



Academic website design

Independent academic websites for researchers and research groups

FOUNDING / PILOT PHASE

Academic Websites

A credible scholarly presence, built around your work.

JS Insights designs and deploys independent websites for academics, PhD candidates, researchers, professionals and small research groups.

A focused static site can present a profile, research areas, publications, teaching, projects and contact details clearly — without relying solely on an institutional profile that may be restrictive or temporary.

Founding prices are temporary.

They apply to a limited early cohort while JS Insights develops a carefully selected academic website portfolio. Once the founding places are filled, fees move to the future standard prices shown throughout this brochure.

FOUNDING PACKAGES

Starter

£150 now · £450 future

Standard

£320 now · £950 future

Premium

£600 now · £1,800 future

£100

Discovery & design deposit

Credited against the package fee when the project proceeds.

■ Clear structure

Coherent academic information architecture.

■ Scholarly presentation

Credible typography, hierarchy and publication formatting.

■ Lean deployment

Responsive static site with low-cost hosting routes.

contact@jsinsights.co.uk

Email JS Insights

Service details online

UK academic audience · prices in GBP

What JS Insights builds

INDEPENDENT SCHOLARLY WEB PRESENCE

A professional academic website is a durable, citable home for your work — designed around your priorities rather than an institutional template.

Clear structure

Profile, research, publications, teaching, projects and contact routes are organised into a coherent information architecture.

Scholarly presentation

Typography, hierarchy, publication formatting and navigation are chosen to feel credible to academic and professional audiences.

Lean deployment

The core service is a responsive static website: fast, maintainable and often eligible for low-cost or free static hosting.

What the service is

JS Insights takes the material you supply — typically a CV, biography, research summary and publication list — and turns it into a structured, responsive site. The work includes design judgement, content organisation, light editing, page build, basic search metadata and deployment support. Academic claims are not invented, and supplied information remains subject to the client's confirmation.

What "static website" means

A static site does not rely on a full content-management system or database for ordinary page delivery. This usually keeps hosting simple and reduces routine technical overhead. Updates are made to the site files and redeployed; clients who prefer JS Insights to manage those updates can select optional maintenance.

Who it is for

- PhD candidates preparing a job-market or research profile
- Postdoctoral researchers and early-career academics
- Lecturers, readers, professors and independent researchers
- Researchers whose institutional page is limited or likely to change
- Academics with substantial publications, projects or public-impact work
- Small research groups needing a clear team and project presence
- Professionals whose work sits between academia, policy and practice
- Researchers who want one stable link connecting ORCID, Google Scholar and other profiles

The central aim is credibility and clarity, not unnecessary complexity. The package should match the amount of content, the required information architecture and the level of customisation — not simply the client's job title.

Packages at a glance

FOUNDING COHORT PRICING

The three packages differ primarily in content volume, information architecture and design development. The future standard fee is shown beside every founding fee.

Measure	Starter	Standard	Premium
Founding / future	£150 / £450	£320 / £950	£600 / £1,800
Pages	1–2	5–6	8–10
Typical fit	PhD, postdoc, early-career profile	Most individual academics	Senior academics or small research groups
Structure	Template-led, professionally adapted	Semi-custom page structure and layout	More developed information architecture and visual hierarchy
Publications	Selected work; no complex database	Up to around 80–100 items, grouped sensibly	More extensive structuring within agreed scope
Revision rounds	1 consolidated round	2 consolidated rounds	3 consolidated rounds
Indicative timing	About 4–5 days	About 1.5–2 weeks	About 2–3 weeks
Core boundary	Simple profile, no CMS	No database backend or advanced filters	Still a lean static site, not an institutional platform

IMPORTANT SCOPE DEFINITIONS

A **revision round** means one consolidated list of amendments against the presented draft. A change of strategic direction, additional pages, substantial new copy, major publication cleaning or functionality outside the agreed package is separate scope. Turnaround begins once the package, materials and structure are agreed, and assumes timely client feedback.

