



Material EncounterS with digital Cultural Heritage

FP7 Contract: 600851

– Deliverable –

D8.1 – ‘Project Website’

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List of Beneficiaries

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2	University of Limerick	UL	Ireland
3	Stichting Waag Society	WAAG	Netherlands
4	University of Strathclyde	UoS	United Kingdom
5	ECTRL SOLUTIONS SRL	ECTRL	Italy
6	Stichting Digitaal Erfgoed Nederland	DEN	Netherlands
7	Universitaet Stuttgart	USTUTT	Germany
8	Universidad Carlos III De Madrid	UC3M	Spain
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1 EXECUTIVE SUMMARY

This document provides background information on the setup and the launch of the project website www.mesch-project.eu, which is the meSch deliverable D8.1. The initial version of the website was launched on the official start date of the project (1st February 2013) and will be expanded into a full version to be launched in month 6 of the project. This document will be updated alongside this further development to keep track of strategic choices made regarding the project website.

Reference Documents

Internal Documents
meSch - Description of Work

2 INTRODUCTION

At the start of the meSch project, on 1 February 2013, the first version of the meSch website was launched at the address mesch-project.eu to announce the project. This first version will be expanded and extended into a full project website, to be launched in month 6 of the project. This full version of the website will serve as the central hub to implement the cross media strategy of the meSch project. The Description of Work, task D8.1 Dissemination, says the following about this dissemination strategy:

"All partners will participate in the dissemination activities. meSch will implement a cross media strategy to create awareness and serve the communication needs that arise in and around the project.

meSch distinguishes the following types of dissemination activities:

- 1. Public communication about the project on behalf of the coordinator and the consortium, directed at the widest group possible, to establish and maintain a favourable reputation of the project. Main communication channels: project website, brochures/leaflet, newsletters, social media project accounts (e.g. Twitter, Facebook Group, LinkedIn Group, project blog).*
- 2. Public communication of project members, promoting findings and results of on-going research and development, directed at their own target groups. Main communication channels: conferences, specialist meetings, workshops, peer-reviewed articles, institutional websites and institutional social media accounts.*
- 3. Reaching out to the cultural heritage community by organizing and running workshops in the context of digital heritage events such as Museums and the Web, Digital Strategies for Heritage (DISH) and other domain-related conferences and events (e.g. ICOM, ICA and ICOMOS etc).*
- 4. Public workshops and showcases to enable broader audiences to interact and experience first-hand as opposed to simply being informed about the results of the project. Venues for showcasing include PICNIC and FutureEverything. These are leading creativity and innovation events that bring together creative minds from business, government, cultural and non-profit sectors, knowledge institutions and higher education to learn about new trends and take their companies and organizations to the next level.*

[...]

A dissemination plan will be produced under the expert supervision of DEN. This plan includes a definition of the main target groups and the media and communication channels they prefer, the core messages the project wants to disseminate, and a description of the responsibilities of the consortium members for communication and dissemination, esp. the social media. Besides the communication strategy, the dissemination plan will also provide full functional requirements for the project website. Based on these requirements, the initial website will be transformed into a full project website."

This document explains some of the choices made on the project website creation and maintenance, at the start of the project and further down the line.

3 INITIAL PROJECT WEBSITE

At the start of the project, 1st February 2013, the initial version of the meSch website was launched to announce the project. The website contains a basic content structure, basic information and a preliminary lay-out that has been inspired by the meSch logo. It can be found at: <http://www.mesch-project.eu/>.



Figure 1 Screenshot of the meSch Website, March 25th 013.

4 IMPLEMENTATION

The initial version of the project website was created with the open source Wordpress¹ CMS. The choice for this CMS has been made based on the following reasoning:

