Guidelines for web editors: Web pages for centres and sections at the Faculty of Engineering

The aim of these guidelines is to ensure a professional and consistent communication of research, innovation and education across the faculty's units. This makes the site more user-friendly for cooperation partners and other external parties who are seeking information and contact with the units.

It is important that you focus on prioritising the description of research areas/ research programmes and the web pages on cooperation.

These guidelines consist of 3 parts

Part 1 describes the 11 iitems in the right-hand navigation menu on centre and section pages.
Part 2 provides some general remarks about the placement of centre and section pages, traffic and web organisation at the Faculty of Engineering.
Part 3 gives you tips for improving your webcommunication in terms of writing and search optimisation.

You'll find a lot of examples in the first part of this document. Please use them as inspiration but remember that there are many other ways to set things up - so be creative and do what fits best to your unit.

SDU

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Navigation structure in Sitecore: 12 items for centre and section pages

Navigation structure in Sitecore

You can advantageously build your centres/sections web pages by using the structure described below. By this, you ensure that we have a consistent and high quality of communication on all centre and section web pages.

Language

Parts of the web page (i.e., the home page, research areas/research programme, employees and contact information) must be in Danish and English, but subpages can be in both languages or in either Danish or English, depending on relevance for the target group.

Navigation items in English and Danish, respectively

1. [Name of unit] (home page)
2. About the centre/section/ Om centret/sektionen
3. Significant achievements/Markante resultater
4. Research areas/Forskningsområder
5. Research publications/ Forskningspublikationer (link to PU:RE)
6. Research projects/Forskningsprojekter
7. PhD projects/Ph.d.-projekter (if relevant)
8. Education/Uddannelse
9. Cooperation/Samarbejde
10. Employees/Medarbejdere (drawn from HCM)
11. News/Nyheder
12. Contact/Kontakt

Please note that all items apart from PhD projects (7.) and Education (8.) are mandatory.

The order of the menu items should not be changed.

Example of navigation structure from SDU NanoSYD:

1. [Name of unit] (home page)

On your unit's home page, you need a short presentation of the unit.

Since it is obligatory to have an *about* subpage, it is sufficient, if you only briefly describe on the unit front page what your centre or section is engaged in - e.g. as a teaser in the HeroBanner or a row teaser.

The reader will then find more information about your unit on the about subpage.

Write the presentation in an accessible language and explain clearly what your unit does. It is beneficial to include pictures and videos.

https://www.sdu.dk/en/forskning/sduuascenter

2. About the centre/section/ Om centret/sektionen

This page provides more detailed information to the reader and is a good place to present your unit's work and engagement in a broader context - e.g. that of the institute and/or faculty.

Write the presentation in an accessible language and explain clearly what your unit does. It is beneficial to include pictures and videos.

You can also provide more information about the team, a vision/mission statement or your research in the context of environmental and/or societal challenges that we're facing.

Mandatory links

To show which **institute and faculty** your unit belongs to, you need to link to these superordinate units on your *about* page.

Om NanoSYD

Centrets overordnede forskningsområde er nanoteknologi med særlig fokus på tyndfilm, udvikling af organiske devices, nanofabrikation og nanofotonik. Grundlæggende forskning i tyndfilmvækst, ledningstransport og karakteristik er kombineret med anvendt forskning inderfor fremstilling og karakterisering af mikro- og nanoteknologibaserede devices. Vores studier fokuserer såvel på forbedring af selve devices, pålidelighed og stabilitet samt på opskalering. På denne måde bygger vi bro mellem det akademiske område og industriel udvikling. Devices bygget på organiske molekyler og polymerer inkluderer solceller, transistorer, dioder og sensorer.

Enheden undersøger og optimerer vækst af tyndfilm baseret på organiske og uorganiske forbindelser. Gennem selvsamling former organiske molekyler nanoskopiske aggregater med særlige optiske egenskaber. Disse egenskaber undersøges med diffraktionsteknikker, skannende probemikroskopi såsom skannende elektron- og ionmikroskopi samt kohærente og ikke-kohærente optiske teknikker. Yderligere lægger vi vægt på grundforskning og anvendt forskning i nanofotonik og nanoplasmonik som tværfaglige forskningsområder, der beskæftiger sig med produktion og manipulation af elektromagnetiske eksciteringer på sub-bølgelængde skala.

Leder af SDU NanoSYD

Horst-Günter Rubahn
Professor Dr. habil
Phone: +45 6011 3817
Email: rubahn@mci.sdu.dk

Se også

- Det Tekniske Fakultet
- Mads Clausen Instituttet
- Vendeområl ved NanoSYD

https://www.sdu.dk/da/forskning/c_nanosyd/about+nanosyd

3. Significant achievements/Markante resultater

This subpage gives your centre/section the option to promote what they are particularly proud of.

Typically, this will comprise highlights from the rest of the unit's website, for instance publications, research activities and news from the home page.

Describe selected significant achievements/results in research, education and innovation in a precise way.

The page is dynamic and you should continuously develop and update it. It is a good idea to link to other pages or subpages where the reader can find more information, e.g., subpages within research areas, cf. 3.

This can include

- significant publications in journals
- central research results or partial results
- award of external research grants/funding
- interesting cooperation with companies
- recognition and prizes, e.g., for teaching
- spin-off companies
- breakthroughs in research and/or innovation
- concrete results from commercialisation
- other key achievements, such as patents etc.

Significant Achievements

—

Selection of SDU UAS Center's significant achievements

Pioneering cooperation between Funen Police and SDU UAS Center

An innovative cooperation has enabled the Funen police to use drones at accident scenes and search and rescue operations.

BVLOS flight breaking new ground

As the first en Denmark, and one of the first in Europe, SDU UAS Center was granted authorization to fly BVLOS under the new European safety regulations.

SDU UAS Test Center

A unique research and test environment for drones and drone related system platforms at HCA Airport near Odense.

Technologies for autonomous drones - Free the Drones (FreeD)

Development of technology to enable drones to fly freely and safely beyond visual line of sight (BVLOS)

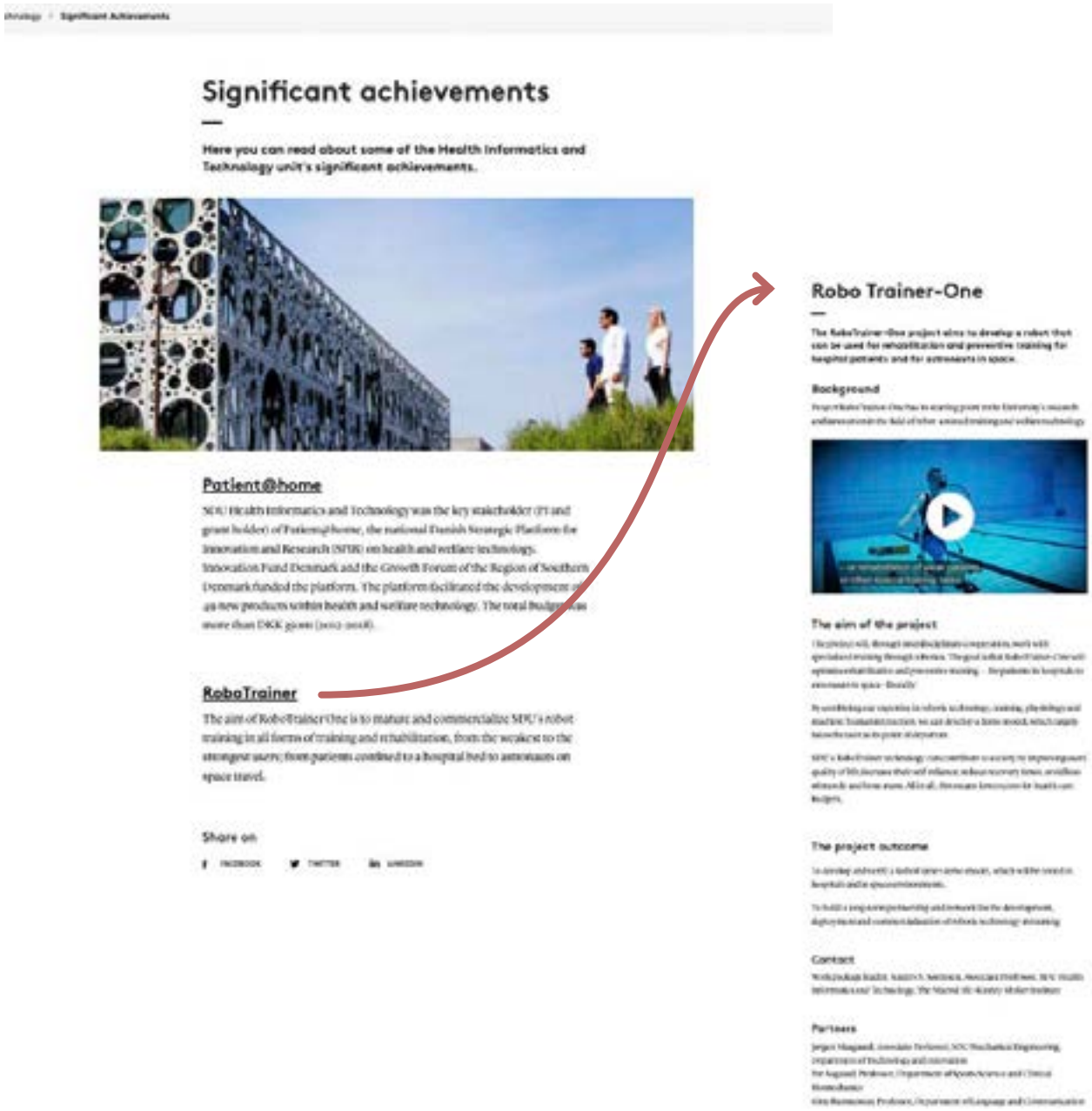
Identification systems for drones - DroneID

