

# Seven points for a perfect Pure profile

The profile you create in Pure ([pure.manchester.ac.uk](https://pure.manchester.ac.uk)) is displayed on the University's Research Explorer webpages at [www.research.manchester.ac.uk](https://www.research.manchester.ac.uk).

Research Explorer has a powerful search function which allows visitors to search all of the content listed there. However, unless your profile and related records are made visible, your details won't be returned in searches. You are responsible for making your profile and related records visible and up to date.

Here are some top tips to optimise your Pure profile and get found in both Research Explorer search and search engines, such as Google.

## 1. Make your profile visible

Ensure your Pure profile is set to 'public'. Publicly available profiles are automatically indexed by search engines such as Google within a few days.

- **How to:** [Make your profile visible](#)
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## 2. Enhance your profile

Add additional content to your profile such as your photo, links to your related websites, upload a publicly available CV.

- **How to:** [Enhance your profile](#)
  - **Example:** [Dr Sam Hay's profile](#)
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## 3. Make your projects visible

Each of your records in Pure has its own visibility setting. Some records, such as projects, are set to 'confidential' by default.

Make sure the records you do want to show on your profile are set to 'public'. This will make them appear on your profile and also help them to be indexed by search engines.

- **How to:** [Find your projects in Pure](#)
- **How to:** [Change the visibility of content in Pure](#)

*Note: Only funded projects are automatically in Pure. If you need a non-funded or umbrella project setting up in Pure, please speak to your local web team or the Pure Support Team.*

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## 4. Add content and keywords

Research Explorer search and search engines work by finding relevant keywords in your content. Good content also helps visitors engage with your pages.

By default, projects only have the title, participants, organisation and date pre-populated.

To optimise a project page, you need to add a short description which includes keywords to do with your areas of expertise and research. You can also add any related links or documents to make the content richer and more informative.

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Tag your profile and projects by populating the keywords field with keywords which reflect your areas of expertise and research. That way, when someone searches in the Research Explorer, your profile and projects will be returned in the search results.

- **How to:** [Find your projects in Pure](#) – Click on pen icon to edit, add/upload content to fields. Save.
  - **How to:** [Add keywords](#)
  - **Example:** [Professor Louis Appleby's project](#)
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### 5. Highlight your best work

By highlighting a specific publication or project you can choose to make sure it always appears prominently on your profile.

- **How to:** [Highlight your work](#)
  - **Example:** [Dr Sam Hay's publication highlights](#)
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### 6. Link content together

By linking related records together (such as publications to projects), you allow visitors to your profile to discover related areas of research output.

- **Example:** [Dr Sam Hay's project with linked publications](#)
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### 7. Advertise PhD opportunities (FBMH only)

Use the opportunities tab to advertise details of PhD projects. If you already use FindAPhD, you can add your ID to this section and your FindAPhD listing(s) will appear.

If you are unsure of your FindAPhD ID, please speak to the Doctoral Academy (FBMH only).

- **Example:** [Professor Karl Kadler's PhD opportunities](#)
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### Nominate a trusted user

If you don't have time to update your own Pure profile, you can nominate a trusted user to make these updates for you. *Note: They will have full control over your Pure account.*

- **How to:** [Nominate a trusted user](#)

### Need more help?

For help with any aspect of your profile please contact the Pure Support Team [pure@manchester.ac.uk](mailto:pure@manchester.ac.uk) or view our guidance on the Pure Support website: <http://staffnet.manchester.ac.uk/pure>