Making the most of your webpages

A professional webpage and a project webpage/website help you to ensure that anyone interested in your work can find it in one place. Funders require that the projects they support have a life after the end of the funding, and a website provides a low-maintenance way of achieving this.

If you are editing pages on the University website, you can find guidance and information on training sessions here.

University Profile Page

This will probably be the top Google search result for your name and is likely to be the first port of call for anyone looking to find out more about your research. It is crucial that they are able to find quickly and easily the relevant information on your research projects, their findings and your public engagement activities.

Although you are limited by the standard format of the University's web templates, there are a number of basic ways you can enhance your profile.

Keep it short

Limit yourself to 1 paragraph for your biography and 1-2 short paragraphs for your research interests. You can go into more depth by creating sub-pages and linking to them from your main profile page. After this, you could include a list of things such as publications, grants, impact projects etc.

Keep it simple

Write as though you are explaining your work to another academic who is not in your discipline; summarize some projects that you've most recently worked on (or for which you're particularly well known).

Keep it clear

Don't be afraid to use bullet points or bold text to highlight key words or achievements.

Make it attractive

Use pictures to break up the text - book covers or pictures from impact events are ideal.

Link it up

Create prominent links to your social media accounts, project websites, blogs etc.

Link it up (again)

In your list of publications always include a link to your articles (Open Access where possible) or, where copyright allows, attach a PDF

Project Webpage or Website

The question of your project's web presence should be addressed at the outset and, where relevant, factored into your funding proposal. It is important to consider **what** kind of information you want to make available, **who** your intended audience(s) are, and **how** you want them to engage with your research.

Webpage

If your aim is to provide basic information on the project for a primarily academic audience, then a webpage under your Department's or Centre's homepage is probably the most appropriate solution. This can be set up easily by contacting your Departmental Administrator or Secretary. The same guidelines as your individual webpage apply - keep it succinct, attractive and connected.

Website

Setting up a dedicated project website can be helpful if:

- You intend to share a lot of information (e.g. uploading multiple documents and/or images)

- You want more flexibility in terms of design than a standard Sitebuilder page can offer

- You would like to do something more complicated than providing information

- You would like to encourage more interaction with a broader public
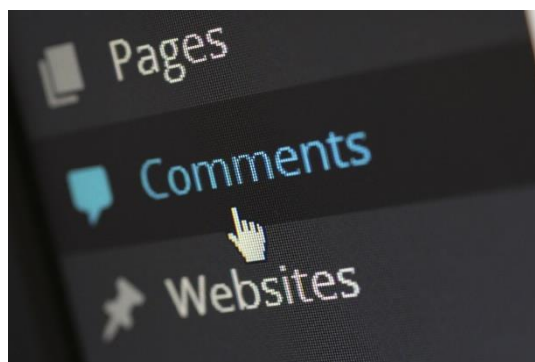
There is no one-size-fits-all template, as each project will have unique information and audiences. If your website forms part of your impact plans, it is important that you speak to you Research Impact Manager in the first instance, who will be able to take you through a variety of options, advise on the resource implications (human and financial) and suggest how the website design and content can be developed to maximise public engagement with your research. You may also need to consider GDPR.

You can find inspiration by looking at UKRI-funded projects on the ['Gateway to Research'](#) pages. Search for a keyword by subject area (e.g. Classics) or project type (e.g. archive) and click on any projects that sound interesting! Not every project has a website but, where they are available, they can be found under the 'Outcomes' tab. I would

encourage you to play around with these sites to see what you think works and would be suitable for your own project.

Organising your research publications online

Why you should do it:
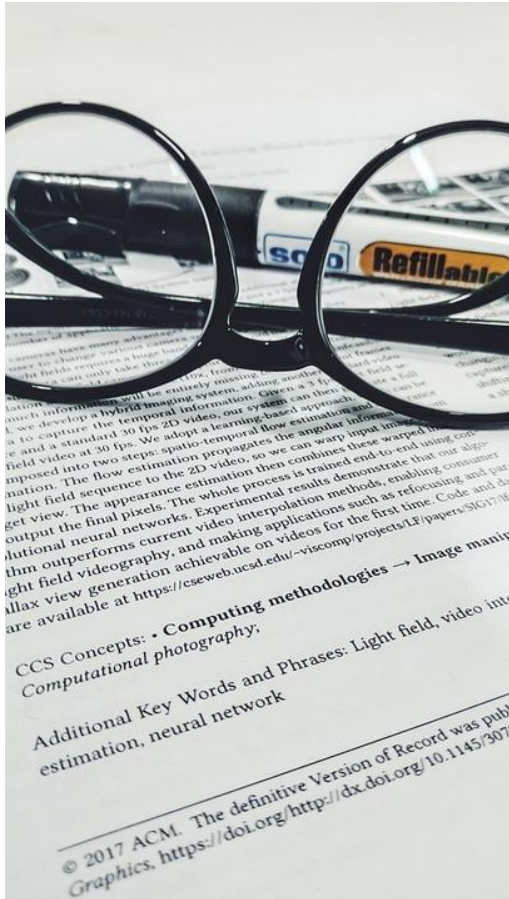
By making your publications accessible online, you can increase the scope of the reading public for your work. Increasing the number of people who are aware of and have access to your research expands the potential for your research to have impact outside of academia. This in turn has the potential to lead to opportunities for research partnerships and collaborations, improve the quality or breadth of your research, and potentially increase research income.

Remember: If you are submitting an article for the output section of REF, it will need to be open access. Find out more here.

Online Publication Options

Warwick Research Archive Portal (WRAP): contains full text only of articles and dissertations, and some books and book chapters depending on copyright restrictions. Open access. Submissions to WRAP can be made online or by emailing http://wrap.warwick.ac.uk/.

Mendeley: online reference management system that allows you to collect and save bibliographic and full text PDFs you find on the web. It also provides stats on readership and reading trends so you can see what topics and articles other researchers in your area are looking at. It also has a function where you can track how many people are reading and downloading your own research.

Zotero: online reference management system functioning in much the same way as Mendeley. You can also include your own works in your library which will increase the chances of them getting picked up by other researchers. Zotero also has a group function which facilitates collaborative research by allowing you to share articles with other researchers in your group.