Electronic license plate to identify and monitor airborne drones

https://www.sdu.dk/en/forskning/sduuascenter/significant+achievements

Significant achievements - subpage

Begin this page with a presentation of the subject and the achievement reached. It is a good idea to insert film, pictures, press clippings and anything else that can create a dynamic page and emphasise/support the message.



https://www.sdu.dk/en/forskning/healthinformaticsandtechnology/significantachievements
https://www.sdu.dk/en/forskning/healthinformaticsandtechnology/significantachievements/robotrainerone

Significant achievements

Get an overview of NanoSYD's significant achievements

Plasmonic hybrids

First demonstrations of the integration of organic nanostructures with plasmonic surfaces for next generation IT and efficient energy devices.

Flexible solar cells

Development and improvement of solar cells based on polymers and small molecules.

Build up of strong European networks on nano- and microtechnology

Establishment of cleanroom and microtechnology competences in research and education in Southern Denmark.

Smart materials

A new class of nanomaterials, so-called smart materials, has recently emerged as very potential candidates for various applications because of their capability to self-respond to any external action.

Establishment of state-of-the art nanofabrication

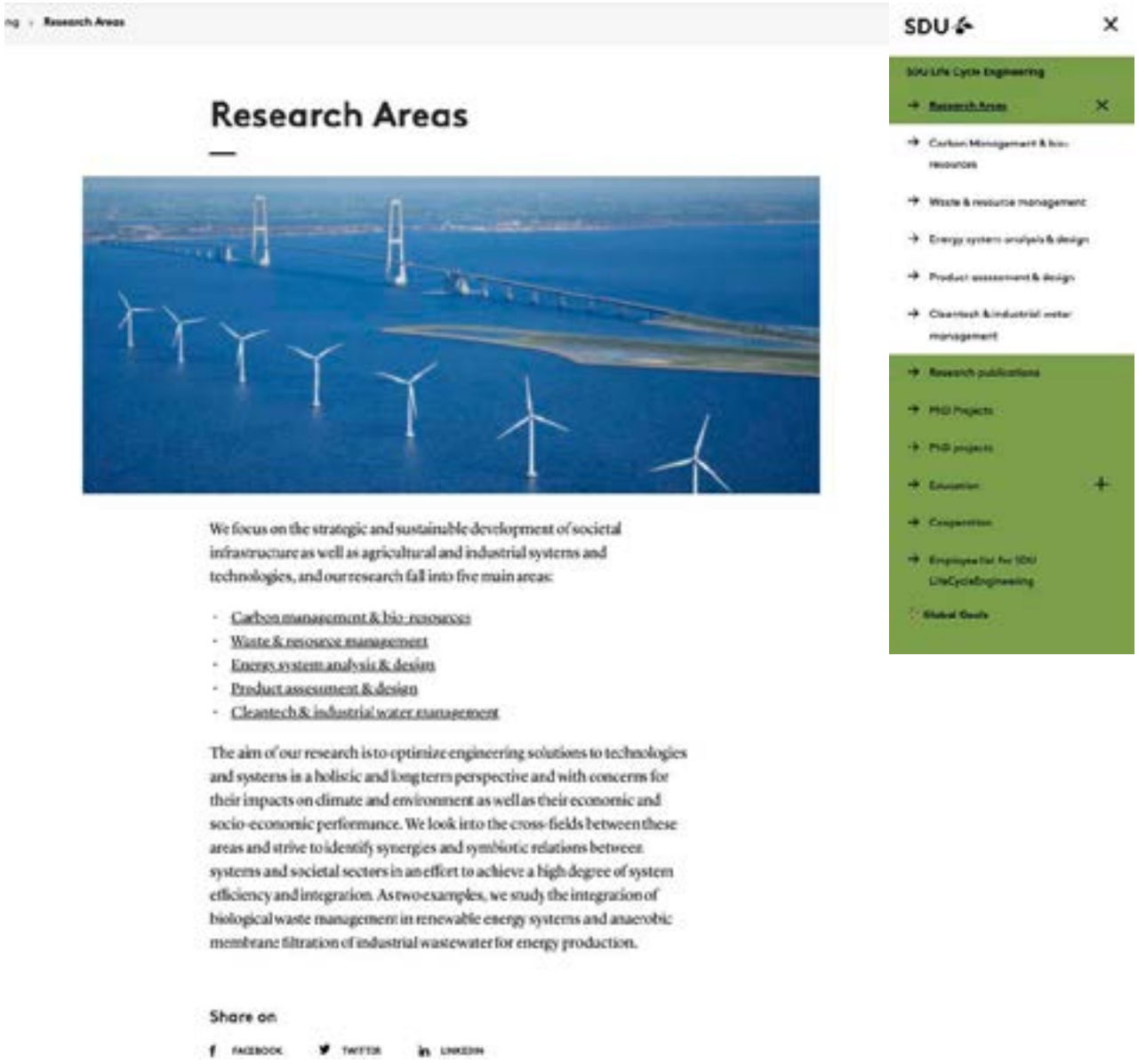
From dedicated nanostructures to waferscale and R2R upscaling.

https://www.sdu.dk/en/forskning/c_nanosyd/markante+resultater
https://www.sdu.dk/en/forskning/c_nanosyd/markante+resultater/plasmonichybrids

4. Research areas/Forskningsområder

On these pages, the unit provides more detailed information about its research.

Present the overall research information clearly - with subheadings, shorter texts and illustrations, if available. You can use a list to link to specific subpages with further descriptions of each research area.



https://www.sdu.dk/en/forskning/lifecycleengineering/researchareas

Research areas - subpage

On the research subpage, you should elaborate and specify the research carried out by your unit within the field. Do this with text and possibly pictures showing, as a minimum

- a brief description of the research area/research programme
- examples of research results
- related research projects
- contact person

The information may, for example, be expanded with

- facilities
- selected projects/publications

Target the content at researchers/partners.

By default, provide the texts in both Danish and English, but prioritise the English version.

Example of research area sub page from SDU UAS Centre:

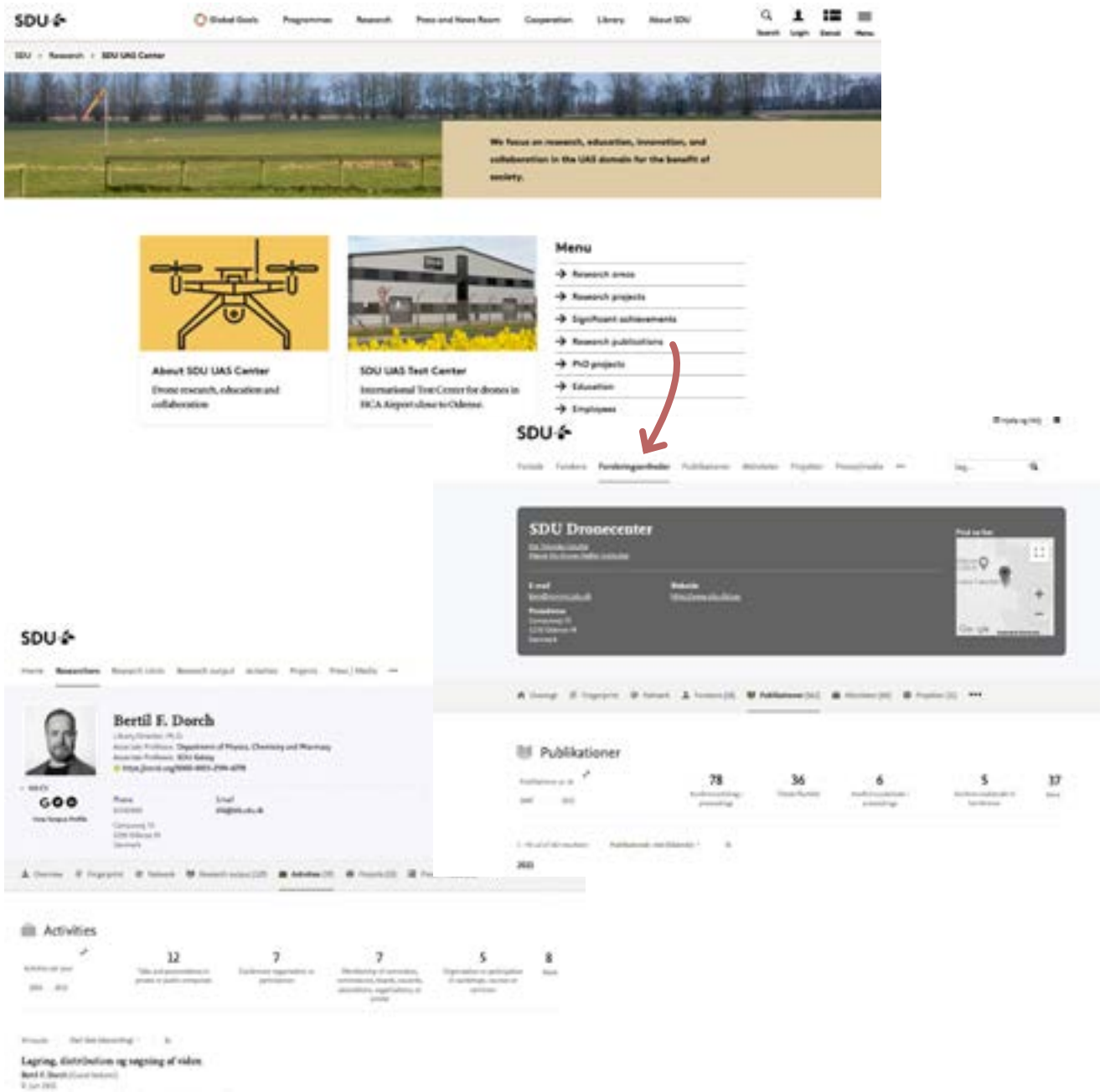
https://www.sdu.dk/en/forskning/sduuascenter/researchareas/control

