Web admin webinar

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26 June 2018 | Web admin webinar
1. Introduction

2. Your website as part of interregeurope.eu

3. Project edit module

4. Writing for the web

5. Google Analytics
JS communication team

- Website related questions
- For LPs and project communication managers
- Keep lead partner + project and finance officers in copy

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Coordinator - Communication and Contact Points

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Communication Officer

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Project branding

- Harmonised communication
- Communication toolkit: logo, ppt, poster, website
Project website

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Where is it visible in the Interreg Europe website?
**Destination SMEs - Destination SMEs**

**Lead Partner:** Auvergne-Rhône-Alpes Tourism 'until 31/12/2016 Regional Tourist Development...

Destination strategies for the competitiveness of the local SMEs. The aim of Destination SMEs is to assist European territories in designing effective destination management strategies in order to provide tourist...

**SET-UP - Smart Energy Transition to Upgrade regional Performance**

**Lead Partner:** Bretagne Development Innovation (BDI)

The project's main objectives: The overall goal of the SET-UP project is to improve energy performance of the 6 partner regions thanks to enhanced policies on smart grids. On a medium to long term, better...

**REBUS - Renovation for Energy efficient BUIldings**

**Lead Partner:** Florentine Energy Agency

What is REBUS? In order to meet EU energy efficiency targets, concrete and widespread policy level improvements are needed in all European regions. &nbsp; &nbsp; Buildings are among the main sectors...

**BUILD2LC - BOOSTING LOW CARBON INNOVATIVE BUILDING REHABILITATION...**

**Lead Partner:** Andalusian Energy Agency, Regional Ministry of Employment, Enterprise and... The recent framework strategy of the “Energy Union” of the European Commission indicates that 75% of
Visible at homepage level

Latest News

15/06/2018
Personalised medicine and health brings project communities...
Workshop: Milan 11 April. Tackles major European challenges: personalised medicine, ageing, rise of data, artificial intelligence and modernising health systems.
Type: Platform

08/06/2018
RELO53 Event in Seville
Upcoming RELO53 meeting, discusses deploying Smart Specialisation Strategies at the local level.
Type: Project

20/05/2018
From ideas to results with interregional cooperation
Cooperation works! We've looked into the effects of past projects in their regions and can't wait to share the results with you. Here are some first examples.
Type: Programme

Project
Featured project – ‘Discover projects’

**CLUSTERIX 2.0**

ClusterIX 2.0 is a project financed under the Interreg Europe programme that addresses the improvement of regional innovation policies by making better use of clusters. Over decades clusters have proven to be efficient policy instruments enabling cooperation between industry, research and policy, but ClusterIX 2.0 looks forward into new ways of facilitating intra and inter regional cooperation...

Go to project website
Visible on ‘In my country’
Visible on our social media channels

- Twitter list + retweeting
- Appear as featured in our Youtube channel
- Facebook > share posts & updates
What is your project website?

- Individual website, same layout
- Public face of the project
- Reflects project’s communication plan
Basic content

Automatically from iOLF
- Name
- Summary
- Partners
- Partnership map
- Budget
- Duration
- Policy instruments

Created by webadmin
- News and events
- Pictures
- Social media feeds
- Links, call to actions
- Documents

Special case: **good practices** are submitted by various users and will appear on your project website once approved by the web admin!
Your role as website administrator

1. Edit your project website

2. Approve good practices submitted by the project partners > visible under ‘Good Practices’

3. Validate people requests to be linked to your project > visible under ‘Contacts’
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Editing your project website

- By simply logging in to your Interreg Europe account
- JS follows what you do (notification system in place)
Common issues

- Missing partners on map
  > edit GPS coordinates under ‘Contacts’

- Editing contact details
  > directly in iOLF and from there the website will automatically synchronise

- Avoid special characters on document names

- Length of twitter feed

- Clear formatting (e.g. notepad) when copying text to editor
Keep in mind

- Partner logos
- Events vs. news
- Photo copyright rules!
Help and support

http://www.interregeurope.eu/projects/guidance/project-websites/
Think of your... 

GOALS

AUDIENCE
Tips for good online content

1. Clear language
2. Chunking
3. Structure

Toolbox
- Headlines and subheadings
- Images
- Videos
- Links

More useful tips here
How to get more visitors?
Spread your content

- Always have a direct link
- Tell people about your website
- Share your news
Social media

- You don’t have to be on every channel
- Think of your target audience
- Reserve time and resources
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What can you learn?

- Do you reach your targets?
- Who visits your website?
- What is interesting for your visitors?
- How do people find you?

Icons: http://ballicons.net/
Session: a user is actively engaged with a website
Users: Users that have had at least one session within the selected date range. Includes both new and returning users
Pageview: Total number of pages viewed. Repeated views of a single page are counted.
### Top channels:
How did the users find your website

### Sessions by landing page:
What page users arrive first

### Bounce:
A bounce is a visit in which the person left your site from the entrance page without interacting with the page. Together with “pageviews” can give you an accurate feeling on how relevant is a page content for the user
‘Event label’: event in Google Analytics terminology - interaction taken with a type of content (subscribe to newsletter, search etc.)

**Searches**
Overview of most researched terms; search happening on a specific project website

<table>
<thead>
<tr>
<th>Event Label</th>
<th>Total Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>logo</td>
<td>2</td>
</tr>
<tr>
<td>test</td>
<td>2</td>
</tr>
<tr>
<td>subscribe</td>
<td>1</td>
</tr>
</tbody>
</table>

**Newsletter sign ups**
Measures newsletter subscriptions

<table>
<thead>
<tr>
<th>Event Label</th>
<th>Total Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>subscribe</td>
<td>5</td>
</tr>
</tbody>
</table>
How to report sessions?

See this overview of all project sessions per each reporting period:

https://drive.google.com/drive/folders/0B_2u8LvpD_IzTnFvOUVwLWxiYjQ

(PDF for 3rd call project not created yet)
Next steps

1. Invite your project partners to connect to your project
2. LPs will receive project posters for display
3. First Google Analytics report in July
4. Communication seminar in November 2018 (3 days, together with finance seminar)

Subscribe to our newsletter for any future updates: https://www.interregeurope.eu/#newsletter-signup
Useful links

- Project communication tools
  http://www.interregeurope.eu/library/#folder=16

- Help page for web admins
  http://www.interregeurope.eu/projects/guidance/project-websites/

- Project resources
  https://drive.google.com/drive/u/0/folders/0B_u8LvpD_lzQndsY19rUFFzSFk

- Implement a project -page
  http://www.interregeurope.eu/projects/implement-a-project/
Thank you!