- Support of a user big community: Wordpress is a very popular and well sustained CMS. Easy to use but due to the high amount of users also easy to find people who can work with it and design templates for it. There are also a lot of how-to-manuals online and a variety of extra plug in's available for free to extend the functionality of the website.
- Low cost: The CMS itself is free; the only thing needed is a hosting server with a SQL database.
- Wordpress is an open source platform.
- Previous experience: DEN, the project partner who will be maintaining the project website throughout the project, has a lot of experience using Wordpress as a website CMS.
- User roles: the website can be administered by a couple of people; the roles management is excellent and all different project partners can contribute to the content of the website.
- Social Media integration: Wordpress provides very good functionality for sharing website items on different social media platforms (with one click to a single blog post on different social media), but also provides enough readily available plug-in's to include content from social media platforms on the website (e.g. photos from Flickr, Tweets, presentations from Slideshare, and more).
- Maintenance: The system is easy to maintain and back-up. However, it is a necessary precaution back-up especially before updating plug-ins.
- Web statistics: Google Analytics can be installed with Wordpress in order to keep track of website visitors.
- Distinction between content and lay-out: The lay-out can easily be adjusted and changed while keeping the same page content due to the use of templates. A lot of templates are already freely available to choose from, but there is also the possibility to build a customized template which fits the specific needs of the project.

The hosting space was secured by DEN, using their regular webhosting provider WideXS. The domain name of the project website www.mesch-project.eu has been secured for the first year of the project and will be secured for the next 4 years so that the dissemination will continue after the end of the project.

An initial structure was installed (see section 5. Structure), which will be reviewed and revised as the needs for publishing content get more specific during the project.

¹ <http://www.wordpress.org/>

To dress up the initial website, a free template from the PageLines framework² was chosen. It offered more advanced possibilities for customization than other templates, like specific header and footer text, boxes and a versatile customizable page frame:

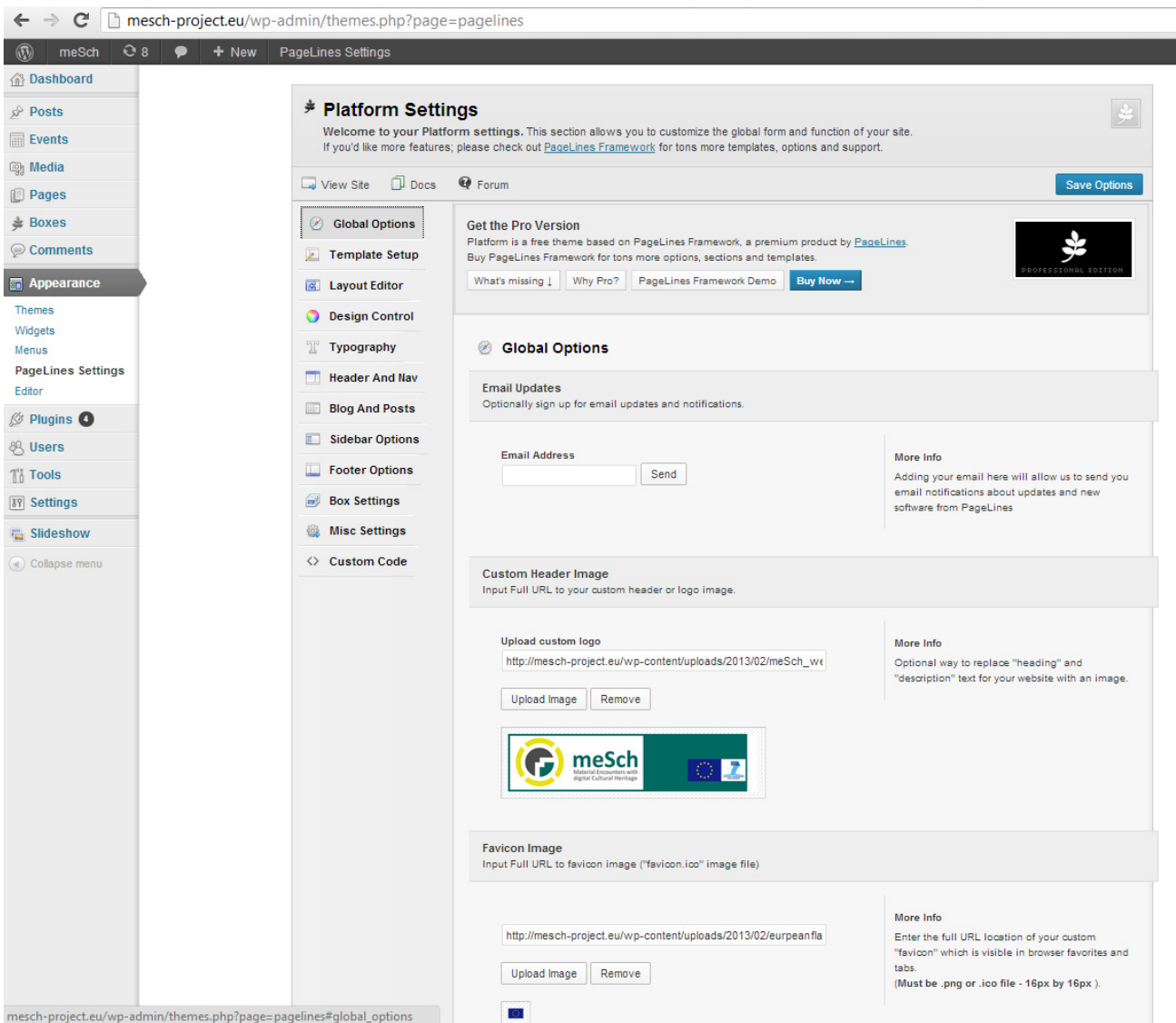


Figure 2 Screenshot of the PageLines Templates.

² <http://www.pagelines.com/tour/>

5 STRUCTURE

For the initial project website, the following structure has been conceived:

- HOME:** The landing page. Describing the three most important meSch keywords (Digital heritage, tangible interaction, and co-creation), a Flickr³ widget with uploaded project pictures and the latest meSch tweet from Twitter⁴.
- GOAL:** More about the project goal and objectives.
- NEWS:** Selected blog posts that are marked as news.
- PARTNERS:** A page for each project partner and the people who work there for meSch.
- PUBLICATIONS:** Space for all meSch publications and a **Reading list** containing meSch related publications.
- BLOG:** Relatively short entries from all project partners about the progress made and about past project meetings.
- CONTACT:** How to get in touch with meSch.

Based on this initial website structure, further improvements will be made in consultation with all project partners, which will lead to the launch of the full project website with an improved structure, more functionality and a more sophisticated design.

³ <http://www.flickr.com/>

⁴ <http://www.twitter.com/>

6 THE WEBSITE AS A CENTRAL HUB

The project website serves as the central hub to all the online communication channels meSch uses. All public deliverables will be uploaded on the project website, as well as all presentations given at conferences (including video recordings if available). Until specific meSch papers become available, a reading list has been compiled with publications of all project partners on the three main topics that meSch addresses.

The project website also serves as a portal to meSch social media presence. From the beginning of the project, meSch has established web presence on the following social media platforms:

Network	URL	Purpose	Social media content on the website:
Twitter	http://www.twitter.com/meschproject	Connect to and interact with target audience. Post and Re-tweet meSch related topics. Hashtag: #meSchfp7	Latest tweet is shown in the sidebar on the website.
Facebook	https://www.facebook.com/meSchProject	Updates from the website are posted on Facebook. Facebook posts are sent forward to Twitter to broaden the impact. Interaction with people who like the page is possible.	Content from the website will be featured on the Facebook page.
Flickr	http://www.flickr.com/photos/meschproject/	Central pool for pictures taken at meSch meetings and by meSch partners with the goal of being used for the project.	Widget in the sidebar on the website, single pictures are embedded in blog posts & news items. The Flickr photos are also displayed on the project Facebook page.
Slideshare	https://www.slideshare.net/meschproject/	Will be used to upload all presentations given by project members about meSch.	Presentations will be embedded in the website.
Youtube	https://www.youtube.com/user/meschproject	Will be used to upload and share video 's created for meSch. But also to maintain a video channel where meSch related video 's by third parties will be collected.	Video 's will be embedded on the website.
Google+	https://plus.google.com/b/103178999571798214576/103178999571798214576/posts	Having a Google+ page helps to improve the SEO (Search Engine Optimization) for the meSch website.	Content from the website will be featured on the Google+ page.

Table 1 Social media channels that have been established together with the project website.

The website can both link to (through thumbnails) and embed content from these social media platforms. In some cases, the embedding needs be done manually (e.g. Slideshare, Youtube), for other social media the update is automatic and immediate (new Tweets and new Flickr photos from meSch are immediately visible on the website). The use of social media by meSch will be explained more in depth in the Dissemination Strategy (D8.2)

7 MAINTENANCE

The technical maintenance of the website is the responsibility of DEN. This includes for instance the hosting server space, the domain name, the back-ups, plug-in and template updates, technical integration of social media channels, changes to the website structure, user management, content structure revisions and all other more technical issues.

