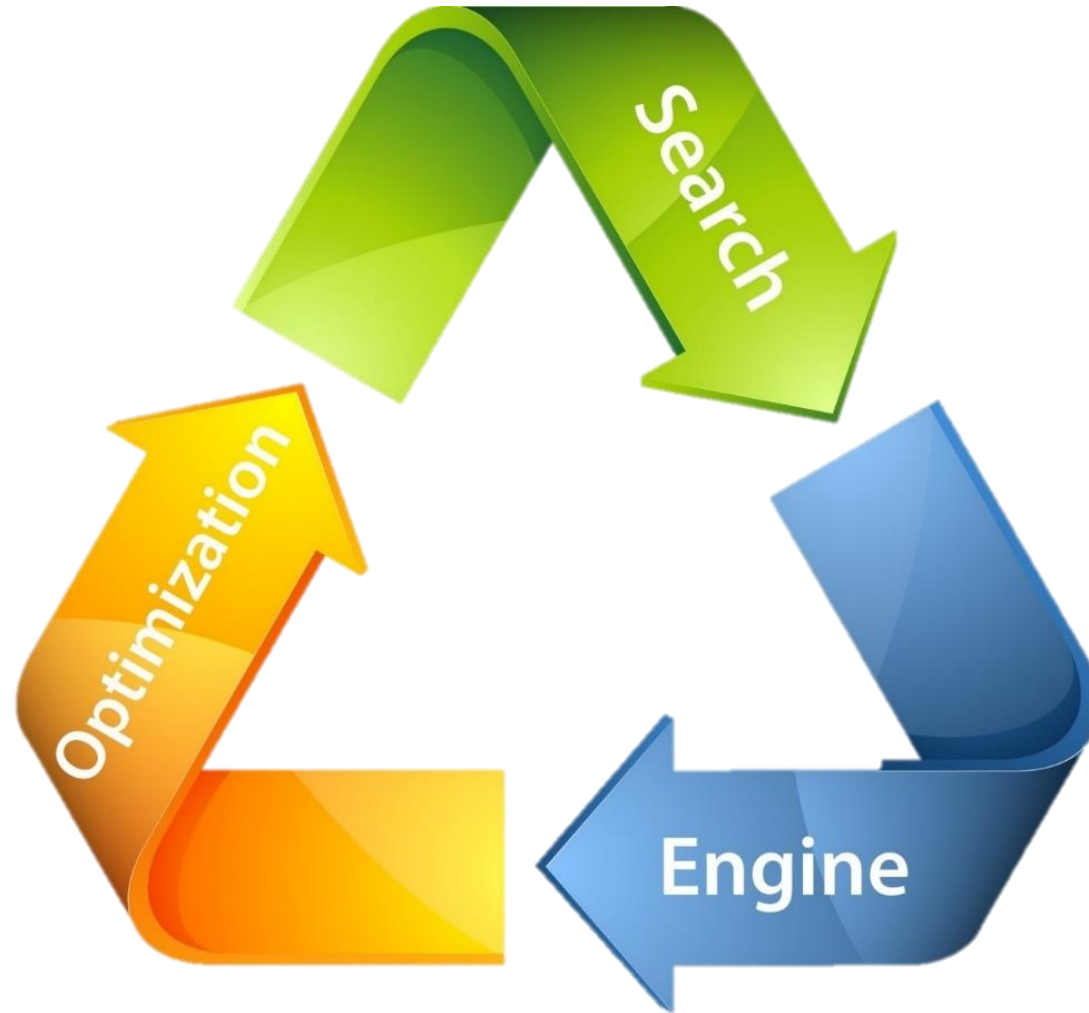
The Benefits of Being Visible 1/2

- **Equal Opportunity for SMEs:** Small and medium-sized enterprises (SMEs) can compete equally with big brands and reach a wider audience, leveraging enhanced visibility.
- **Competitive Advantage:** Enhanced visibility sets you apart, helping you stand out and attract more attention than your competitors.
- **Brand Recognition:** Improved visibility leads to stronger brand recognition, fostering trust and loyalty among your audience.
- **Customer Engagement:** Higher visibility enables more effective engagement, building lasting relationships with customers.
- **Market Expansion:** Increased visibility opens doors to new markets and demographics, expanding growth opportunities.

