

findable not famous/

building a research presence people
and search engines can actually locate

Madeline Burchard

Sep. 23, 2026

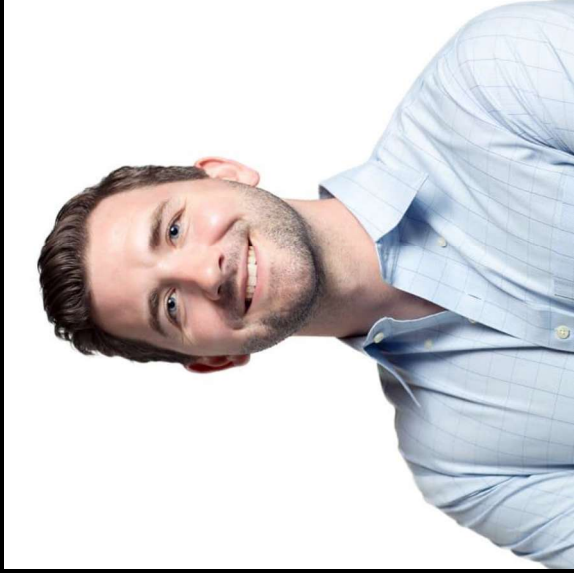
if nobody can find it, did it
happen?/

at least, did it happen to the people deciding who gets
the next invitation or the next collaboration?



alleninstitute/

half of StemDev attendees are invisible online/



“When we were looking for early career researchers to invite to the StemDev conference, I noticed that some people I already knew would be good fits were not coming up in my keyword searches.

Other people, when I went to do background research on their work, I couldn’t find anything including not finding them on their lab website and not finding information about what they were working on.”

**gideon dunster/
StemDev conference organizer**

so how do you get found/



give search and AI
engines something
they can **see** and **find**



what to focus on first/

ORCID and Google
Scholar profiles

bios

your institutional
or lab page

social posts



existing isn't the same as ranking/

Search likes:

Recency – Regularly updated.

Consistency - Same name and affiliation everywhere.

Crosslinks - Credible places point back to you.

A static lab page loses to one that gets updated routinely and linked to and from.



open research and contributor id/

Referred to as ORCID

Personal identifier for researchers

Name change friendly

Automatically updates once connected and set up

Journal articles, grants, education history, featured works



A screenshot of a research article page from the journal 'Cell Systems'. The article title is 'Plasma proteins are integral to cross-tissue gene regulatory networks implicated in cardiometabolic disorders and coronary artery disease'. The authors listed are Sean Bankier, Husain Talukdar, Mariyam Khan, Jason C. Kovacic, and Tom Michael. A pop-up window is open over the article, displaying the profile of Johan L.M. Björkegren, who is identified as the corresponding author. In this pop-up, his ORCID iD is highlighted with a red rectangular box. The pop-up also shows his affiliation with the Department of Medicine at Karolinska Institutet and provides an email address for correspondence. The background of the article page shows navigation links like 'This journal', 'Journals', 'Publish', 'News & events', and 'About Cell Press', along with a date 'Online now, 101735, September 16, 2026' and an 'Open Access' label.

google scholar/

Less accurate than ORCID

Helps Google understand
your scientific authority

Impacts your knowledge
panel





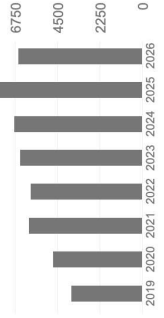
Ed Lein
Investigator, Director Human Cell Types Program, Allen Institute for Brain Science
Verified email at alleninstitute.org
Neuroscience genomics