STARTER

£150

Founding cohort fee

Future standard fee: £450

A concise, credible profile with a professionally adapted foundation.

STANDARD

£320

Founding cohort fee

Future standard fee: £950

The balanced individual-academic package: fuller content and semi-custom structure.

PREMIUM

£600

Founding cohort fee

Future standard fee: £1,800

A developed academic or group presence with stronger content architecture.

Why the founding price is lower

These are early-stage founding prices for a small initial group of clients. The purpose is to establish a carefully selected portfolio of academic website examples and refine a disciplined delivery process. Clients receive a professionally designed site at a substantially reduced fee; in return, the work follows a lean workflow, defined page limits, limited revision rounds and clear scope boundaries.

The founding rate is therefore a **pilot-phase commercial decision**, not a signal of reduced care or a permanent discount. As the portfolio, process and demand develop — and as more time is allocated to strategy, custom design and content systems — prices will move to the future standard rates shown above.

Starter – focused academic profile

TEMPLATE-LED, PROFESSIONALLY ADAPTED

FOUNDING PLACE

Starter

A focused profile site for early-career researchers and PhD candidates who need a credible presence quickly.

£150

Founding cohort fee

Future standard fee: £450

1-2 pages

1 revision round

about 4-5 days turnaround

Level of sophistication

- Template-led foundation, adapted professionally to the client's field and material
- Simple, responsive academic profile rather than a multi-section content system
- Basic typography, spacing, mobile layout and visual consistency
- Basic SEO title and description for the principal page or pages
- Suitable for a fast, credible first independent presence

Suitable page structures

- One-page profile with anchored sections; or
- Home plus Contact/Profile page
- Short biography and current position
- Research interests or research statement
- Selected publications or selected work
- Links to Google Scholar, ORCID, LinkedIn and institutional profile
- Contact details and CV link where supplied

Starter is deliberately bounded

It does **not** include a complex publication database, content-management system, deep copywriting from blank pages, a custom visual identity system, advanced filtering, bespoke interactive tools or extensive publication-data cleaning. A larger publication archive or a fuller set of academic pages normally belongs in Standard.

Good fit indicators

Starter is likely to be appropriate when the client has a concise CV, a short selected-publications list and one clear objective — for example, a job-market profile, a project-independent personal page or a durable link to use in applications, conference biographies and email signatures.

Likely reasons to move up to Standard

A separate Research page, a substantial Publications page, multiple teaching roles, several research themes, a full CV presentation or the need to organise roughly 80–100 publication records all require more information architecture and review time than Starter provides.

Standard – individual academic website

SEMI-CUSTOM STRUCTURE AND LAYOUT

FOUNDING PLACE

Standard

The best fit for most individual academics: a complete profile with clear research, publication, teaching/CV and contact sections.

£320

Founding cohort fee

Future standard fee: £950

5-6 pages

2 revision rounds

about 1.5-2 weeks turnaround

Level of sophistication

- Semi-custom structure and layout developed around the supplied material
- Clear navigation and a balanced hierarchy between profile, research and outputs
- Responsive layout and accessibility-conscious page structure
- Basic sitemap, robots guidance and page-level metadata
- Good balance between academic credibility, content depth and affordable scope

Typical pages and content

- Home
- About or Profile
- Research
- Publications
- Teaching or CV
- Contact
- Appropriate links to ORCID, Google Scholar, SSRN, ResearchGate, LinkedIn or an institutional profile

Publication scope

A supplied list of up to around **80–100 publications** can be formatted and grouped by year, type or theme where the data is reasonably complete and consistent. The package includes organisation and presentational formatting, not open-ended bibliographic research or large-scale correction of incomplete records.

What Standard does not include

Standard does not include a full CMS, database backend, complex search or filter system, custom interactive research tool, user login, payment system or portal. Those requirements change the technical and support model and would need separate scoping.

Why Standard is the common individual-academic fit

Most individual academics need more than a one-page profile, but do not need a bespoke institutional platform. Standard allocates enough scope to separate major areas of work, build a useful publications page and create coherent navigation while retaining a lean static architecture.