The Benefits of Being Visible 2/2

- **Revenue Growth:** Improved visibility often results in higher customer acquisition and retention rates, boosting revenue.
- **Strategic Partnerships:** Visible businesses are more likely to attract collaborations and partnerships with industry peers.
- **Attracting Talent:** Strong visibility appeals to potential employees, aiding talent acquisition and retention.
- **Adaptation and Innovation:** High visibility encourages innovation to meet evolving market demands, ensuring long-term success.
- **Trust and Credibility:** A visible brand builds trust among stakeholders, including customers, investors, and partners.

Strategies to Increase Your Website Traffic





Here is the "Who we are" section on our website. Do you have any suggestions to improve it? 
I would like to make it more catchy.

Who we are:

Our Identity and Values

We are an innovative New Zealand-based company that provides high-quality, accessible, and convenient continuing education to business executives and entrepreneurs in the Asia-Pacific region. Our mission is to empower professionals to drive their businesses to new heights, accelerated growth, and resounding success by making top international business and academic experts accessible through virtual conferences.

Source: <https://chat.openai.com> and <https://www.thegcle.com/About>



Absolutely, I'd be happy to help you make your "Who we are" section more catchy and engaging. Here's a revised version:



Unveiling Our Identity and Values

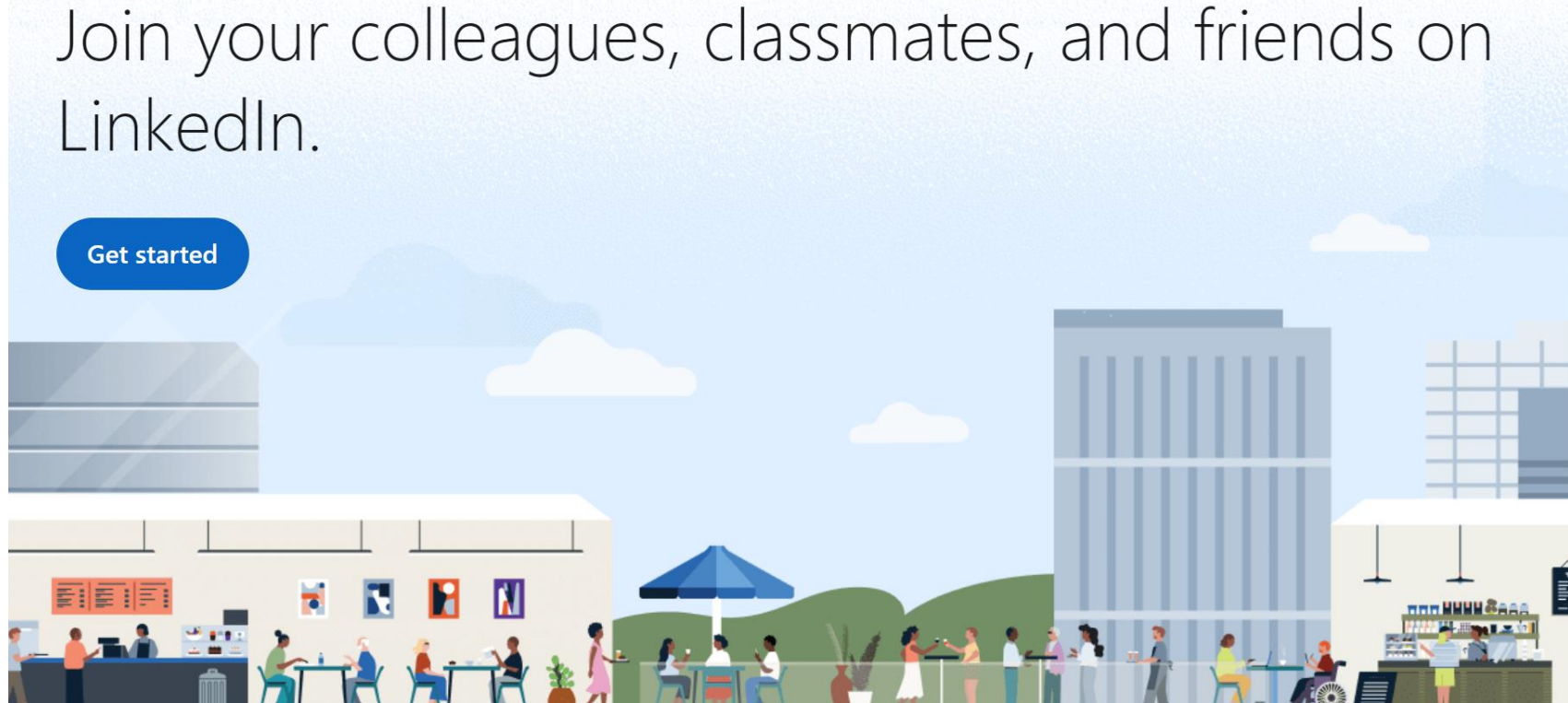
Igniting Brilliance: Pioneering Education for Asia-Pacific Innovators

