

# WORDPRESS FOR RESEARCH WEBSITES

**CONNECTING** RESEARCH



Overview and process for requesting a site  
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## OVERVIEW

The Research Communications team manages a platform of WordPress websites which enables researchers to build and manage their own websites for communications purposes

We chose WordPress for the system because it is widely used, relatively simple, and there is plenty of online support

The platform is fully supported by DTS and hosted on the University servers

The platform is a templated system which provides the functionality needed by most research projects and programmes

All sites use the same 'research-reading' theme – and there is plenty of scope to design the site as you wish using the plug-ins we provide

**Note:** The WordPress websites are not intended to duplicate Departmental content that belongs on the main University website. Nor can we provide individual websites for individual researchers.

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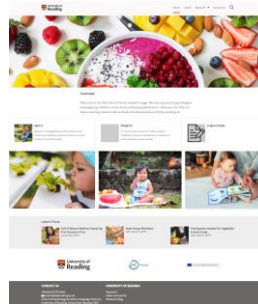
## TEMPLATED SYSTEM

- Fully supported by DTS (Academic Computing Team) and hosted on the University servers
- Free of charge (unless complex development work needed for specific functionality)
- Secure
- Compliant with accessibility legislation
- Uses Reading URLs – good for search-engine optimisation
- Light-touch branding (partner branding possible)
- Flexible, with a wide range of free plug-ins approved by DTS
- Easy to use, with plenty of tutorials and guides available online
- Self-managed by the researcher

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## WORDPRESS FOR RESEARCH



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## EXAMPLE SITES

- <https://research.reading.ac.uk/autism/>
- <https://research.reading.ac.uk/silchester/>
- <https://research.reading.ac.uk/centre-for-book-cultures-and-publishing/>
- <https://research.reading.ac.uk/bees>
- <https://research.reading.ac.uk/engagement-and-impact/>
- <https://research.reading.ac.uk/global-development/> (research news site for the Global Development Division)

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## PROCESS FOR REQUESTING A SITE

Contact the Research Communications team to request a site.

We will:

- Set up a quick meeting to discuss your communications objectives, audience etc.
- Discuss with you whether you really need a website or whether another solution would be more appropriate
- Talk about roles and responsibilities:
  - We will request the template for you from DTS and set up analytics before we hand the site over to you
  - We will provide guidance, but we cannot build the site for you
  - We will troubleshoot and help you with any problems you encounter
- Review all sites on the platform once a year to check for any problems and suggest improvements
- Review sites which are no longer needed and ensure they are safely archived

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## BEFORE YOU CONTACT US

Please think carefully about the following questions which we will talk through with you:

- the purpose of the site
- the target audience
- details of the PI and the person(s) who will manage the site (we require at least two names in case any member of staff leaves)
- proposed title of the site
- proposed URL – [research.reading.ac.uk/\[your-website\]](https://research.reading.ac.uk/[your-website])
- any specific requirements/functionality needed for the site
- the expected longevity of the site
- will there be enough content to ensure the site is regularly updated?

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## CONTACT US

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