DEN, who is also leader of WP8 Dissemination and Exploitation, will also make sure that the overall goals for dissemination are kept in mind when it comes to content on the website. But ultimately, the generation of the website content is the responsibility of the whole project consortium, under constant supervision of the coordinator.

Therefore, each partner was already asked to provide specific content for certain pages (e.g. partner description, biographies of people in the project and items for the reading list). Furthermore, all project partners were offered and/or given user accounts for the website in order to be able to contribute their own blog posts to the site.

Blog posts can thus be expected from all project partners, targeting different target audiences, but written on a general level so that readers from a different target audience will be able to understand the text as well. For instance: PhD students of the USTUTT will be contributing blog posts about their technical research on sensors to generate traffic from technical orientated audience who will be interested in the meSch research to the meSch website. At the same time, there are blog posts about the kick-off meeting, explaining in general how the meSch approach was put to the test during different kinds of workshops. By providing a variety of different meSch related topics in one blog, a broader audience will be attracted to the site. The goal of giving everyone in the project access to the contributing page content is twofold: first it shall contribute to a lively page that will be found by different communities of interest which will find all their interests united in one project; second project partners shall gain a sense of ownership for the project page.

The news section on the website is a more moderated version of the blog, that features manually picked blog posts (marked with the category "news") that have something newsworthy to report about the progress of the project and therefore are worthy of being featured as news item.

8 STATISTICS

As the website has been online from the first day of the official start of the project, we are already able to provide some web statistics, as measured by Google Analytics.

From February 1st until March 24th 2013 the website has had 342 unique visitors, who visited the page 874 times and generated 2553 page views. On average the visit duration was 3 minutes and 32 seconds and on average a visitor viewed 2.92 pages per visit. 61% were returning visitors and 39% were new visitors (see graph 1. below).

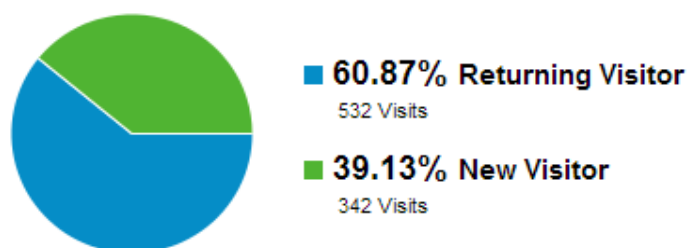


Figure 3 Number of website visitors from 1st February - 25th March 2013.

It is interesting to note that the web visitors also come from countries not represented by the project partners and there are even some visits from outside the EU (see table 2. below).

Country/Territory	Visits	% Visits
1. Spain	194	22.20%
2. United Kingdom	178	20.37%
3. Netherlands	176	20.14%
4. Germany	66	7.55%
5. Italy	66	7.55%
6. United States	64	7.32%
7. Ireland	61	6.98%
8. Belgium	26	2.97%
9. Canada	5	0.57%
10. New Zealand	5	0.57%

Table 2 Website visitors country of origin.

Traffic to the website was for 43% direct, 35% via search engines and for 22% were referred to the website from external website links (see graph 2. below).

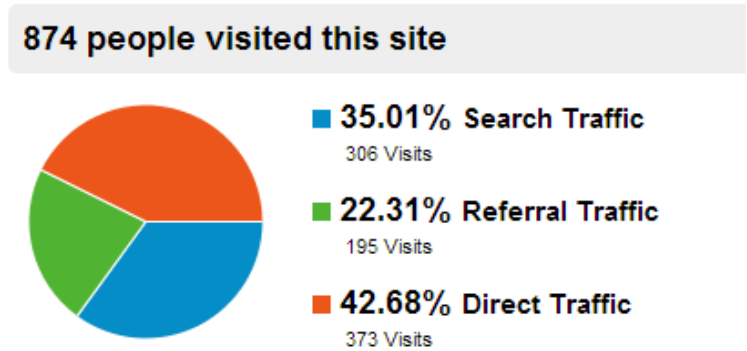


Figure 4 How people landed on the project home page.

From the referred traffic to the site, so far 82 visits have been generated via social networks (see Graph 3. below).