Greetings from the heart of innovation in New Zealand! We're not just a company – we're the catalyst that propels business executives and entrepreneurs across the Asia-Pacific into the stratosphere of success.

At our core, we're agents of transformation. We've harnessed innovation to craft a one-of-a-kind platform that delivers premium, accessible, and convenient continuing education. We're your beacon of empowerment, lighting up your path towards accelerated growth, unrivaled achievements, and triumphs that resonate across industries.

Source: <https://chat.openai.com>

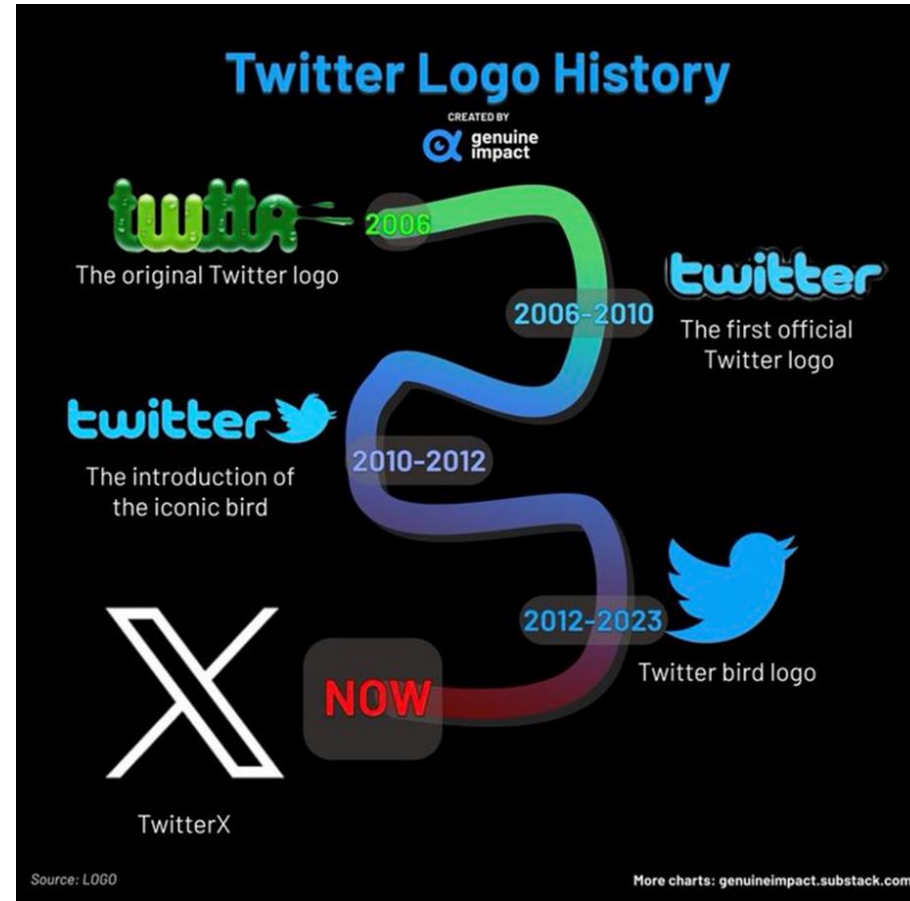
Increase Your Visibility and Impact on LinkedIn