5. Research publications/Forsknings-publikationer

It is of utmost importance that you link to Research publications in PU:RE. This is done via a special menu link-item.

Activities, presentations and talks

We recommend that activities, presentations and talks are entered under the individual researcher's PU:RE profile under Activities, see example at the bottom on this page.
This way, you can send links, and material can be found via Google search.



https://www.sdu.dk/en/forskning/sduuascenter
https://portal.findresearcher.sdu.dk/da/organisations/sdu-dronecenter
https://portal.findresearcher.sdu.dk/en/persons/bertil-dorch/?relations=activities

6. Research projects/Forskningsprojekter

Here, you can list research projects with titles, short descriptions and links to detailed information on subpages or in PDF files etc.

To make sure that the list of projects is up to date, TEK Innovation and HoU must ensure that the project manager sets up a close connection with the web editor and the professional content responsible (VIP) via the following chain of communication:

TEK Innovation
In connection with the start-up meeting for new projects granted, TEK Innovation asks the project manager to contact the web editor for the creation of the project page.

HoU
In connection with new grants in the centre/section, the HoU asks the project managers to contact the Sitecore responsible web editor and the content manager VIP for the creation of the project page.

Research projects - subpage

It can be helpful to use a schematic layout for this page containing some (or all) of the following sections:

Background for the project:
What's the problem?

Project objectives:
The purpose of the project

Project details:
Goes a bit technically in depth and/or what is SDU's angle in the project

Future perspective:
What are the future perspectives of the project?

Example of research project pages from SDU UAS Centre and SDU NanoSYD:

https://www.sdu.dk/en/forskning/sduuascenter/researchprojects
https://www.sdu.dk/en/forskning/c_nanosyd/forskningsprojekter

Funded by:
Which fund?

Partners:
Project partners are listed, preferably with links

Project period:
e.g., January 2021 — December 2023

Link to external project page:
If there is one

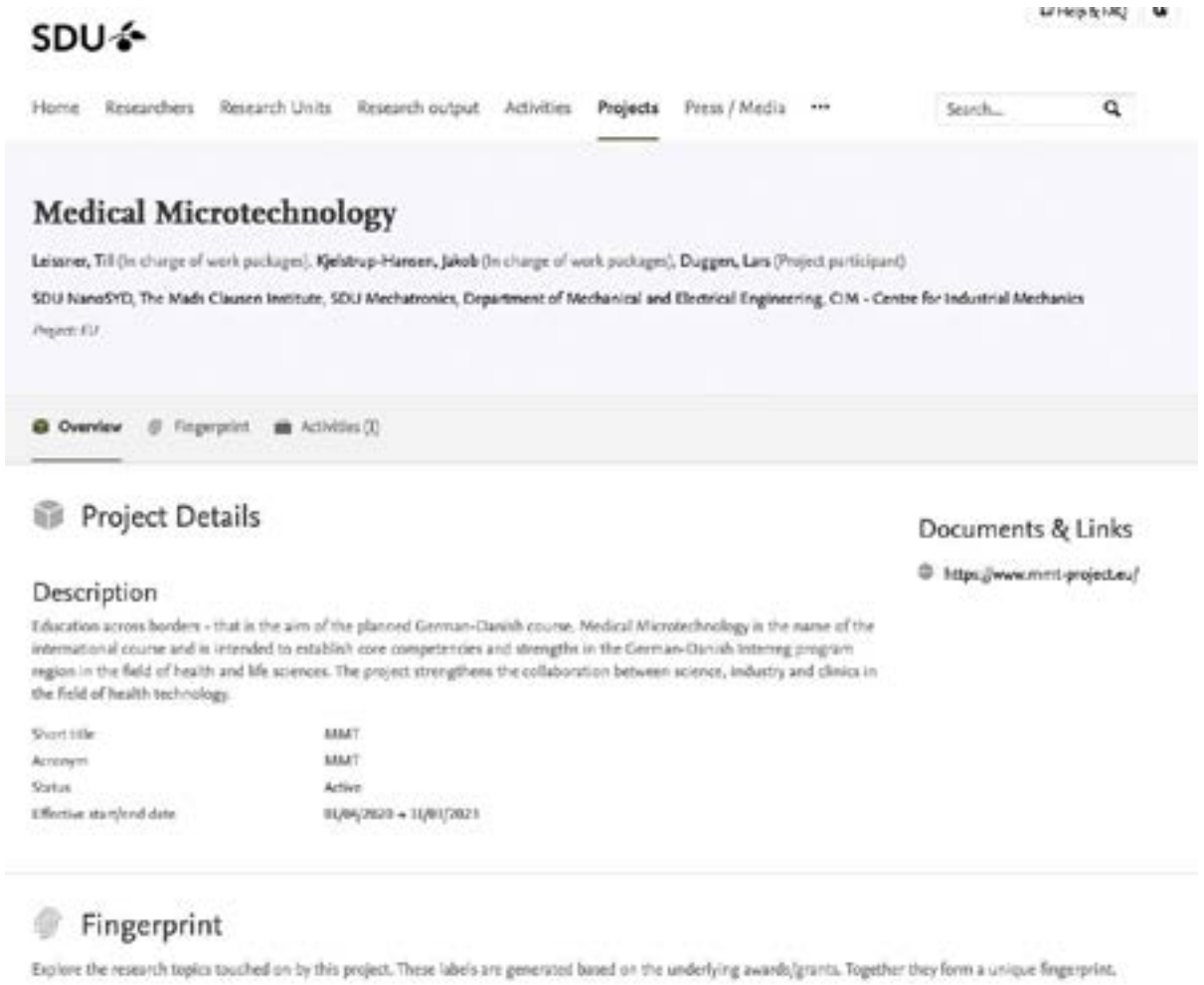
Contact at SDU:
Name and link to business card.

Example of research project subpage from the section Technology Entrepreneurship and Innovation - TEI:

https://www.sdu.dk/en/forskning/technologyentrepreneurshipandinnovation/researchprojects/virladee

Research projects in PU:RE

It is also possible to link directly to a description in the project section in PU:RE.



https://portal.findresearcher.sdu.dk/da/projects/medical-microtechnology

7. PhD projects/Ph.d.-projekter (optional)

List your unit's current and previous PhD projects on this page.

It can be helpful to use a schematic layout, i.e., for both current and previous PhD projects, provide the

- name of the PhD student (potential link to electronic business card in PU:RE)
- project title
- name og the supervisor
- summary of project

PhD projects

—

Here you will find current and completed PhD projects.

Current PhD Projects

Supervisor: Professor Sergey I. Bozhevolnyi

Title: **Metasurface enabled single photon generation**

The proposed project is concerned with experimental investigations and theoretical studies of the interaction between single photon emitters (various color centers in diamonds) and different plasmonic metasurfaces. The overarching goal is to develop an efficient and repeatable design of a room-temperature plasmonic single-photon source with a Purcell-enhanced emission rate. The project goals include reaching the precise control on polarization state, phase front and direction of the generated single-photon beam. Both fundamental and applied aspects of this research will be assessed from the perspectives of quantum optics and plasmonics.