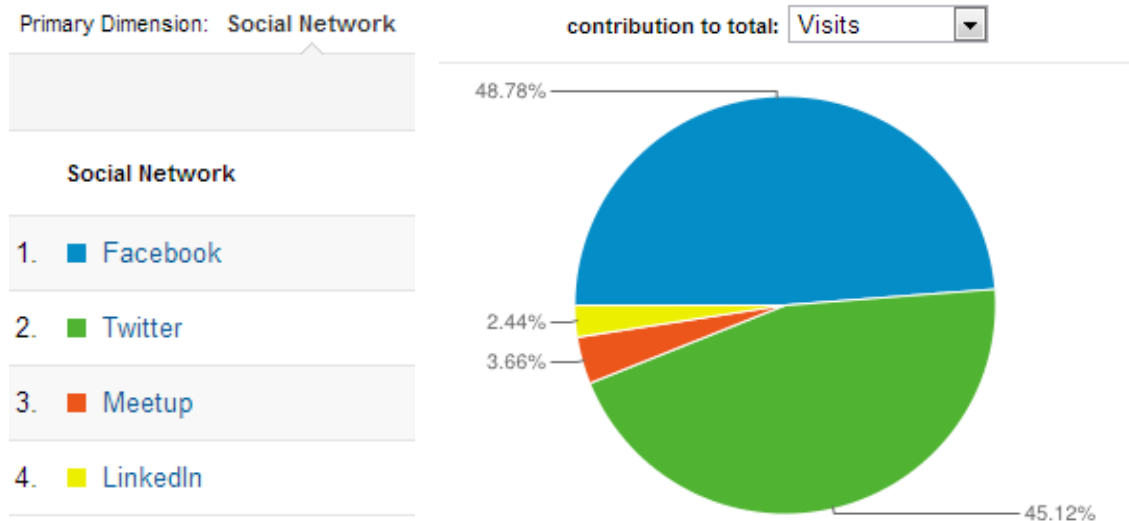



Figure 5 Referral from social network sites.

9 APPENDIX

9.1 Order confirmation for the domain name registration (in Dutch):

Bevestiging




Bevestiging	00543217SO-1	Stichting Digitaal Erfgoed Nederland t.a.v. Marco de Niet Prins Willem-Alexanderhof 5 2595 BE 'S-GRAVENHAGE Nederland
Datum	01-02-2013	
Vervaldatum	01-02-2013	
Klantnummer	114968CU	
Betalingsmethode	Incasso	

Contractnummer	1531272	Klantref:
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Artikel	Domeinnaam	Periode	Stuksprijs	orting %	Bedrag
.eu domeinnaam registratie	mesch-project.eu	1-2-2013 / 31-1-2014	28,00		28,00
Setup Domeinen	mesch-project.eu	1-2-2013 / 31-1-2014	12,00		12,00
Basis Domeinsregistratie	mesch-project.eu	1-2-2013 / 31-1-2014			0,00
DNS beheer	mesch-project.eu	1-2-2013 / 31-1-2014			0,00
Subtotaal				·	40,00

9.2 Order confirmation for the shared hosting server and SQL database (in Dutch):

Bevestiging



Bevestiging	00543218SO-1	Stichting Digitaal Erfgoed Nederland t.a.v. Marco de Niet Prins Willem-Alexanderhof 5 2595 BE 'S-GRAVENHAGE Nederland
Datum	01-02-2013	
Vervaldatum	01-02-2013	
Klantnummer	114968CU	
Betalingsmethode	Incasso	

Contractnummer	1531273	Klantref:
-----------------------	---------	------------------

Artikel	Domeinnaam	Periode	Stuksprijs	orting %	Bedrag
Shared Hosting 100XS	mesch-project.eu	1-2-2013 / 31-1-2014	114,00		111,72
Setup Shared Hosting	mesch-project.eu	1-2-2013 / 31-1-2014		100,00	0,00
Shared Hosting Basis	mesch-project.eu	1-2-2013 / 31-1-2014			0,00
Disk Space	mesch-project.eu	1-2-2013 / 31-1-2014			0,00
Max Mail Aliases	mesch-project.eu	1-2-2013 / 31-1-2014			0,00
Max POP	mesch-project.eu	1-2-2013 / 31-1-2014			0,00
Max Traffic	mesch-project.eu	1-2-2013 / 31-1-2014			0,00
Max Databases	mesch-project.eu	1-2-2013 / 31-1-2014			0,00
MySQL Database	mesch-project.eu	1-2-2013 / 31-1-2014	12,00		12,00
Subtotaal				·	123,72