LinkedIn is an essential platform for businesses to have a presence on because of the vast number of decision-makers you can meet, and its opportunities for increasing visibility and impact.

Source: <https://www.linkedin.com/> and <https://kathrynevans.net/linkedin-marketing-strategy/5-goals-to-increase-your-visibility-and-impact-on-linkedin-for-2022/>

Use Social Media to Build Your Brand



Maximizing Business Visibility and Impact

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Global Centre for Lifelong Education, Presence on LinkedIn



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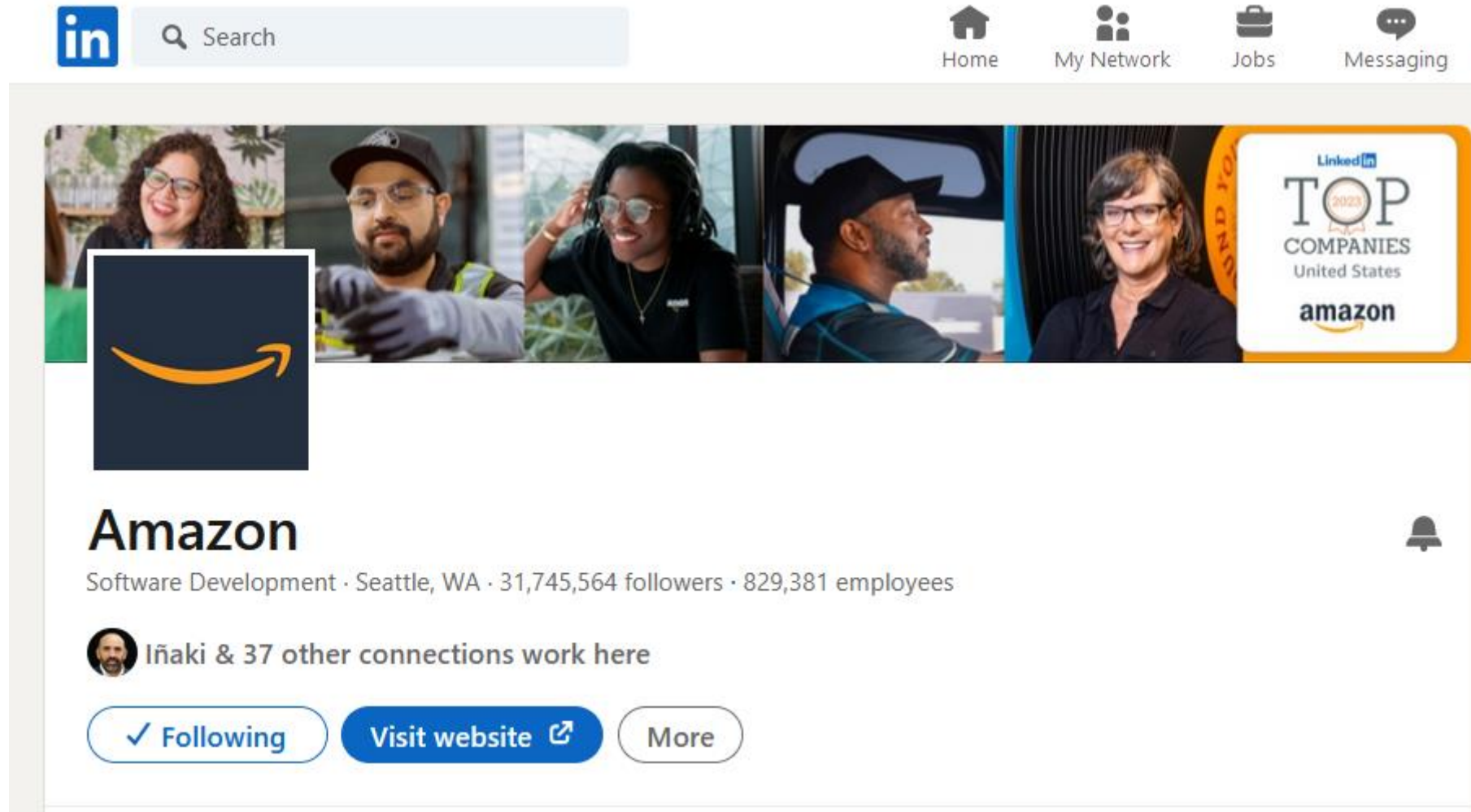
Source: <https://www.linkedin.com>