FOLLOWING

TITLE	CITED BY	YEAR
A robust and high-throughput Cre reporting and characterization system for the whole mouse brain L. Madisen, TA Zwingman, SM Sunkin, SW Oh, HA Zariwala, H Gu, LL Ng, ... Nature neuroscience 13 (1), 133-140	8086	2010
Genome-wide atlas of gene expression in the adult mouse brain ES Lein, MJ Hawrylycz, N Ao, M Ayres, A Bensinger, A Bernard, AF Boe, ... Nature 445 (7124), 168-176	6906	2007
An anatomically comprehensive atlas of the adult human brain transcriptome MJ Hawrylycz, ES Lein, AL Gullisozel-Bongaarts, EH Shen, L Ng, JA Miller, ... Nature 489 (7416), 391-399	3907	2012
The human cell atlas A Regev, SA Teichmann, ES Lander, I Amit, C Benoit, E Birney, ... eLife 6, e27041	3099	2017
The complete genome sequence of a Neanderthal from the Altai Mountains K Prüfer, F Racimo, N Patterson, F Jay, S Sankararaman, S Sawyer, ... Nature 505 (7481), 43-49	2422	2014
Functional organization of the hippocampal longitudinal axis BA Strange, MP Witter, ES Lein, EI Moser Nature reviews neuroscience 15 (10), 655-669	2307	2014

GET MY OWN PROFILE

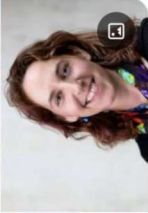
Cited by	VIEW ALL
Since 2021	39971
All	62811
Citations	85
h-index	74
i10-index	161



Public access	VIEW ALL
4 articles	177 articles
not available	available

Based on funding mandates

Susan Kaech
Immunologist



Source: NOMIS Foundation

Susan Kaech
NOMIS Center for Immunobiology and Microbial Pathogenesis
▶ 5:10



YouTube • Salk Institute
From Then to When | Meet Salk Scientists | Susan Kaech
Susan Kaech is professor and director of the NOMIS Center for Immunobiology and...
Nov 18, 2024

H-index
98

Education
University of Washington



Salk Institute
Susan Kaech, PhD - Salk Institute



orcid and google scholar/

Update once a year:

If possible, use the name, title, and affiliation you use in press releases, lab pages, etc.

Inconsistencies make AI engines confused.

Use a personal email address, not an institutional address.

Link to your lab page!

 https://orcid.org/0000-0002-0326-5878   	  	  	  	  	  	  	  
  	  	  	  	  	  	  	  

institutional or lab page/

Could be university hosted or separate. Both is ideal.

Link to this everywhere and link out to your other properties.



Ping!ay
Lab

Science People Fun Contact

augmenting
genomes



We are a group of **biological linkers** at the intersection of synthetic genomics, genome engineering, single-cell sequencing and *de novo* design.

We aim to construct improved disease models, elucidate the mechanisms of gene regulation, probe the limits of genome structure and encode novel functionalities into cells for applications in biological production, cell therapy and biological recording.

Our focus areas include:

1. Synthetic genomics to study mammalian gene regulation
2. Mammalian genome rearrangements and minimal genomes
3. Genome writing as a platform for cellular engineering
4. Designing, Building, Testing, and Learning from Synthetic Genomes

A diagram showing various research areas: Organism 'light' recorders, Your blue sky idea here, Genome engineering, Single-cell sequencing, Disease models, Gene regulation, and Therapeutic cell engineering.

Genome sciences
UNIVERSITY OF WASHINGTON

BROTMAN BATY
INSTITUTE

Seattle Hub
for SYNTHETIC BIOLOGY



eninstitute/ea

eninstitute/ea

eninstitute/ea

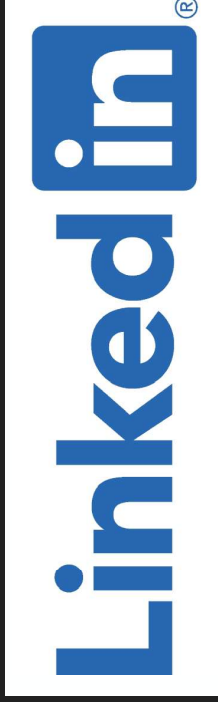
eninstitute/ea

social/

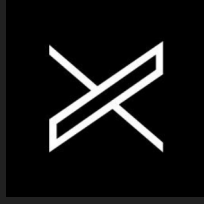
minimum viable presence

pick one, ideally two/

at the minimum



pick one and park your
handle on the other



extra credit



but what do i post?/

Content is everywhere.

new papers

Break down a paper you just published.