Premium – developed research presence

STRONGER INFORMATION ARCHITECTURE

FOUNDING PLACE

Premium

For professors, senior academics or small research groups whose work needs more extensive organisation across publications, projects, impact and people.

£600

Founding cohort fee

Future standard fee: £1,800

8-10 pages

3 revision rounds

about 2-3 weeks turnaround

Level of sophistication

- More developed academic or research-group presence
- Stronger information architecture for multiple research themes and output types
- More detailed content organisation and visual hierarchy
- Greater space for projects, media, public engagement and selected downloads
- More extensive publication structuring within the agreed data scope

Typical pages and content

- Home and Profile
- Research Areas
- Publications
- Projects
- Teaching / Supervision
- Media / Impact
- Group / Team
- CV and Contact

Possible Premium treatments

Project pages; research-group profiles; team cards; media and impact highlights; selected reports or downloads; stronger signposting of major research themes; richer cross-linking between projects and publications; and a more considered hierarchy for audiences such as collaborators, funders, students, journalists and policy professionals.

Premium remains a lean static website

It is not a fully bespoke institutional platform. Complex databases, searchable research portals, grant-management systems, booking or payment systems, user accounts, login areas and other application-level functionality are not included unless separately specified and quoted.

Research-group scope

Premium can suit a small group where the team list, research themes and project material remain within the stated page count and can be maintained as a static site. Large centres, frequently changing staff directories, extensive project databases or multi-user editorial workflows require separate platform scoping.

What “sophistication” means

A PRACTICAL SCOPE DISTINCTION

Sophistication is not simply the number of visual effects. It is the amount of content reasoning, structural design and technical behaviour required to present the work well.

STARTER

Adapted foundation

- One central narrative
- Limited page set
- Selected outputs
- Basic metadata
- Minimal content decisions

Design question: How can a concise academic profile look credible and complete?

STANDARD

Semi-custom system

- Multiple academic functions
- Publications architecture
- Clear navigation
- Accessibility-conscious structure
- Links across research profiles

Design question: How should a full individual academic record be organised for several audiences?

PREMIUM

Developed architecture

- Several research themes
- Projects and impact
- Team or group material
- Stronger cross-linking
- More developed hierarchy

Design question: How can a larger body of work remain legible, coherent and strategically presented?

Included sophistication is still scope-limited

Included in the package logic

- Content hierarchy and page planning
- Responsive design
- Consistent components
- Publication presentation
- Basic discoverability settings

Not implied by “Premium”

- Unlimited pages or revisions
- Database or CMS development
- Custom software tools
- Unlimited data cleaning
- Institutional-scale governance

A note on content quality

A polished design cannot compensate for missing or inaccurate academic information. The most efficient projects begin with a current CV, a complete list of links and a reasonably structured publication record. JS Insights can format and lightly edit supplied content, but the client remains responsible for factual accuracy, permissions and final approval.

What the founding price covers

CORE DELIVERY SCOPE

The package fee pays for a defined professional service from planning through handover. It is separate from third-party costs such as domain registration or paid email.

Included in the founding package

- Discovery and structure planning
- Website information architecture
- Responsive static site design
- Core page build within the package page limit
- Content formatting and light editing
- Basic SEO metadata
- Deployment support
- Domain and DNS connection guidance
- Handover notes

How the work is managed

- One agreed theme direction and page structure
- Material supplied by the client in a usable format
- One consolidated amendment list per revision round
- Launch after factual approval and agreed payment steps
- A 30-day defect-fix window after launch for implementation errors, distinct from new content requests

What is not included

SCOPE BOUNDARIES

- Domain registration or renewal fees
- Paid email hosting or professional inbox fees
- Paid stock photography, licences or premium software
- Large-scale copywriting from blank pages
- Publication-data cleaning beyond the stated package scope
- Complex CMS or backend development
- Login or membership systems
- Payment or booking systems
- Custom databases, portals or advanced filters
- Long-term maintenance unless separately agreed
- Unlimited revisions, extra pages or major direction changes
- Institutional branding or anything implying university endorsement

Additional work can be considered, but it is not silently absorbed into a package. Where a request changes the page count, content volume, technology or review burden, JS Insights will identify it and agree any additional quote before proceeding.

