**Effective Research Websites...**

1. **Engage with Visuals**
   - Most visitors leave web pages in less than 20 seconds. Use visuals to make your site “pop.”
   - **38%** of institutions had visually engaging research websites that included video clips, photos, and/or infographics.
   - 3 strategies for designing a visually appealing website:
     - Invest in high-quality graphics instead of relying solely on text.
     - Make your site multidimensional by including videos, pictures, and infographics.
     - Remove clutter by creating a clear navigation menu with drop-down links and resources.

2. **Target Specific Stakeholders**
   - Tailor web content to key stakeholders to keep them engaged on your site.
   - **30%** of institutions provided clearly distinguished information for multiple audiences on their research websites.
   - 3 strategies for making your website stakeholder-friendly:
     - Tailor information to different stakeholder audiences (e.g., students, researchers, funders, industry partners).
     - Create a stakeholder menu with options “For students,” “For Researchers,” “For Businesses,” and “For Media.”
     - Include an “I want to...” menu with the most common stakeholder requests.

3. **Highlight Unique Strengths**
   - Research websites blur together, so make your website distinctive.
   - **30%** of institutions highlighted large-scale university research initiatives, priorities, and/or expertise on their sites.
   - 3 strategies for emphasizing institutional initiatives and expertise:
     - Amplify large-scale research investments by publicizing them online.
     - Emphasize your institution’s unique areas of study using language that is distinct from that of other institutions.
     - Profile key research areas and explain the reasoning for and significance of each.

4. **Include Meaningful Metrics**
   - Potential funders, lawmakers, and the public at large care about research impact.
   - **14%** of institutions effectively communicated the broader impact of their research in terms of economic engagement and other meaningful metrics on their research websites.
   - 3 strategies for using meaningful metrics to communicate research impact:
     - Relate research to the local community, city, and/or state.
     - Provide concrete examples of the impact of research (e.g., development of cures or new drugs, improved child safety).
     - Use quantitative terminology to communicate economic and community impact (e.g., jobs created, businesses established).

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**Research Impact**

- **200+**
  - The number of new businesses launched by faculty and students creating 6,000 jobs and producing $11 billion in annual revenues.

- **$11**
  - The amount of additional funding generated from external sources for every dollar of state investment.

- **$2 billion**
  - The total annual economic impact of research at the institution.

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**Community Impact**

In counties across the state, our researchers are conducting more than 300 research projects that help communities by improving the quality of education, addressing environmental concerns, and making cities safer.

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**Institutions with higher research expenditures had stronger research websites**

- No research website had all 14 critical features.
- Less than half of institutions incorporated 6 or more of the 14 features.

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**Research knows no bounds.**

Our faculty are conducting groundbreaking research on black holes and distant galaxies. Check out this short video explaining their latest discoveries.

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**Core Research Initiatives**

- **Urban Planning and Policy**
  - As an institution located in the heart of a metropolis, our faculty and students are uniquely positioned to study the challenges related to urban development...

- **Sustainable Energy**
  - With access to state-of-the-art laboratories and technologies, as well as partnerships with both industry and government, we are leaders in researching ways to transform the energy industry...

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**Download the research website self-audit at eab.com/urf/researchcommunications**