Global Centre for Executive Education, Presence on LinkedIn



Source: <https://www.linkedin.com/company/global-centre-for-lifelong-education/>

Amazon, Presence on LinkedIn



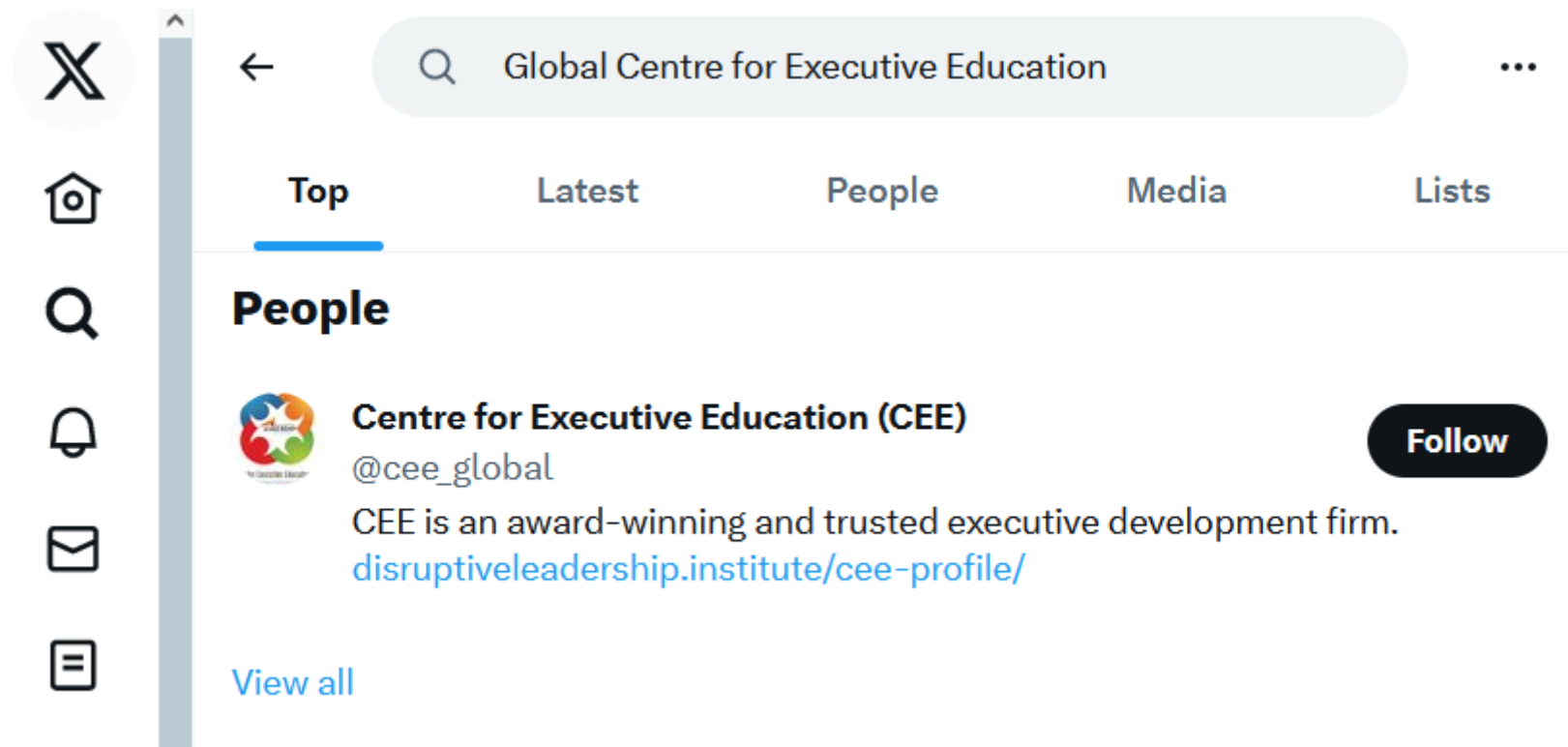
Source: <https://www.linkedin.com/company/amazon/>

