Research project page

A large and important part of our web profile is made up by research projects. However, the quality of presenting these research projects on the faculty website varies greatly. Additionally we need to update our research project pages in preparation of the new website, planned for 2015. These guidelines will help set standards.

**Title**
Every research project needs a title. Title should be short but concise.

**Short abstract**
One line abstract that functions as a teaser to read on after “read more”.

**Images with captions**
Every research project page has at least one image that will function as a teaser (like the title and abstract) to entice people to read on.

Images are a major part of our web presence. A picture with every other paragraph is preferred. Captions of images are often better read then the body text, so make them count.

Pictures should be of high quality, in focus and of descent size.

**Research question**
State the main research question of the Research project. Again be short and concise.

**Duration**
When was the project started and when is it projected to end (years rather the months).

**Relations with other projects**
Optional: Research projects often have relations with other projects. Name relations and provide links to these projects and institutions.

**Funding**
Provide details on funding + links

**Partners**
Research is often done with partner institutions and groups. Names + link

**Keywords**
Provide 2-6 keywords that will help people find your research.

**Main contact**
Provide name and contact info of main researcher of the project

**Researchers list**
Name other researchers that are part of this project and link to their page where their publications can be found

**Project description**
This is the main body of text for this page type.

Describe the project. Make it snappy: divide the text in clear paragraphs (of 1-4 lines) and use concise headings in order to produce a well ordered text which is scannable, 79% of web users scan rather than read.

Suggested structure:
1. Social relevance
2. Scientific relevance
   Target Audience: General public
3. Why Leiden University?
   Expertise, Staff & Appliances
   Target audience: Journalists, Informed public
4. Material & Methods
   Target audience: Peers
5. Results & Conclusions
   When the project has evolved to that stage
6. Follow-up
   What will be done with the findings? Further research?

Provide links to partners, institutions, projects and people mentioned in the text.

**Tips for writing on the web**

**Links and Social networks**
Optional: provide relevant links and social media for this research project.
Research facility page

As an research University an important part of UL are its research facilities. Think of specialist labs and appliances. However, the quality of presenting these facilities on the faculty website varies greatly. Additionally we need to update our research facility pages in preparation of the new website, planned for 2015. These guidelines will help set standards.

**Name facility**
Every research facility needs has a name keep it short but concise.

**Organisation**
Who owns this research facility

**Main contact**
Provide name and contact info

**Location**
Location of facility

**Keywords**
Provide 2-6 keywords that will help people find your facility

**Images with captions**
Every research facility page has at least one image that will function as a teaser (like the title and abstract) to entice people to read on.

Images are a major part of our web presence. A picture with every other paragraph is preferred. Captions of images are often better read then the body text, so make them count

Pictures should be of high quality, in focus and of descent size.

**Research facility description**
This is the main body of text for this page type.

Describe the facility. Make it snappy: divide the text in clear paragraphs (of 1-4 lines) and use concise headings in order to produce a well ordered text which is scannable, 79% of web users scan rather than read.

Suggested structure:

1. **Social relevance**
   Target Audience: General public
2. **Scientific relevance**
3. **Why Leiden University?**
   Expertise, Staff & Projects
   Target audience: Journalists, Informed public
4. **Material & Methods**
   Target audience: Peers
   Include list of appliances. List only the necessary technical specifications. Include detailed specifications with pdf or product website.

Provide links to partners, institutions, projects and people mentioned in the text.

**Tips for writing on the web**

**Application**
What does it do? (enhance with examples)

**Availability**
To who is this facility available?

**Terms of use**
Including costs and intellectual property issues when applicable.

**Support**
What type of technical support is present? Manuals, instructions, instruction video’s etc.

**Links and Social networks**
Optional: provide relevant links and social media for this research facility.