Talks & conferences

where you'll be, takeaways

the origin story

Why you chose this research question in the first place.

people updates

New people, people leaving, promotions, team bonding

science in action

Updates showing the process

opportunities

Grant announcements, open positions



but what do i post?/



Katie Wilkinson • 1st
Professor of Biological Sciences at San Jose State University
9mo • 6

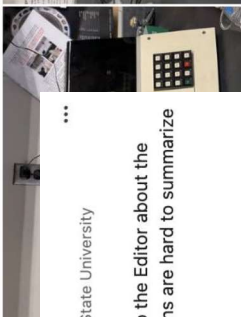
I think this year's Christmas in the Park [San José State University](#) Neurophysiology Lab tree is our best yet. The lab mice were hard at work making muscle spindle ornaments and decorating away.




1/4

Katie Wilkinson • 1st
Professor of Biological Sciences at San Jose State University
5mo • 6

It is the end of an era - we are saying goodbye to our [Sutter Instrument](#) P-80 puller for a brand new P-1000. It may hold the record for longest lived puller. It's heading back to Sutter in exchange for a very nice discount. I'm grateful that [Sally Veregge](#) handed this down to me, along with lots of other goodies when I started.



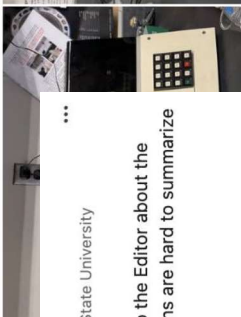
Katie Wilkinson • 1st
Professor of Biological Sciences at San Jose State University
6mo • 6

I had a wonderful time at the [Society of General Physiologists](#) EpIC meeting at UC Davis. I learned a lot of cool things about ion channels, got a very Davis t shirt, saw lots of collaborators and friends, but best of all got to see [San José State University](#) Wilkinson lab alumni and now Griffith lab members [Serena Ortiz](#) and [Mulatwa Halle!](#) Thanks to [Jorge E. Contreras](#), [Theanne Griffith](#) and all the organizers for putting on a great meeting.




Katie Wilkinson • 1st
Professor of Biological Sciences at San Jose State University
1yr • Edited • 6

Today's San Jose Mercury News has my Letter to the Editor about the disastrous proposed cuts to NIH. The ramifications are hard to summarize in <150 words, but here's my attempt.
<https://lnkd.in/g4-NHnua>



Rui Costa • 1st
President and CEO, Allen Institute
1yr • 6

Mental health is health. As a neuroscientist, a leader, and an optimist, I'm proud of the progress happening at the [Allen Institute](#) and around the world that is helping pave the way to new treatments and a... more



If you want to try your hand at writing a letter to the editor or OpEd, reach out and I'm happy to help edit or share resources. A good starting point is the OpEd Project (<https://lnkd.in/gaV5qcPy>)

Letters to the editor

NIH funding cut could kill medical research

Re: "Judge temporarily blocks Trump move to cut NIH funding" (Page A1, Feb. 11).

Thankfully courts have paused, for now, the National Institutes of Health's (NIH) attempt to immediately slash the amount of money given to re-

America's health is not wasteful spending.