Global Centre for Lifelong Education, Presence on Twitter



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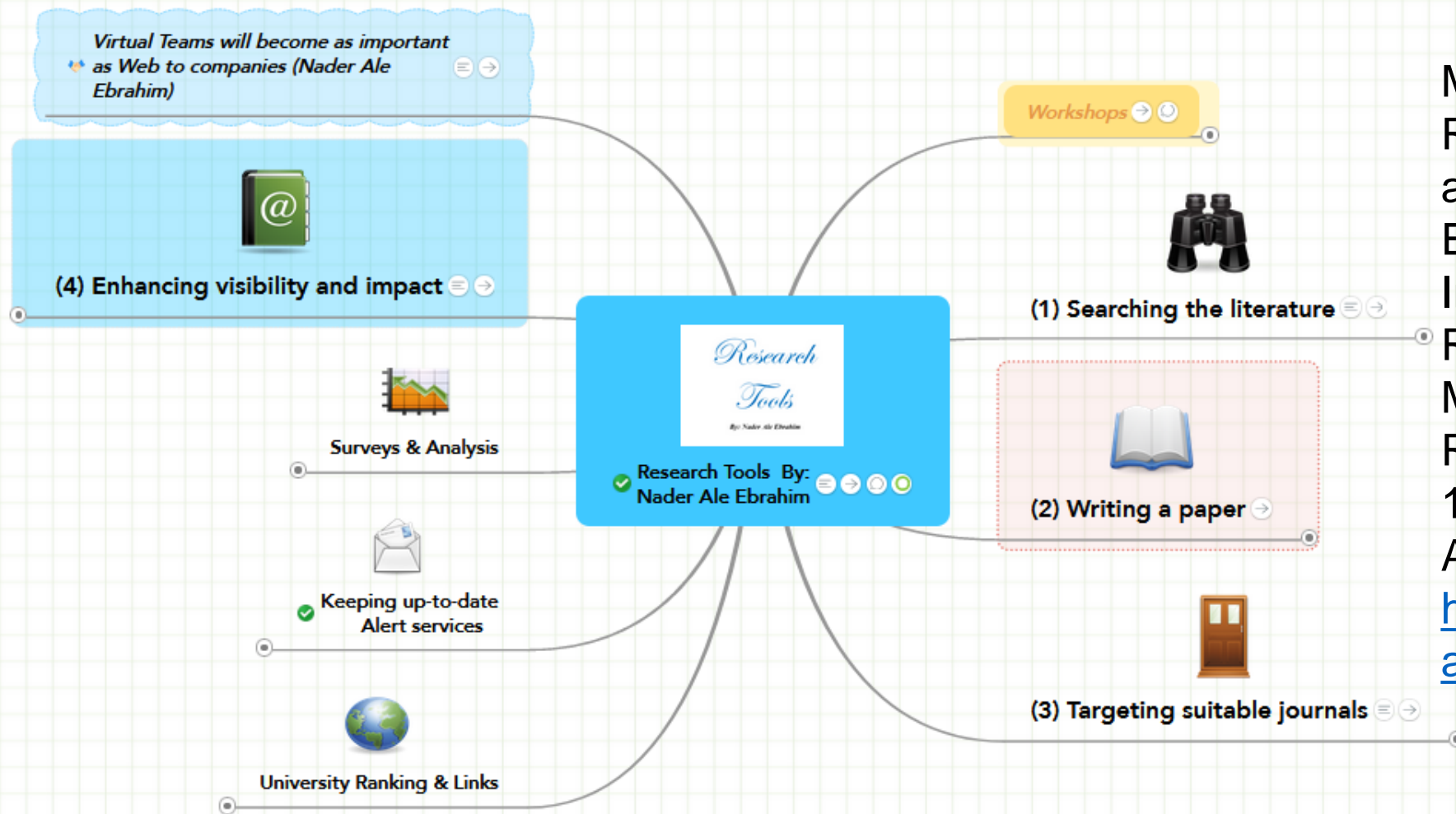
Maximizing Business Visibility and Impact

