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# Research project page

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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 than the body text**, so make them count

Pictures should be of high quality, in focus and of decent 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 m 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.

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# Research facility page

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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**
2. **Scientific relevance**

Target Audience: General public

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.