Rights, accuracy and institutional material

The client is responsible for confirming the accuracy of names, titles, dates, affiliations and claims, and for securing permission to use photographs, logos, publisher material, reports, PDFs and third-party personal data. University branding should only be used where the relevant institution permits it, and an independent site must not imply endorsement that has not been explicitly granted.

Domain, hosting and related costs

TYPICAL EXTERNAL AND OPTIONAL COSTS

A static academic website can often run with very low hosting overhead, but the domain, professional email and any paid services remain separate from the design package unless expressly included in a written proposal.

Item	Typical cost	Who pays	Notes
Domain name	Usually about £5–£25 per year; managed plans assume a standard .com	Client normally pays registrar directly unless managed hosting is agreed	Varies by extension, registrar, introductory offer and renewal price. Specialist or higher-cost domains are quoted separately and may include a handling mark-up.
DNS management	Usually £0 on Cloudflare Free	Normally no direct fee; client controls account	Suitable for ordinary authoritative DNS management, subject to provider limits and terms.
Static hosting	£0 may be possible	Usually no direct fee on an eligible free tier	Cloudflare Pages or GitHub Pages can support simple static sites. Paid functionality or plan changes may create charges.
GitHub repository	£0 for basic use	Client or JS Insights, as agreed	Public/private setup and Pages eligibility depend on client preference and current GitHub plan rules. Ownership and access should be agreed at handover.
SSL certificate	Usually £0 with supported static hosting	Normally no separate payment	Cloudflare and GitHub Pages can provide HTTPS for correctly configured sites and custom domains, subject to their current terms.
Email forwarding	May be £0	Client controls destination mailbox	Some services, including Cloudflare Email Routing, may forward incoming mail without a paid inbox. This is not the same as a full send-and-receive mailbox.
Professional email inbox	Optional; provider-dependent	Client pays provider	Google Workspace, Microsoft 365 or another mail provider may be used. Not included by default.
Search Console / Bing Webmaster	Usually £0 platform fee	Included on request for Standard/Premium; optional for Starter	Setup requires access to the relevant account and may require domain verification. It does not guarantee ranking or indexing outcomes.
Ongoing maintenance	£24.99/year or £44.99/year managed options	Client chooses	Managed options can include standard .com domain renewal, hosting administration and manual routine update support from emailed materials or a small agreed list of public profile/source links, subject to fair-use scope and domain availability.

Costs can change and should be checked with the relevant provider before purchase. Free tiers, quotas, features and eligibility rules are controlled by third parties and are not guaranteed to remain unchanged. JS Insights will recommend a proportionate setup, but cannot promise that an external service will remain free indefinitely.

Two hosting routes

Client-owned hosting

The client owns the domain, DNS account and hosting/repository account. JS Insights guides setup, connects the site and hands over the files and access notes. This route gives the client direct long-term control and can often keep running costs very low.

Managed hosting and maintenance

JS Insights can host and maintain the site under a managed plan. The standard managed pricing below assumes an ordinary .com domain, static hosting and manual routine updates from emailed materials or a small agreed list of public source pages. If a preferred domain extension is more expensive, restricted, difficult to transfer or not suitable for the managed route, the extra cost and handling terms are confirmed before purchase.

Practical ownership principle

Managed projects usually use a standard .com domain. Some country-code or specialist domains, including certain UK-oriented domains, may involve registrant, transfer, renewal-price or registrar constraints; in those cases, JS Insights will recommend client-owned hosting or quote the domain separately.

Optional maintenance

NOT REQUIRED, BUT AVAILABLE

Static websites are comparatively lean and do not require a compulsory maintenance subscription. Support is useful for clients who prefer publications, projects, talks, news and links to be kept current by JS Insights through a simple annual managed plan.