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Supplement slides

Research Tools Box (Mind Map)



More info about the Research Tools is available at: Ale Ebrahim, Nader, Introduction to the Research Tools Mind Map (June 14, 2013). Research World, Vol. 10, No. 4, pp. 1-3, Available at SSRN: <https://ssrn.com/abstract=2280007>

Source: <https://www.mindmeister.com/39583892/research-tools-by-nader-ale-ebrahim?fullscreen=1#>

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Research Tools Box

Dr. Nader Ale Ebrahim has collected these sporadic tools under one roof in a collection named “Research Tool Box”. The toolbox contains over 720 tools so far, classified in 4 main categories: Literature-review, Writing a paper, Targeting suitable journals, as well as Enhancing visibility and impact factors.

Source: <https://guides.library.illinois.edu/biomedresearch/home>

Introduction to: Research Tools for Literature Search, Paper Writing, Journal Selection, and Disseminating Your Research

Nader Ale Ebrahim, PhD
Research Visibility and Impact Consultant

 [@aleebrahim](https://www.instagram.com/aleebrahim)

 aleebrahim@gmail.com

 [@aleebrahim](https://twitter.com/aleebrahim)

 <https://orcid.org/0000-0001-7091-4439>
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Source: <https://libguides.iyte.edu.tr/c.php?g=709014&p=5114258>

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RESEARCH VISIBILITY AND ITS IMPACT ON UNIVERSITY RANKING

By Dr. Nader Ale Ebrahim

Research Visibility and Impact consultant

OBJECTIVES

- I. To increase the published paper's visibility, accessibility
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- III. To rise citations of your publications
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وزارة التعليم العالي والبحث العلمي
مكتب وكيل الوزارة لشؤون البحث العلمي

فريق تطوير مهارات البحث والنشر العلمي

وزارة التعليم العالي
والبحث العلمي



من أجل تطوير مهارات التدريسيين في البحث العلمي والنشر العالمي الرصين يقيم فريق تطوير مهارات البحث والنشر العلمي في مكتب وكيل الوزارة لشؤون البحث العلمي منهجاً متخصصاً خطوة خطوة خاصة بـ **مهارات البحث وزيادة الاستشهادات** يلقيه الخبير