Supervisor: Professor N. Asger Mortensen

Title: **Strong light-matter interactions in extreme plasmonic and Mie-resonant systems**

The project concerns the study of the mechanisms governing strong light-matter interactions in plasmonic and Mie-resonant systems at the nanoscale. Particular focus will be cast upon incorporating non-local and quantum corrections, thus extending the classical local response description to the extreme plasmonic regime. The research is conducted from a theoretical aspect, also including the development of analytical and computational tools for plasmon and high-refractive index dielectric-based nanophotonics.

Supervisor: Professor N. Asger Mortensen

Title: **Directing Nanoscale Light-Matter Interactions with Polaritons in Low-dimensional Systems**

Plasmonic waveguides plays a crucial role in the realization of new devices based on nano-optics and nanoplasmonics. This project aims to extend theoretical knowledge in the emerging field of localized plasmons in nanostructured plasmonic systems by combining the idea of plasmonic waveguides with 2D materials like graphene in order to develop novel waveguides that direct ultra-confined electromagnetic radiation on the nanoscale. The theoretical methodology developed for graphene can be straightforwardly extended to treat additional two-dimensional materials that are now being isolated.

Supervisor: Professor Sergey I. Bozhevolnyi

https://www.sdu.dk/en/forskning/nanooptics/phdprojects

8. Education/Uddannelse (optional)

Place a description here of how the unit contributes to the engineering study programmes at SDU. Which competences and knowledge does the section provide?

You can also add a list including links to the study programmes that the section unit participates in/contributes knowledge to. If you do, set it up as follows:

The research unit contributes to the following study programmes

- Bachelor study programmes
- Master's study programmes
- Other study programmes

Education

—

SDU Electrical Engineering is offering the following study programmes:

Bachelor of Science (BSc) in Engineering programmes

BSc in Engineering (Physics and Technology)

BSc in Engineering (Electronics) – *English taught*

Bachelor of Engineering (BEng) programmes

BEng in Electrical Energy Technology

BEng in Electronics - *Danish taught*

BEng in Electronics - *English taught*

Master of Science (MSc) in Engineering programmes

MSc in Engineering (Physics and Technology)

MSc in Engineering (Electronics)

Diploma in Engineering

Diploma of Electrical Power Engineering - *Danish taught*

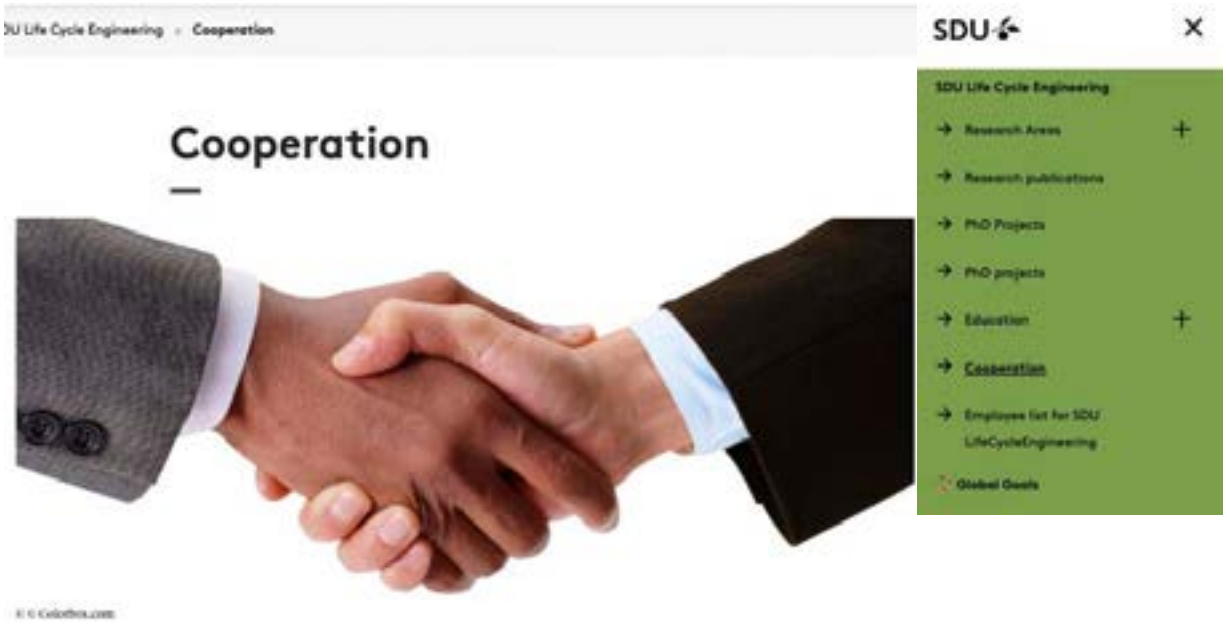
https://www.sdu.dk/en/forskning/sdu+electrical+engineering/education

9. Cooperation/Samarbejde

Describe the cooperation opportunities offered by the unit here. How can companies or other institutions cooperate with the unit? What is the benefit? Whom should they contact?
Logos which exemplify existing cooperation with companies can be inserted at the bottom of the page.

Please use testimonials from companies in prose or video form (if necessary, contact TEK Communication (Team Journalism) for help with testimonials.

Link to *Cooperation with industry* (if applicable).



SDU Life Cycle Engineering puts the university's research competences at the disposal of companies, business organisations and public institutions through research and development projects facilitating eco-innovation and knowledge sharing. The team of researchers associated with the centre have experience of initiating and managing research and development projects in co-operation with external stakeholders – from minor subprojects to major million budget projects. Thus, the centre has the experience in identifying the appropriate project in connection with a given problem.

The centre ensures that the projects deliver innovative results with research level and social relevance by organizing the projects in a cooperation model.

When entering co-operation on a project, you must be prepared to contribute to the completion of the project. This can consist of employment resources or a direct financial involvement. A financial involvement will most often be in the form of some kind of co-financing of one or more of the project's activities. An agreement regulating rights and confidentiality will be drawn up for all cooperation projects.

If you are interested in cooperating or wish to enquire on a specific project idea, you are very welcome to contact one of the centre's researchers. The relevant researcher can be found in the list of the centre's employees.

https://www.sdu.dk/en/forskning/lifecycleengineering/cooperation

10. Employees/Medarbejdere (HCM)

You canautomatically draw a list of employees from HCM, cf. Medarbejderliste (HCM). cf. example 1.

