

Strategy for KI's websites

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**Karolinska
Institutet**

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The strategy is to be revised every two years, commencing 31 January 2026.			

About the web strategy

The strategy has been drawn up to clarify KI's website policy and guide decisions on priority content, resource allocation and development.

The strategy covers KI's websites in the public domain for which KI is both the publisher and administrator.

The strategy will be updated as and where appropriate, but at least every other year to ensure its ongoing relevance.

The purpose of KI's websites

The purpose of KI's websites is to provide a public service by disseminating news about the university's activities, including research and education.

The objective of KI's websites

KI's websites play an essential part in the promotion of the university's operational goals.

The websites shall:

- **Be perceived by the target groups as being uniform, useable and user-friendly**

The target groups' experience of a website can determine how easy it is for them to carry out their tasks. Website uniformity also helps to reinforce the KI brand.

- **Offer the target groups content that is relevant to their needs**

This means that the content must answer the target groups' questions.

- **Increase engagement in research and education at KI**

This could be about raising awareness of the importance of KI's research or broadening interest in KI's various study programmes.

- **Encourage the target groups to contribute to and become part of KI**

Such contributions could be donating money or participating in studies. Becoming part of KI includes studying or working at the university.

- **Facilitate dialogue with the target groups**

Contact pathways and opportunities for dialogue need clarifying so

that the target groups may easily connect with the relevant person or office at KI.

Goal follow-ups

Goals need to be continuously followed up to ensure that the websites and their maintenance are effective and contribute to achieving the university's operational objectives.

The follow-ups are made along given parameters defined in measurement plans for different parts of the organisation derived from KI's operational goals, which in turn are linked to the goals for the websites.

Principles

Development decisions are governed by the following five principles, each of which is accompanied by specific recommendations and clarifications designed to ensure that the principles are consistently observed.

The target group is our mentor

The websites must be simple to navigate and use. This means that the target groups must always be able to find the information they seek easily and quickly, or to conduct their business on the website without hassle. We therefore need to be sufficiently familiar with their needs.

- **Insight:** Carry out regular user studies to gather valuable insight into their drives, behaviour and needs.
- **Segmentation:** Divide the target groups into segments in order that functions, content and marketing campaigns may be tailored direct to each group.
- **Data:** Continually adapt website design to actual user data in order to improve navigability and accessibility.

Data-driven optimisation

All our digital operations must be measurable so that our online presence can be continually evaluated and improved. The development of their structure, function and content must be based on collected data to ensure

that they contribute to defined and quantifiable goals, which, in turn, help us reach our operational goals.

- **Analytical tools:** Prioritise the use of analytical tools that enable smooth and continual goal follow-up.
- **Measurement points:** Define clear and quantifiable goals that are linked to the university's overall goals.
- **Development with quantifiability in mind:** Design each new function or update so that its effects can be measured and evaluated.
- **Continual follow-up:** Continually follow up defined measurement points and goals so that the function and content of the website can be fine-tuned and optimised.

Sustainable data quality

The quality of our data has an immediate impact on other aspects of our website, including its visibility and searchability online. We make every effort to always deliver correct, complete, consistent and reliable information. Our data must be adaptable to meet changing needs and scalable to handle growing volumes.

- **Choice of platform:** Prioritise platforms that are robust and scalable, and that offer advanced support for metadata management, support for Search Engine Optimisation (SEO), and intuitive content management. They are also required to offer solid support on integrating with different relevant systems.
- **Metadata:** To improve searchability and visibility, a metadata management system must be implemented and maintained. Tools must be used to help content creators add and edit metadata efficiently. This includes relevant titles, descriptions, tags and categories.
- **SEO:** Integrate SEO tools as a fundamental component of the technical infrastructure in order to allow the continual analysis and adjustment of metadata usage and to support KI's overarching goals.

Quality-assured content

If our websites are to remain of value to the target groups, we need to ensure the relevance and reliability of the content.

- **Content analysis and renewal:** Regularly analyse and update existing content to ensure its relevance and effectiveness.
- **Quantifiable content:** Design the content to make it not only engaging but also measurable in terms of user interaction and conversion rates.
- **Content types:** Vary content types to create a rich and engaging user experience.
- **Content management:** Implement and maintain Content Management Systems (CMSs) that are intuitive and effective for those involved in the publication and updating of content. The CMSs on which KI's websites are based shall be as user-friendly as possible to ensure that those working with online content know what and what not to do.

Accessibility and data security

KI's websites must be accessible and secure for all users.

- **Transparency:** Protect website visitor privacy and be transparent about how KI handles personal data.
- **Legal compliance:** The websites shall comply with prevailing laws and regulations to ensure that the content is perceptible, manageable, comprehensible and functional across all platforms.

Parallel languages

Swedish and English are the basic languages for KI's websites.

- **Language policy:** KI's websites are to comply with KI's language policy, which is based on the principle of parallel language use.