الأستاذ الدكتور نادر آل إبراهيم

Researcher Branding -Networking

18th Feb- 8th April 2023

Each Saturday 8:00PM-10:00PM

Prof Dr Nader Ale Ebrahim

zoom

Meeting ID 953 7031 7771

Password 684752

| No. | Research Visibility, Main topic | Research Visibility, Sub-topic | Link to Reference |
|-----|-------------------------------------|---|---|
| 1 | Part 1 - Research Branding | Introduction and the webinar series objectives | Motivation, International university rankings, Measuring researcher's impact. |
| 2 | | Researcher Branding - Building a Researcher Profile Database | Top tips to make a researcher's article discoverable, Author name's variations, Use a standardized institutional affiliation, Author's subject area, Select a research brand name. |
| 3 | | Researcher Branding – Online CV/Profile | Why should I care about my online presence?, Examples of online profiles, Transparent Ranking, Create Google Scholar online profile, Create ORCID profile, Scopus Author Identifier. |
| 4 | | Researcher Branding – Networking | How is the Altmetrics score calculated?, Academic social media ResearchGate and Academia.edu , LinkedIn for researchers, Use Twitter for academic research. |
| 5 | Part 2 - Visibility of the Research | Boosting the Visibility of the Research - Make a Paper ID | Creating your own library, Preparing a paper for online archiving, Understanding your rights, Publishers, and copyright, Preprint version vs. publisher's version |
| 6 | | Boosting the Visibility of the Research - Online Repository | Publications repository effect, Article views and downloads, Deposit articles without DOI in Zenodo, Deposit articles in SSRN, Deposit articles in other repositories. |
| 7 | | Boosting the Visibility of the Research - Document Publishing | Making all your scholarly outputs available online, Data sharing, Enhancing your profile with images, Audio slides, and video, Depositing unpublished and white papers, Deposit documents on “Cloud Storage”, and Publishing an online book (E-book Publishing). |
| 8 | | Boosting the Visibility of the Research - Citation Tracking | The importance of citation tracking, Citation tracking tools, Create a Google alert, Monitor the impact of social media, E-mail marketing, Create a citation CV. |



Thank you


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Research Visibility and Impact Consultant

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My Recent Publications

1. Sorooshian, S., Jamali, S. M., & Ale Ebrahim, N. (2023). Performance of the decision-making trial and evaluation laboratory [Review]. AIMS Mathematics, 8(3), 7490-7514. <https://doi.org/10.3934/math.2023376>
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9. Saberi, A., Kargaran, S., Shahri, M. H., Ghorbani, Z., Jamali, S. M., & Ale Ebrahim, N. (2022). Patterns of publications in Social Media-Based Co-Creation: A bibliometric analysis. VINE Journal of Information and Knowledge Management Systems, Vol. ahead-of-print doi: <https://doi.org/10.1108/VJIKMS-09-2021-0222>
10. Ghavibazou, E., Hosseinian, S., kivi, H. G., & Ale Ebrahim, N. (2022). Narrative therapy, Applications, and Outcomes: A Systematic Review. Journal of Preventive Counselling (JPC), 2(4). <http://ssrn.com/abstract=4119920>

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1. Ale Ebrahim, Nader and Gholizadeh, Hossein and Lugmayr, Artur, Maximized Research Impact: An Effective Strategies for Increasing Citations (December 15, 2017). Managing and Leading Creative Universities – Foundations of Successful Science Management: A Hands-On Guide for (Future) Academics (pp. 29-51). Tampere, Finland: International Ambient Media Association (iAMEA); ISBN 978-952-7023-16-7, Available at SSRN: <https://ssrn.com/abstract=3101575>
2. Bong, Yiibonn and Ale Ebrahim, Nader, Increasing Visibility and Enhancing Impact of Research (April 24, 2017). Asia Research News 2017. Available at SSRN: <https://ssrn.com/abstract=2959952>
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