Example 1: Centre for Industrial Electonics employees

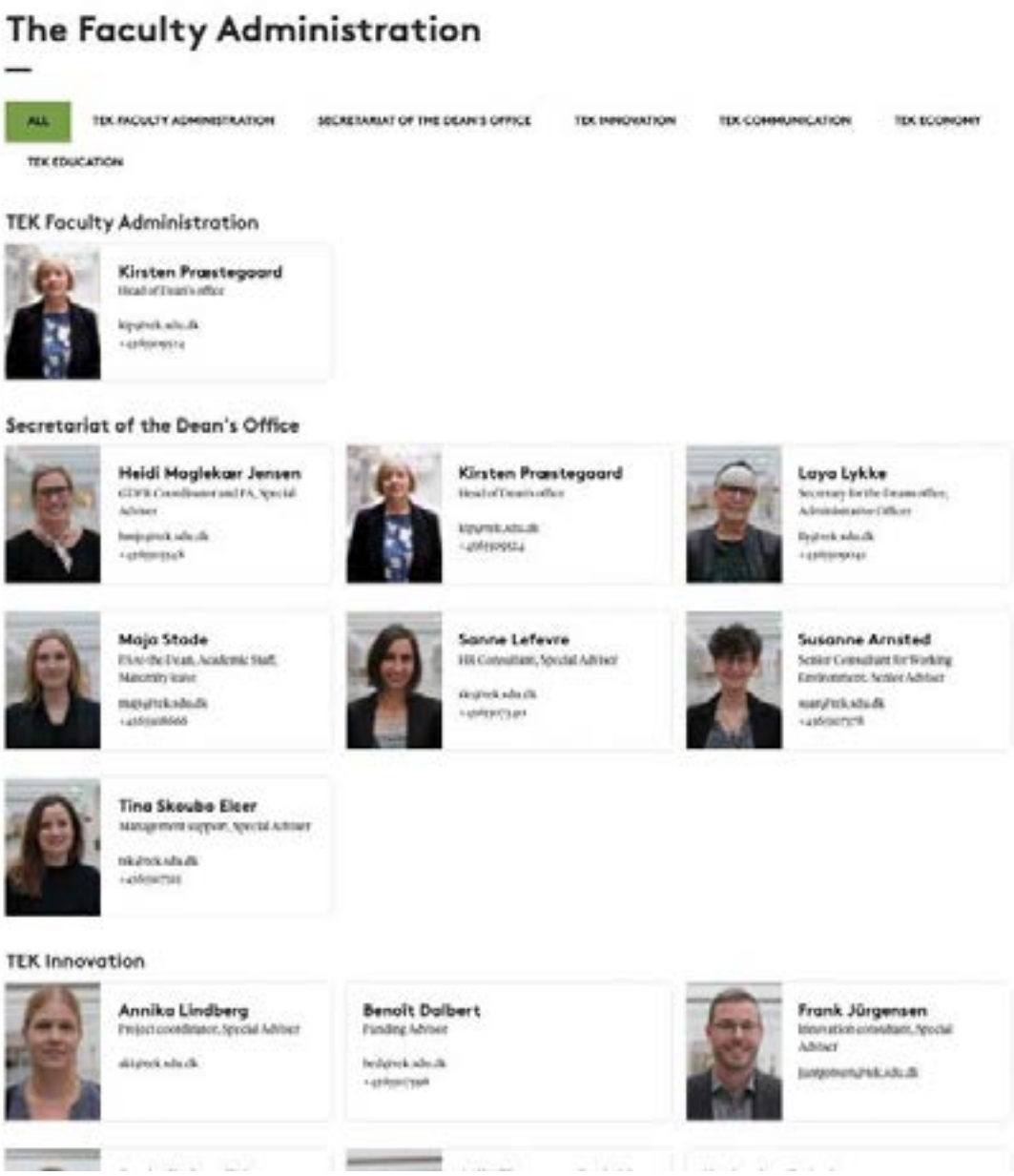
Centre for Industrial Electronics

First name	Last name	Position	Telephone	Email
Bente	Olsen	Associate Professor	+4565500601	
Christian	Christensen	Engineer	+4565500695	
Daniel Langby	Commerou	Ph.d.	+4565508223	
Giorgio	Kapino	Research Assistant	+4565507640	
Henrik	Andersen	Engineer	+4565500886	
Jakob	Grønning	Engineering Assistant	+4565500282	
Kasper Mayner	Paasch	Associate Professor	+4565500695	
Kirill	Bordo	Engineer	+4565504447	
Kun	Qian	Ph.d.	+4565509469	
Kurt	Godlisen	Engineer	+4565508404	
Luciana	Tavares	Associate Professor	+4565500645	
Milad	Moradpour	Postdoctoral/Postdoc	+4565508792	
Morten	Sørensen	Associate Professor	+4565508968	
Odysseas	Gidonis Konstantatos	Ph.D. Research Fellow	+4565502106	
Oliver	Niebuhr	Associate Professor	+4565507649	
Pedro Luis Nunez	Hernandez	Ph.d.	+4565504395	
Ramkrishan	Maheshwari	Assistant Professor	+4565500686	
Rebecca	Adam	Assistant Professor	+4565509983	
Samaneh	Sharbati	Assistant Professor	+4565508260	
Steffen	Buhrkal-Donau	Ph.d.	+4565500688	
Steffen	Chemnitz	Associate Professor	+4565504828	
Thomas	Ebel	Professor, head of section	+4565500188	
Vadzim	Adashkevich	Engineer	+4565500666	
Vladimir	Bordo	Associate Professor	+4565500669	
Wai Keung	Mo	Engineer	+4565507827	
William	Greenbank	Postdoctoral/Postdoc	+4565500667	
Wolf-Toke	Franke	Associate Professor	+4565509047	

https://www.sdu.dk/en/forskning/centre+for+industrial+elektronics/employees

Alternatively, you can insert a schematic overview of employees with a picture of each person, contact information and links to the personal page in PU:RE, cf. example 2 (Simple Employee List). Note that this option is more time-consuming in relation to updates.

Example 2: *The Faculty Administration*



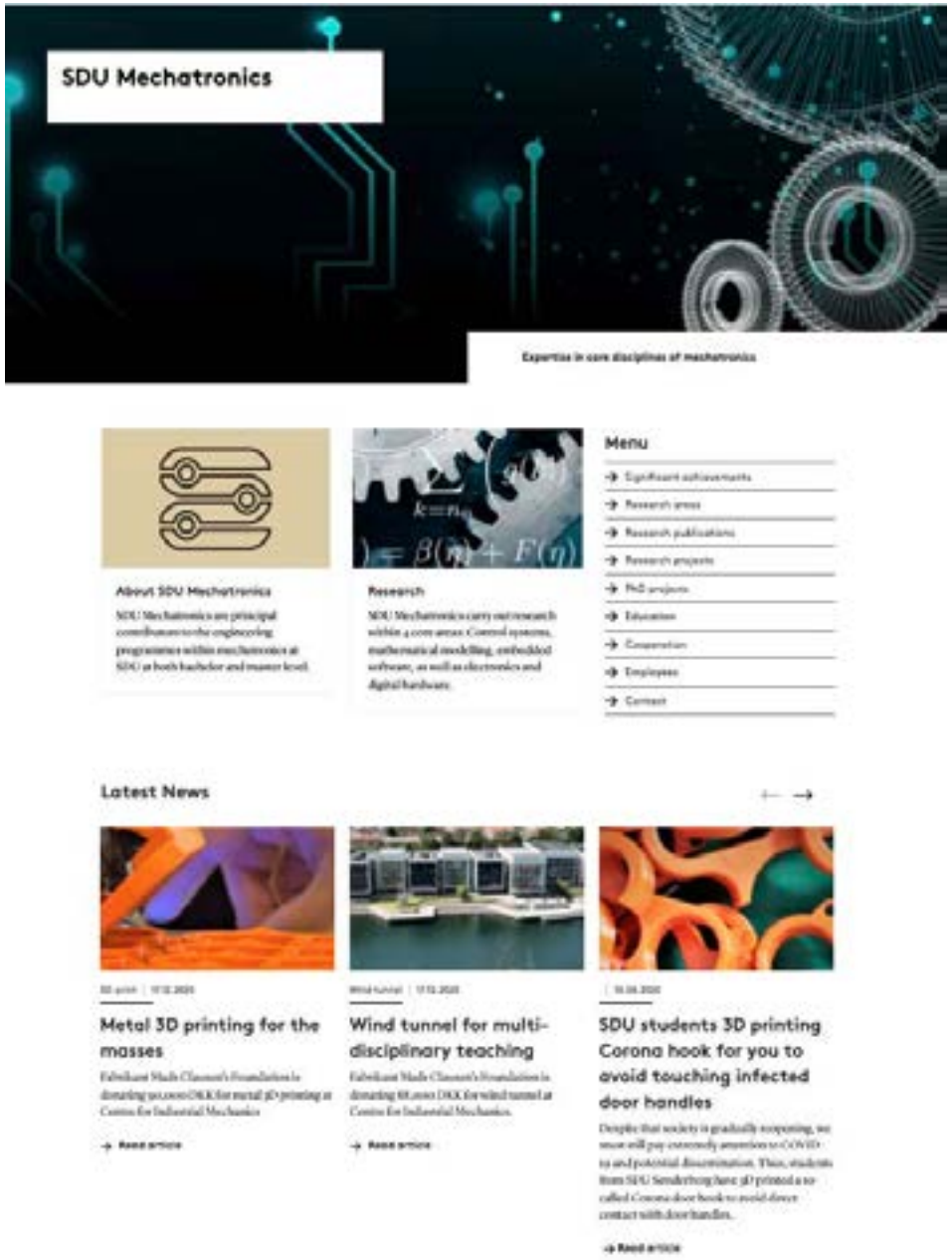
https://www.sdu.dk/en/om_sdu/fakulteterne/teknik/medarbejdere/fakultetsadministrationen

11. News/Nyheder

This feature can help you to promote a new business cooperation, events, newly published articles etc. A news feed requires ongoing production of new articles as well as large photos. If the unit cannot manage to have an own, local news feed, you must provide a news feed from the department/institute or the faculty on your unit pages.

News can be displayed as an automatic list of news items that is visible as a menu item in the menu on the right-hand side.

Having a list of news enables you to embed the latest news automatically on i.e., the front page.

