

# 10 tips...

## for creating a successful research web site



1. When choosing a project name, use a unique acronym instead of a real word: it will be much easier to find in search engines.
2. List partners on the public pages, with name, logo, description and web site address, and make sure partners all link to the project. High quality 'back-links' are important in ensuring a good ranking with the search engines.
3. Spread the word: if it's a multi-national project, then have the public pages translated. The partners can help you with this.
4. Take time to get good quality, relevant images from the project partners – research projects are by their nature complex and a picture tells a thousand words.
5. Make sure you have the owner's permission to publish any images – it may be a top secret process!
6. Provide a secure area where partners can upload and share information for each work package.
7. The funding administrators need to see project reports and details of expenditure, but they do not need to see the internal documents of each work package. Share information on a "need to know" basis by restricting access to certain areas.
8. Dissemination is an important part of each project, so give visitors a space to download information about the project, but make sure their contact details are captured when doing so.
9. Post videos about the project on YouTube. A link to YouTube material can be embedded in the project website.
10. Use LinkedIn, Twitter, Facebook and RSS to promote the project and its website. Online announcements and tweets are another great way to share links to the website, and to get it noticed and indexed by Google and other search engines.



Want to know how?

Contact Paul Bromby at PDC Internet Solutions

**PDC Offers all this in a very cost-effective package, and has extensive experience of research projects.**

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Take a look at our website for all the latest things PDC have done and what we could do for you.