

Guide to
better personal web creation

TOP TEN (+1) TIPS

1. Your department/personal Website is your digital identity: if it is complete and well-done will show that the author is responsible and professional, on the other hand, if it is a forgotten, out-of-date and awful Website, it will show the contrary.

2. The main purpose of a departmental/personal Website is to create a place where you can connect to the world and where the world can learn about yourself, your activities, your research, your interests... try to always include the information would you like to find in a Website of this kind.

3. Always include in the Website as much information and content as possible. Only include professional information, not private, nor anything too personal. Multimedia content is always welcomed.

4. Never be afraid to link: link to other partners, other departments, blogs, resources, contents in the KSU Repository, interesting websites, bibliography...

5. Your own personal Website should include information about yourself (name, position, studies, awards, membership, interests and a clear picture), your research and work, a list of publications, contact information and a complete CV.

6. Your department/research group Website should include information about the group (name, adscription, faculty, projects...), all the staff and relevant students, objectives, research activities and publications, contact information and location.

7. Bear in mind advice about usability and SEO, and always create as many pages as you need: better one webpage for each content accessible via a menu than a large page that requires the user to scroll.

8. Upload all the documents and publications to the KSU Repository and in your Website only include some information about the document and a link to its location in the Repository.

9. Update all your contents: choose a day of the week to update your content and to have your Website looking good.

10. Do a *benchmark survey* and see the Websites of the best departments and researchers around the world. Try to use the best characteristics you see in your Website.

11. (*and, sorry, try to write in English*)

