☛ **1. Keyword depth and breadth.** Specialised keywords are at the pointed lower end of the inverted triangle. General keywords are at the broad top end of the triangle. The general-to-specific scale correlates with the frequency of use of a scientific keyword. Depth and breadth of a keyword are not intrinsic qualities, but rather depend on the frequency of use of these words in the journal that publishes the paper. For example, the reader of *Science* may consider "nanopattern" very specific, yet the reader of the *Journal of Advanced Materials* will find it quite generic. The reader's knowledge also influences the perception of keyword levels: the less knowledgeable the reader is, the more the general keywords will seem specific, and vice versa.

network) are useful to describe the domain or the type of your work/paper, but they have very little differentiating power precisely because they frequently appear in titles. They do not help to place your title at the top of the reader's list. Intermediate keywords are better at differentiating. They are usually associated with methods common to several fields of research (*fast Fourier transform, clustering, microarray*) or to large subdomains (*fingerprint recognition*). But, for maximum differentiation, specific keywords are unbeatable (*hypersurface, hop-count localisation, nonalternative spliced genes*). For a given journal, or for domain experts, the category of a keyword is well defined. It changes from journal to journal, or from experts to nonexperts.

Make sure your title has keywords at more than one level of the triangle. If too specific, your title will only be found by a handful of experts in your field; it will also discourage readers with a sizeable knowledge gap. If too general, your title will not be found by experts. The keyword choice decision is yours. Be wise.