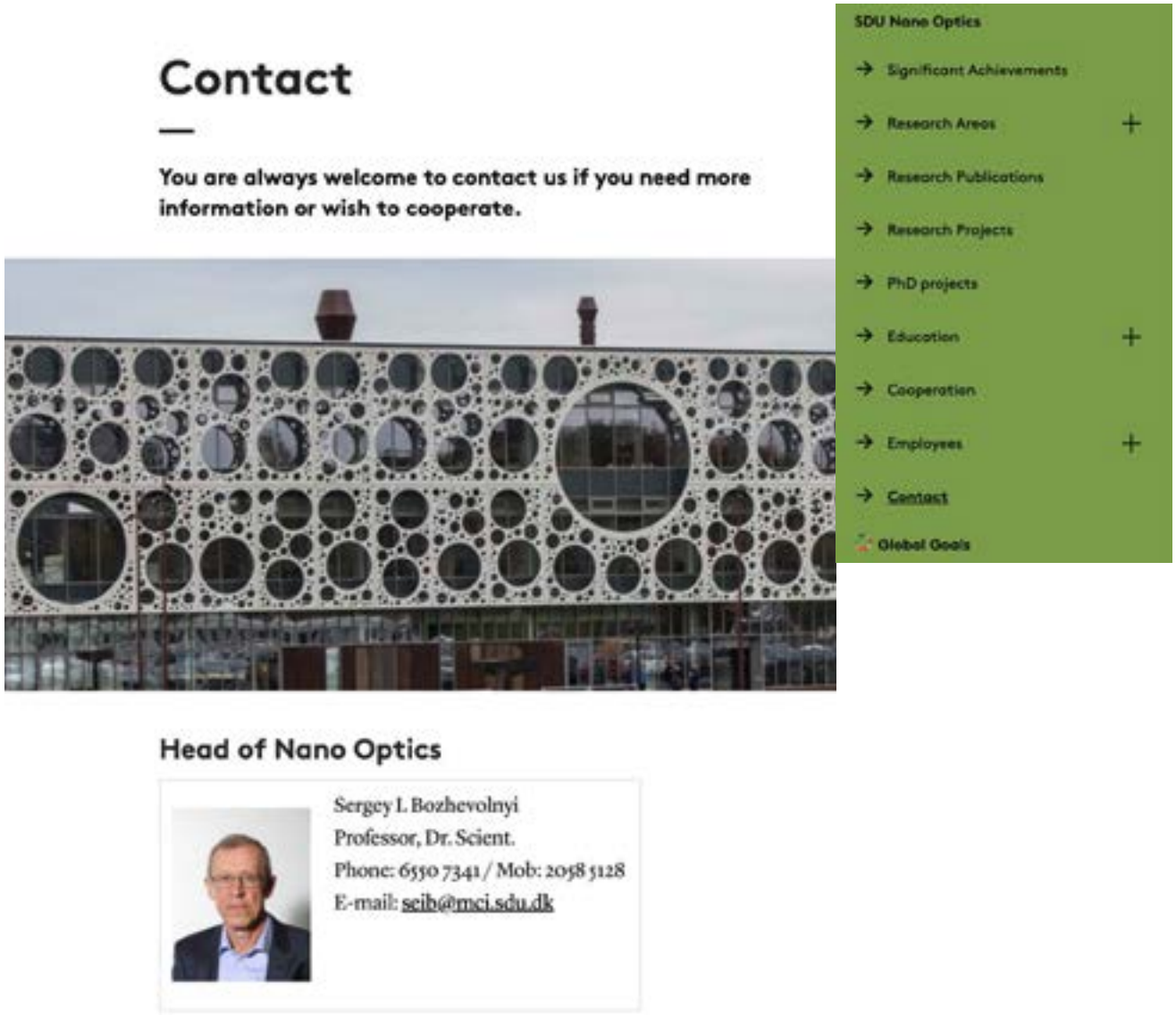


https://www.sdu.dk/en/forskning/mechatronics

12. Contact/Kontakt

Show the web page visitor whom to contact:

- Unit leader (name, contact info and picture - with link to PU:RE)
- Other contact persons (name, contact info and picture - with link to PU:RE)

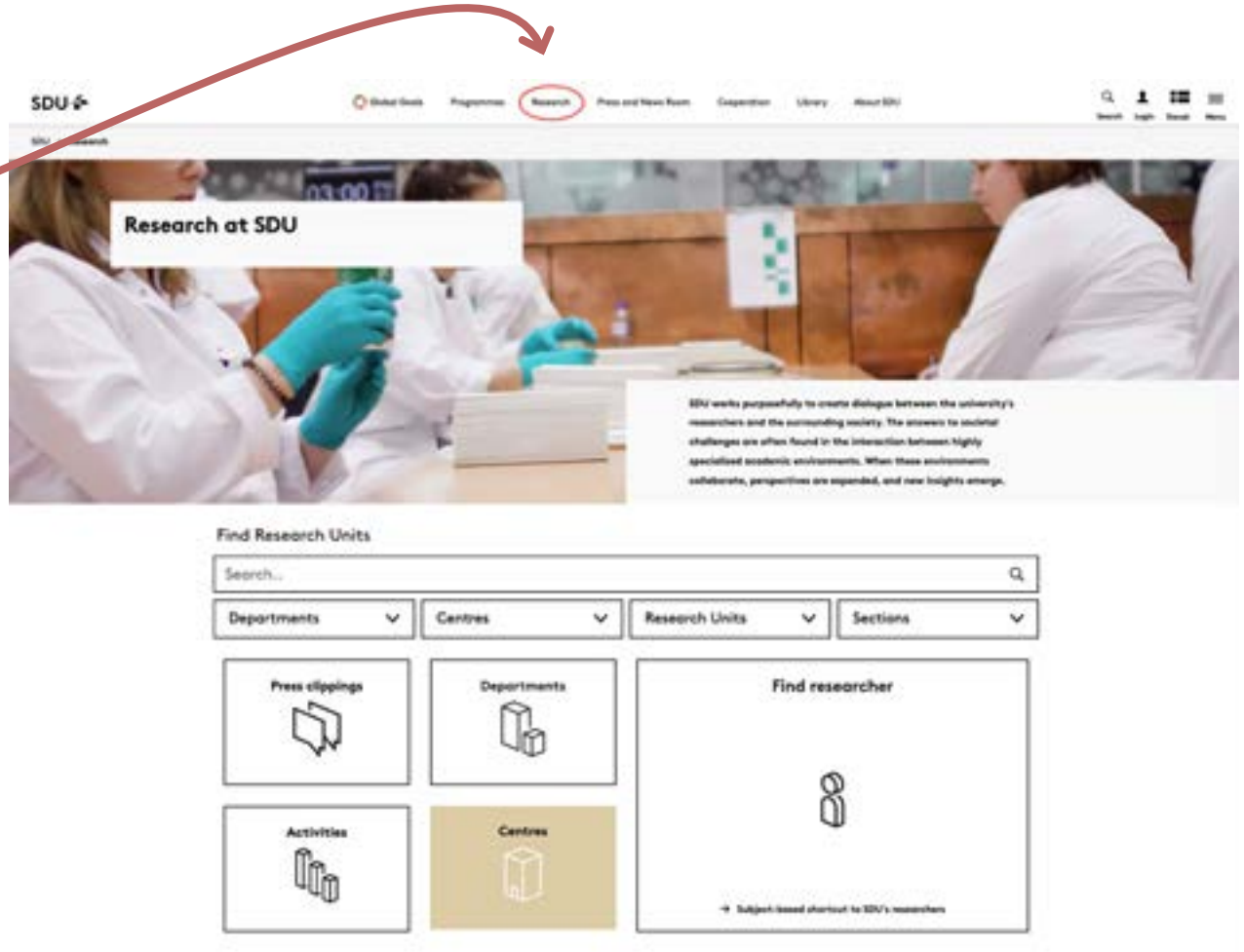


https://www.sdu.dk/en/forskning/nanooptics/contact

Placement of centre and section pages, traffic and web organisation at the Faculty of Engineering

Placement of web pages for sections and centres

Each section and centre has its own site which is placed independently of departments and faculties. Centres and section pages are found below the overall menu item named *Research*.