Option	Rate	What it covers
Ad hoc updates	£25/hour founding · £60/hour future	For clients who do not choose a managed hosting or maintenance plan, or for one-off changes outside a plan. Pay only when a defined update is requested, such as occasional text, link, CV or publication changes, small additions or agreed adjustments to an existing JS Insights-built site. Larger redesign or new-page work is quoted before work begins.
Managed monthly update check	£24.99/year founding	Includes standard .com domain renewal where available, static hosting/DNS administration and one manual update cycle per month. The client may email routine updates or nominate a small agreed list of public sources, such as a university profile, ORCID, Google Scholar or ResearchGate. JS Insights confirms by email after updates. Subject to fair-use scope.
Managed weekly update check	£44.99/year founding	Includes standard .com domain renewal where available, static hosting/DNS administration and a manual update cycle up to once per week where practical. Suitable for clients whose publications, talks, project links or profile details change more often. Updates can be triggered by email or an agreed public-source watch list; JS Insights confirms by email after updates. Subject to fair-use scope.

Domain assumption. The managed prices above are based on a standard .com domain. If the client wants a different extension, premium domain, country-code domain or a domain that cannot reasonably be transferred or administered under the managed arrangement, JS Insights will confirm the additional renewal cost and any handling mark-up before proceeding. A .com domain is usually the simplest option for international academic and professional sites.

Maintenance is useful when

- Publications or working papers change frequently
- Talks, media, reports or projects need regular updates
- The client prefers not to edit repository files
- The client wants JS Insights to watch a small agreed list of public profile pages
- Domain and DNS continuity should be checked periodically

Maintenance does not mean

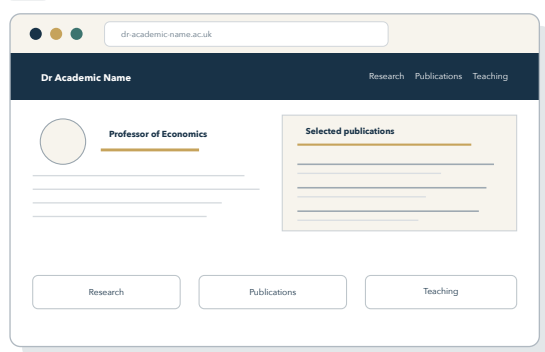
- Unlimited redesign or new pages
- Continuous copywriting, data research or publication-list reconstruction
- Large image processing, database work or custom interactive functions
- A guaranteed response outside agreed support terms
- Responsibility for third-party outages or policy changes

Academic website theme directions

FOUR STARTING POINTS, ADAPTED TO THE CLIENT

These are brochure-style directions rather than fixed screenshots. The final site uses the selected direction as a disciplined visual and structural starting point.

01 Classic Academic



Best for: Lecturers, professors and traditional individual academic profiles.

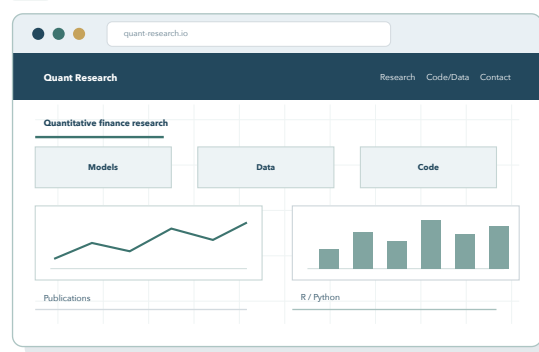
Visual style: Serif-led headings, navy and white, restrained rules and a publication-focused hierarchy.

Page structure: Home, About, Research, Publications, Teaching, Contact.

Sophistication level: Works particularly well for Standard; can be simplified for Starter or extended for Premium.

Palette:  navy  ivory  gold

02 Quant Research / Finance



Best for: Finance, econometrics, data science, mathematics and quantitative research.