— *Katherine Wilkinson*
Professor of Biological Sciences
SJSU, San Jose

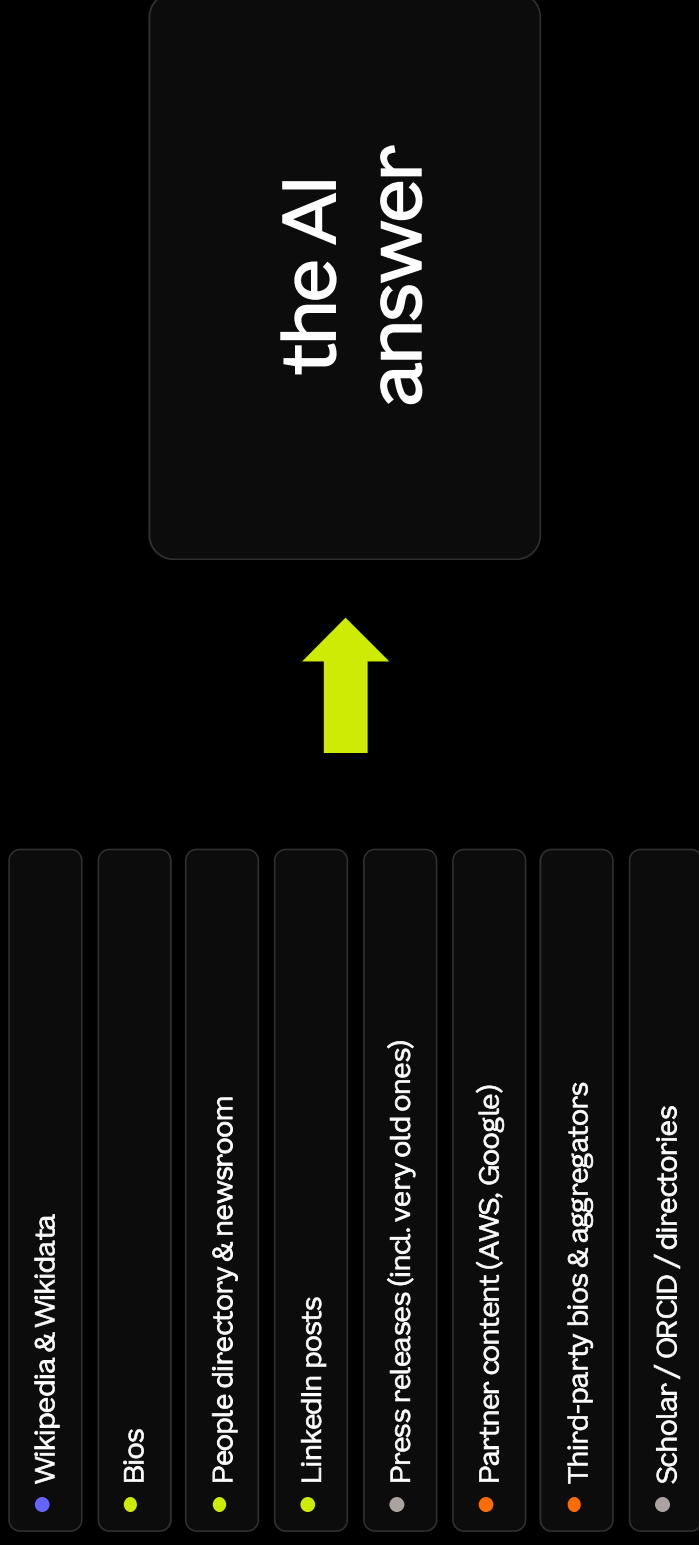
USAID a poor target for cutting spending

Re: "USAID is vital to our national interest as well" (Page A6,

aeo/

Love it or hate it, AI is becoming the new search engine

About **a dozen pages** control your answer engine presence



house rules/



Disagreement online is normal. You don't owe anyone a response, and you're allowed to disengage.

Be clear when you're speaking as yourself versus for your lab or institution.

Anything career-sensitive: run it past your comms office or a trusted colleague first.

The point is to build credibility, so don't post anything that spends it.

minimum viable presence/

An updated lab or institutional profile

A complete ORCID

One active platform where you post occasionally and keep the bio current



your homework/

Write a list of keywords related to your research

Draft a 2-3 sentence summary of your research using your keywords

Update your LinkedIn, Google Scholar profile, and ORCID

Post about being at this conference.

Review your active biographies for accuracy and staleness



questions/

madeline.burchard@alleninstitute.org

thank you

allen institute/