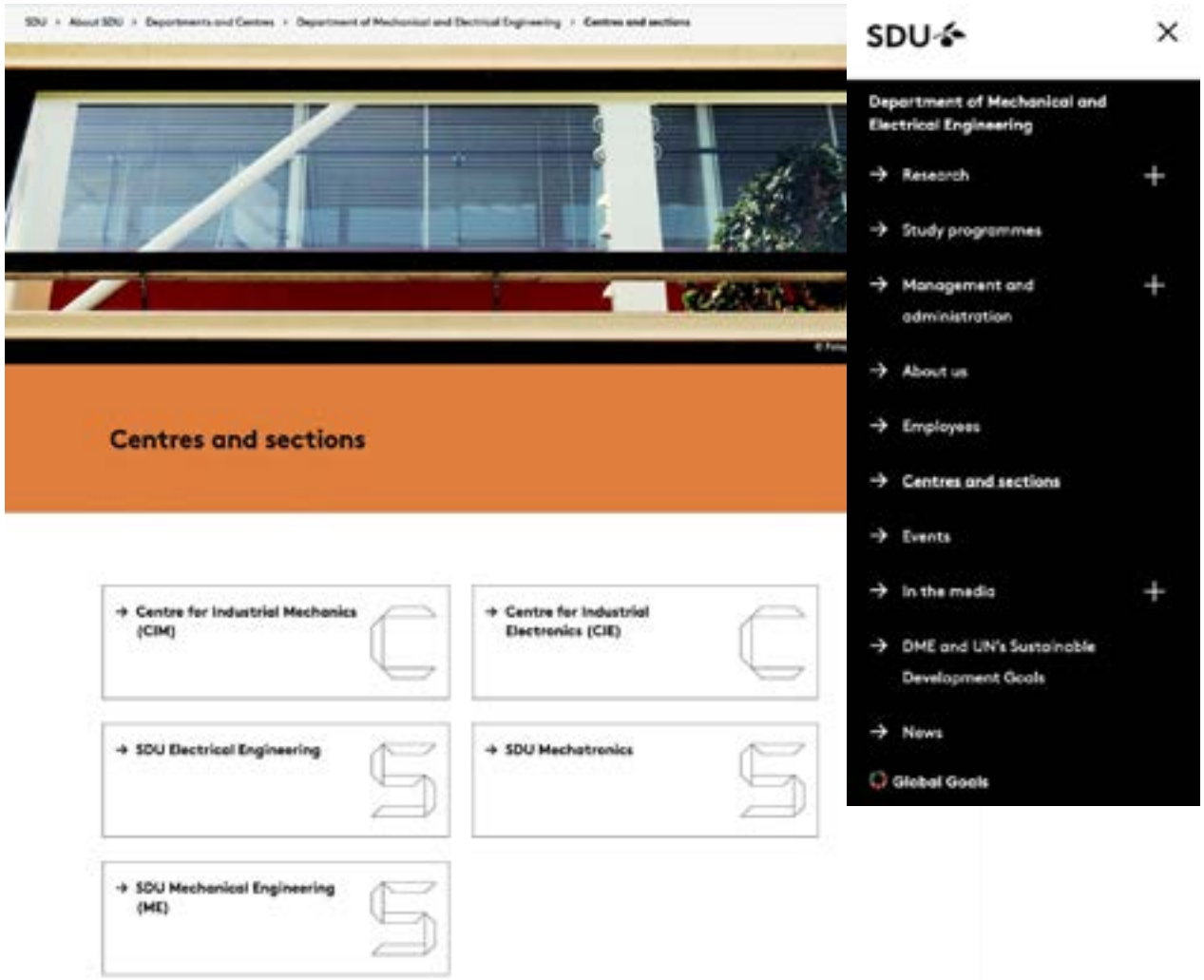
https://www.sdu.dk/en/forskning

Many paths are leading traffic your way

From the page Research at SDU, many ways lead to a section or centre site. On this page it is possible to search via name/keyword or by selecting a category.

On the department site, the menu item *Centres and Sections* contains a presentation that links to the department's sections and centres, respectively.

Example (from the Department of Mechanical and Electrical Engineering):



https://www.sdu.dk/en/om_sdu/institutter_centre/ime-mekanik-elektronik/centre-sektioner

On the faculty site, the menu item *Department/ Institutes, Centres and Sections* also contains a presentation that links to the departments' sections and centres, respectively.

Example from the faculty site:

Faculties › The Faculty of Engineering › Departments/Institutes, centres and sections

Departments/Institutes, Centres and Sections

Below you find a list with the Departments/Institutes and Centres and Sections at The Faculty of Engineering.

Departments/Institutes, centres and sections:

Department of Green Technology:

- SDU Biotechnology
- SDU Chemical Engineering
- SDU Life Cycle Engineering

Department of Mechanical and Electrical Engineering

- Centre for Industrial Mechanics (CIM)
- Centre for Industrial Electronics (CIE)
- SDU Electrical Engineering
- SDU Mechatronics
- SDU Mechanical Engineering

Department of Technology and Innovation:

- SDU Centre for Sustainable Supply Chain Engineering
- SDU Civil and Architectural Engineering
- SDU Engineering Operations Management
- SDU Innovation and Design Engineering
- SDU Global Sustainable Production
- SDU Technology Entrepreneurship and Innovation

Mads Clausen Institute:

- SDU Nano Optics
- SDU NanoSyd
- SDU Centre for Photonics Engineering
- C-MAC - Center for Materials Analysis and Characterization

The Maersk Mc-Kinney Moller Institute:

https://www.sdu.dk/en/om_sdu/fakulteterne/teknik/institutter_og_centre

Research at the Faculty of Engineering is another possible tread stone to enter your centre and/or section site. This page contains a list of research areas and different research themes that consist of an assembly of relevant links. Links that are leading to specific research area/research programme descriptions placed at a sections or centre website.

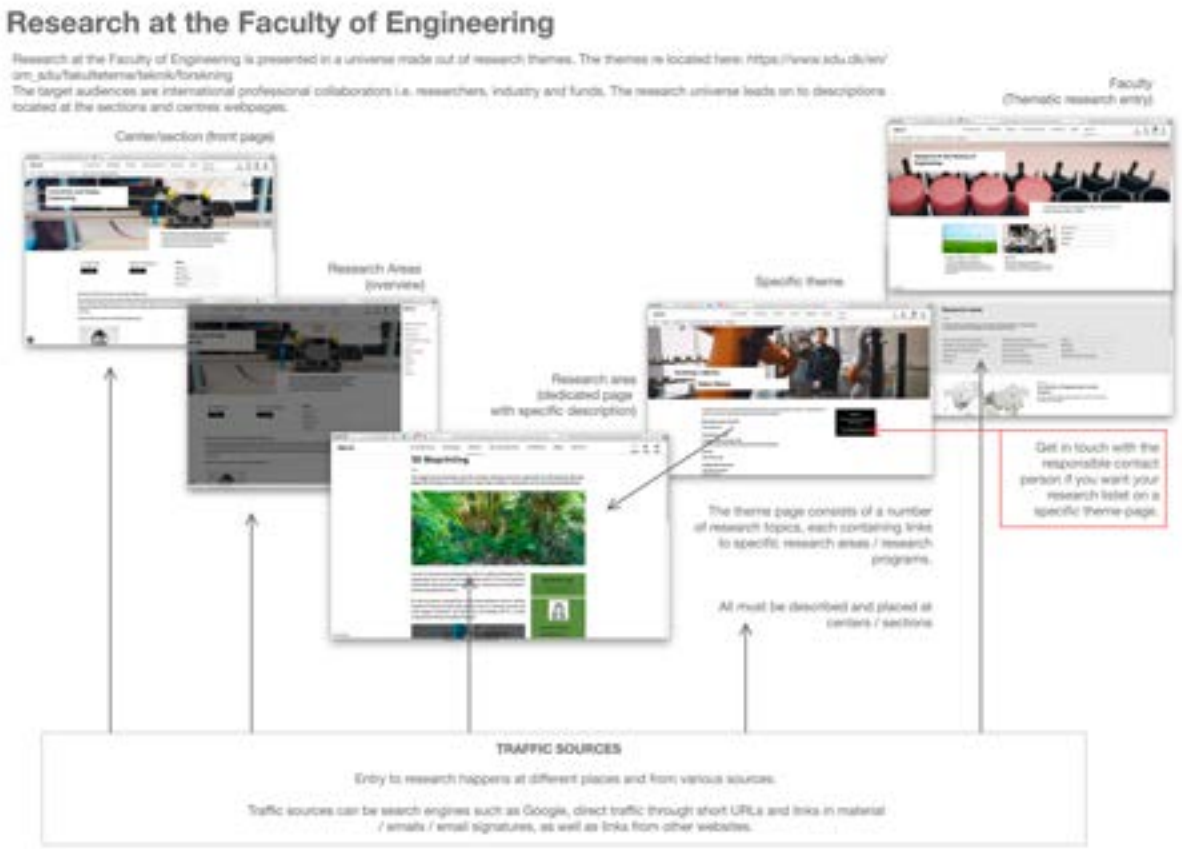
Other traffic sources can be search engines such as Google, direct traffic through short URLs and links in material/emails /email signatures, as well as links from other websites.

Who's accountable?

The Sitecore editor, the professional content responsible (VIP) and the Heads of Unit (HoU) are accountable for the site.

The overall responsibility for coordination with Central Administration, implementation of inter-faculty web approaches and support for the sections lies with the faculty's web coordinator.

Take a closer look at the paragraph *Web organisation at the Faculty of Engineering* for a complete overview of Sitecore editors and content providers.



References, links etc. on all web pages

It is recommended that spot boxes, link lists, front-page media boxes, related articles or other appropriate Sitecore components are set up with texts, links to subjects, articles, subpages, contact persons etc. which are to be promoted.

At the bottom of the pages, links can similarly be inserted to Related content (with or without pictures) as well as links to See also.

Please find more tips and recommendations about web communication in the section *How to improve your web communication*.

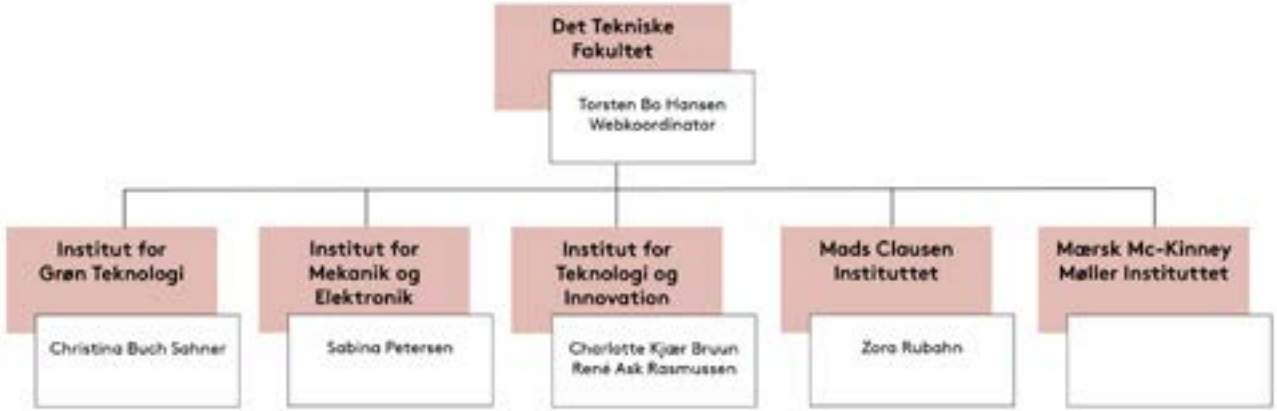
Example: Use of the components *LinkList*, *Frontpage Media Box* and *RelatedArticle*.

https://www.sdu.dk/en/forskning/sduuascenter

Web organisation at the Faculty of Engineering

The web organisation at the Faculty of Engineering must ensure that new features and guidelines are implemented in the best possible manner and that the pages are always up to date with the latest research information available.