Visual style: Clean technical layout, subtle grid logic, restrained dark blue/green and data-inspired accents.

Page structure: Home, Research Areas, Publications, Code/Data, Teaching, Contact.

Sophistication level: Standard or Premium, depending on code, data and project volume.

Palette:  blue  teal  mist

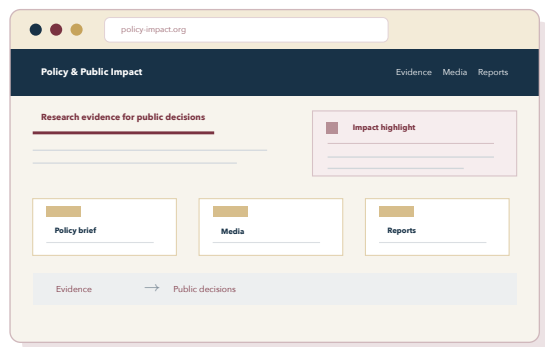
Theme selection sets the visual language, not an unlimited visual-identity project. One direction is chosen and adapted within the package; extra page types, extensive art direction or unrelated design concepts require separate scope.

Academic website theme directions

IMPACT AND EARLY-CAREER DIRECTIONS

The second pair of directions is designed for public-facing impact work and concise early-career profiles.

03 Policy & Public Impact



Best for: Academics with policy evidence, reports, media work or public engagement.

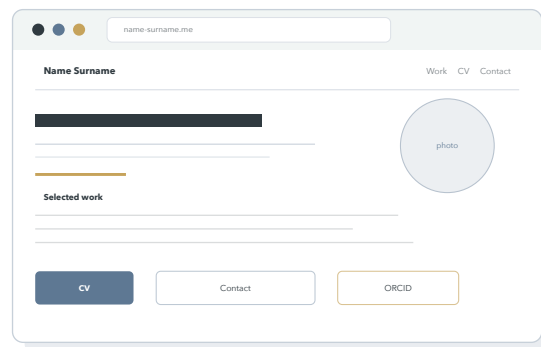
Visual style: Editorial hierarchy, impact highlights, report callouts and clear routes for non-specialist audiences.

Page structure: Home, Profile, Policy/Impact, Publications, Media, Contact.

Sophistication level: Standard for an individual profile; Premium where projects and impact need richer organisation.

Palette:  navy  burgundy  gold

04 Minimal PhD / Early Career



Best for: PhD candidates, postdocs and job-market profiles.

Visual style: Simple, fast and elegant; generous whitespace with one strong content column.

Page structure: Profile, Research, Selected Work, CV, Contact — often in one page or a compact two-page site.

Sophistication level: Starter by default; Standard where a full publication and teaching record is required.

Palette:  charcoal  paper  blue

Theme selection does not create an unlimited visual-identity project. One direction is chosen and adapted within the package. Bespoke branding systems, extensive illustration, photography art direction or multiple unrelated design concepts require separate scope.

Process and timeline

A MANAGED SEVEN-STAGE WORKFLOW

A clear process protects both quality and scope. Dates are confirmed once the client's material is sufficiently complete and the project requirements are agreed.

1 Paid discovery/design deposit

A planning call establishes objectives, audience, likely package, content gaps and next steps.

2 Material collection

The client supplies the agreed biography, CV, publications, links, photograph and other source material.

3 Structure and theme choice

JS Insights proposes the page architecture and one suitable visual direction for approval.

4 First build

Pages are designed, content is formatted and the responsive site is assembled in a review environment.

5 Revision round(s)

The client provides one consolidated amendment list per included round; JS Insights applies agreed changes.

6 Domain, DNS and deployment

The approved site is deployed and the chosen domain is connected with appropriate guidance and access.

7 Handover and optional maintenance

The client receives a live site, access arrangements and concise handover notes; ongoing support is optional.

Timing depends on readiness.

Delayed source material, fragmented feedback, new pages or major content changes can move the delivery date. JS Insights will distinguish ordinary revisions from new scope.

