



NAWROZ UNIVERSITY WEBSITE REQUIREMENTS

2025 September 15



1. Introduction & Purpose

The purpose of this website is to provide a modern, user-friendly platform for the university to communicate effectively with students, staff, faculty, alumni, and the general public. The website should:

- * Showcase academic programs, research, and achievements
- * Facilitate access to university services and resources
- * Serve as a communication bridge between colleges, departments, and the media office
- * Improve the university's online presence and accessibility

2. Key Objectives

- * Enhance online visibility and accessibility of university information
- * Provide students and staff with centralized access to academic and administrative resources
- * Promote research and academic achievements
- * Facilitate internal communication and workflow (e.g., content approval from media department)
- * Ensure scalability, security, and ease of maintenance

3. Core Website Features

3.1 Homepage

- * Display latest news, announcements, and events
- * Showcase important links (admissions, programs, student portal)
- * Responsive design compatible with mobile devices

3.2 About Us

- * University history, mission, vision, and leadership
- * Organizational structure (faculties, departments)



3.3 Academic Programs

- * Faculty and department pages
- * Course listings with descriptions

3.4 Admissions

- * Admission guidelines and process
- * Online application forms (downloadable or interactive)
- * Contact information for admissions office

3.5 Student Services

- * Library access and resources
- * Academic calendar and schedules

3.6 Research & Publications

- * List of publications, research projects, and labs
- * Links to faculty Google Scholar, ResearchGate, ORCID profiles

3.7 News & Events

- * University news and upcoming events
- * Option for faculty and students to submit event information (if approved by media department)

3.8 Contact Us

- * Map, emails, phone numbers
- * Social media links
- * Inquiry form for general questions

3.9 Multilingual Support

- * Website should be available in multiple languages (English, Arabic, Kurdish)
- * Easy switching between languages



3.10 Accessibility

- * Mobile-responsive design
- * Compliance with WCAG accessibility standards
- * Clear navigation and readable fonts

4. Special Requirements

4.1 College-to-Media Department Integration

- * Each college will have a Focal Point user responsible for submitting posts to the main website.

- * Backend User Table should include:

- * User Name
- * Role (Focal Point, Media)
- * College/Department affiliation
- * Workflow:
 - * Focal Point users create or draft posts (news, events, announcements) for their college.
 - * Posts require approval by the Media Department user before being published.
 - * This ensures consistent, accurate, and officially approved content.

4.2 Academic Staff Research Profiles in Footer

- * Footer should display links to all academic staff profiles including:
 - * Google Scholar
 - * ResearchGate
 - * ORCID
 - * LinkedIn (optional)
- * Backend should allow admins to add, update, or remove staff profile links
- * Display should be organized, clear, and accessible



4.3 Staff Portal

- * Secure portal accessible only to university staff
- * Features:
 - * Personal profile management (contact info, department, position)
 - * Access to internal resources, forms, and documents
 - * Notifications and announcements
 - * College-specific content and workflows
- * Security: Login authentication and role-based access control to protect sensitive data

6. Technical Requirements

- * CMS or custom-built system (WordPress, Drupal, or equivalent)
- * Secure (SSL, data protection)
- * Scalable (can handle high traffic)
- * SEO optimized
- * Integration with existing systems (e.g., student information system)
- * Backup and disaster recovery system

7. Admin Requirements

- * Easy content update system for non-technical staff
- * Role-based access control (admins, editors, focal points, media staff)
- * Ability to manage user accounts, posts, and academic profiles
- * Logging of content approvals and changes



SEO (Search Engine Optimization) Requirements

The website must be developed with SEO best practices in mind to ensure high visibility in search engines such as Google. Requirements include:

On-Page SEO:

- Proper use of **HTML headings** (H1, H2, H3)
- SEO-friendly **URLs** (short, readable, descriptive)
- Relevant **meta titles and descriptions** for each page
- Alt text for all images

Technical SEO:

- Fast page load speed
- Mobile-friendly/responsive design
- SSL certificate for security (HTTPS)
- Sitemap and robots.txt configuration
- Proper use of canonical tags

Content Optimization:

- Keyword-rich content relevant to university programs and services
- Structured content with clear headings, lists, and tables where needed
- Blog/news sections optimized for search

Analytics & Tracking:

- Integration with **Google Analytics** and **Google Search Console**
- Proper tagging and tracking of pages for performance monitoring

Ongoing SEO Support (Optional):

- Guidance for content updates to maintain SEO performance
- Suggestions for backlinking, social sharing, and keyword optimization