Guidelines for academic keywords

Keywords in general

- Keywords give visitors at a glance an impression of the broader context the page is located in.
- Keywords provide a link to a search engine results page. This enables visitors to quickly find other pages with the same keyword.
- Keywords on your profile page indicate your scientific expertise. Using the search function, they serve as a so-called expert finder.

Guidelines for academic keywords on profile pages

To enable the keyword system to function effectively, you need to consider a number of guidelines and requirements when choosing keywords.

1. **Dutch and English**

Choose Dutch keywords for the Dutch page and English keywords for the English page. The university uses British English spelling.

2. **Limit the number of keywords**

The guideline for profile pages is a maximum of 5 to 7 keywords, with a balance between general and specific keywords and between specialist terms and layman's terms.
Not every conceivable subject needs to be expressed with a keyword. The main point is for the most important terms to be prominently visible in the website and in the search function. Other terms can be used in the scrolling text so that the core message is not obscured.

3. **Choose general and specific**

Make sure you can be found, both in your general field of study and in your own specific area of expertise or research. Try to choose as many general and common terms as possible that are also understandable to laymen such as journalists.

4. **Keep it short**

A keyword consists of one or more words, such as:
- biology
- European law
- philosophy of science

5. **Divide up combined terms**

If several related terms are relevant, use separate keywords for them.

For example:

Not:	But:
• family and juvenile law	• family law • juvenile law
Not:	But:
• aggressive and antisocial behaviour	• aggressive behaviour • antisocial behaviour

This does mean that more keywords may be needed. In that case, guideline 4 takes precedence over guideline 1.

6. Do not use punctuation marks

Do not use punctuation marks in the keywords unless it is unavoidable.

7. Do not use abbreviations

Not:	But:
• UN	• United Nations
Not:	But:
• ECHR	European Convention for the Protection of Human Rights

An exception should be made for terms for which the abbreviation is more common than the full name, such as DNA or ADHD. In that case, the abbreviated form is preferable.

8. Academic keywords always relate to academic expertise

Use academic keywords solely for their intended purpose, which is to refer to academic expertise, subjects or disciplines. This does not include the names of prizes, conferences, societies or the like.

9. Capitalisation: not necessary

In order to prevent double entries, all keywords are entered in the system entirely in lower-case letters and displayed on the website entirely in upper-case letters. So you do not need to consider capitalisation when choosing your keywords.