Client needs to provide

- Preferred name and title
- Academic biography
- Current CV
- Publications list
- Research areas or themes
- Teaching and supervision information
- Links to ORCID, Google Scholar, university page, LinkedIn, SSRN and similar profiles
- Professional photograph, if desired
- Domain preference or existing domain details
- Confirmation of permissions for supplied material

Efficient feedback

Feedback should identify factual corrections, priority changes and clear design amendments in one consolidated document per revision round. Piecemeal comments across multiple channels create avoidable delay and may exceed the included review scope.

Academic Website Discovery & Design Deposit

THE FIRST PAID PROJECT STEP

£100

Discovery & design deposit

A paid planning stage with a clear deliverable.

The deposit secures an initial project slot and ensures that the first discussion includes real structure and design planning rather than a general sales call.

What the £100 covers

- Paid discovery and planning call
- Website objectives and audience
- Initial structure planning
- Content requirements and gaps
- Style or theme direction
- Recommended package and next steps

How the credit works

- If the client proceeds with Starter, Standard or Premium, the full £100 is credited against the final project fee.
- The remaining package balance and payment stages are confirmed in the written proposal.
- The credit applies to the agreed academic website project, not unrelated services.

If the client does not proceed

The discovery and planning work has still been delivered. The deposit is therefore **not automatically refundable**; it is retained against the time and professional planning already provided, subject to the stated booking terms and applicable rights. This is intended to be a fair paid first stage, not a penalty for deciding not to commission the full site.

Book the discovery and design stage

Open the £100 booking page

<https://calendly.com/js-insights-ltd/academic-website-discovery-design-deposit>

Before booking

Prospective clients may email a short description of their role, approximate publication volume, preferred timing and likely package. This helps JS Insights identify obvious scope issues before the paid planning stage.

Scope boundaries and important notes

CLEAR EXPECTATIONS BEFORE COMMISSIONING

Independent status

JS Insights builds independent academic websites. The site is not an official university or employer page unless the relevant institution has expressly agreed otherwise.

No implied endorsement

A website does not imply endorsement by any university, employer, funder, journal, publisher, professional body, CFA Institute or other institution.

Client-supplied claims

The client approves academic titles, affiliations, publication details, project descriptions, impact claims and contact information before launch.

Third-party services

Registrars, DNS providers, hosting platforms, analytics tools, email providers and search engines operate under their own terms, limits and availability.

No outcome guarantee

The service improves presentation and technical accessibility; it cannot guarantee search ranking, indexing, employment, funding, publication, collaboration or media outcomes.

Written proposal controls

Final pages, deliverables, timing, access, payment stages and any additional work are confirmed in a written proposal or contract for the specific project.

Formal disclaimer

JS Insights builds independent academic websites. These websites do not imply endorsement by any university, employer, funder, journal, CFA Institute or other institution unless explicitly stated by that institution.

Founding-price reminder

Founding fees are temporary and available only during the pilot/founding period. Availability should be confirmed before booking. Once the limited founding places are filled or the promotional period closes, the package fees will move to the future standard rates shown in this brochure.

Contact and service links

Email contact@jsinsights.co.uk

Service page jsinsights.co.uk/services/academic-websites/

Deposit booking calendly.com/js-insights-ltd/academic-website-discovery-design-deposit



FOUNDING PLACES OPEN

A credible academic website begins with a clear structure.

Use the discovery and design stage to define the audience, page architecture, content requirements and appropriate package before the full build begins.

£100
Deposit

Academic Website Discovery & Design

Credited against Starter, Standard or Premium when the project proceeds.

- ✓ Paid discovery and planning call
- ✓ Initial website structure and content requirements
- ✓ Theme direction and recommended next steps
- ✓ A defined, professional first stage rather than an open-ended sales conversation

Book

calendly.com/js-insights-ltd/academic-website-discovery-design-deposit

Discuss the project

contact@jsinsights.co.uk

Read the service page

jsinsights.co.uk/services/academic-websites/