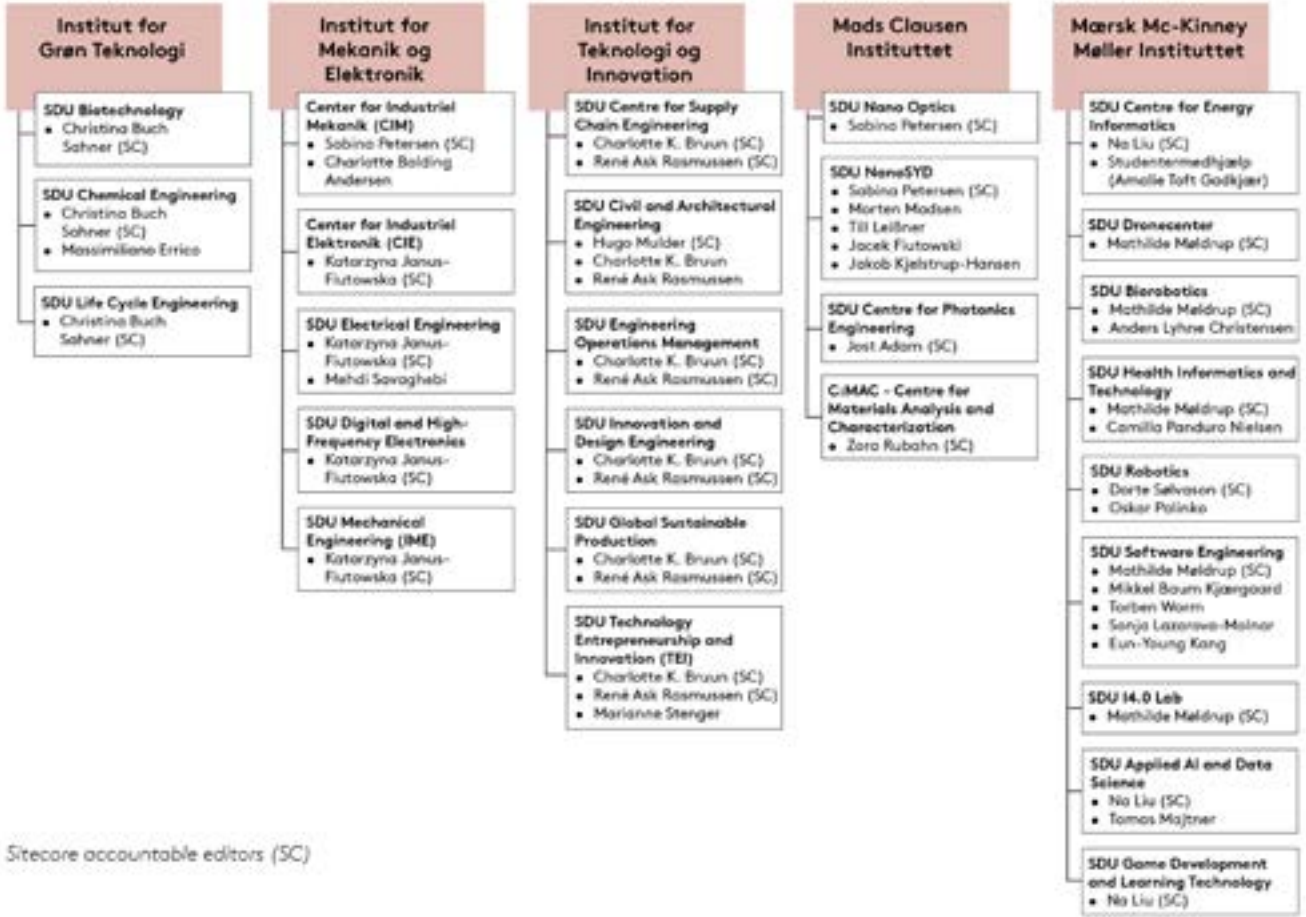
Sitecore editors at the faculty and departments/institutes



Sitecore editors at the centres and sections

To ensure that new features and guidelines are implemented in the best possible way and that the pages are always up to date with the latest research information available, the accountability is divided between a Sitecore accountable editor (SC) and a professional content responsible (VIP) at the centre and sections level.

Sitecore accountable editors (SC)



Sitecore accountable editors (SC)

Professional content responsible (VIP)

Professional content responsibles (VIP)

Improve your web communication

How to improve your web communication

Here you will find tips about

1. Web communication
2. Search optimisation

1. Tips for web communication

Starting point: Communication - including research communication - at sdu.dk is about communicating what we/the unit can do, who the unit is and what the unit has to offer. We want to give the user relevant and targeted information as well as establish a contact (call to action). The website is the unit's external face.

About user behaviour

- Many people access the website with smartphones or tablets, which increases the need for clarity
- They scan/skim the text
- They focus on individual words, links and sentences
- They are task-oriented and look for something specific (not entertainment)
- They do not have problems with scrolling

You should therefore reduce the amount of information the users will be met with so that they easily can find the information they are looking for.

Focus on 3 areas

a. Structure/design
b. Tone
c. Form

a. Structure/design: Help the user by providing clear signals

- Place the most essential information first (the inverted pyramid)
- Clearly prioritise your content on the home page. It makes it easier for the user to navigate
- Use headings and subheadings
- Create paragraphs of three lines

- Provide one main point per paragraph
- Use bullet points (most important first)
- Use references to more detailed information on other pages
- Use boxes on the right hand side to highlight relevant topics - this also makes the page more dynamic on the PC version.

b. Tone

- Limit use of adjectives (describing words)
- Provide objectiveinformation
- Focus on the user's needs and task
- Be precise and succinct
- Limit use of punchlines, metaphors, etc.
- Omit all redundant information
- Spell correctly. We use British English at SDU, unless your academic peers require American English in research texts.

Consequently, the text will appear professional, relevant and serious - and provides the users with the concrete information they are looking for.

c. Form

How to make your writing scan well:

- Write short sentences
- Limit paragraphs to three lines
- Highlight important words (not whole sentences)
- Use unambiguous headings
- Use everyday words (avoid unnecessary jargon and foreign words)
- Use active verb constructions (avoid passive constructions)
- Use numbers instead of letters (47 instead of forty-seven)
- Use bullet points instead of paragraphs and give your sentences the same syntax structure (as in this list, for example)
- Limit lists to between three and seven points
- Do not use more than two standards of lists and headings
- Use descriptive link text (so that the user knows where the link leads to)

... and **remember film, pictures and illustrations**.
They make the text easier to read and attract the users' attention.

2. Tips for search optimisation

There are basically two ways in which we can ensure that we rank highly in Google:

1. Links from other sites
2. Use of words

Start with keywords

Start by identifying keywords or phrases for your site's content for every web page. What is central? For example, it could be a research area such as environmental technology and research or the unit's name.

1. Links from external cooperation partners to our website

To appear at the top of Google searches, it is paramount that other websites link to the website you want to have at the top of searches. It is also important that they link using the words you identify as keywords.

Everything helps

The more links that come from external websites to sdu.dk, the better our ranking as a collective website, i.e., the better our placement in Google. This way you help both your own pages and the whole of sdu.dk.

2. Use of words

Keywords are central when it comes to text content. It is therefore important that these words appear on the page - and preferably several times. And ideally in the heading or teaser, as this tells Google that these words are particularly important and relevant. It is of the utmost importance that you fill out the Meta data section in Sitecore for every page.

The Title meta-tag

The title is the most important of the meta tags. Try to use the keyword at least once in the title.
Also, it's not just important for your ranking; it also has the biggest impact on your Click Thru Rate (CTR). The text you put in the title will appear as the link text in your Google listing – the bit that people will read first and click on. Think of it as an ad headline – the better it is, the more people will click on it.

The Description meta-tag

The search engines pay some attention to this text when identifying your site's subject material, so make sure you include your keyword at least once in the description.

Also, most search engines use this text as their description of your site (i.e., it's the site snapshot that follows your link in the search results). Make sure it's informative and compelling. Think of it as the copy for an ad.

Meta descriptions can technically be any length, but Google generally truncates snippets to ~155-160 characters. It's best to keep meta descriptions long enough to be sufficiently descriptive, so descriptions between 50 and 160 characters are recommended. Keep in mind that the optimal length will vary depending on the situation, and your primary goal should be to provide value and drive clicks.

For more information and support

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