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D2.2 THE NGI ONLINE PRESENCE RELOADED

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Abstract	The main objective of this deliverable is to present the guiding principle, the communication objectives and technical solutions adopted to reload the NGI online presence.
Keywords	NGI, NGI website, Online, Website, NGI map online, online presence

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* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.



EXECUTIVE SUMMARY

This deliverable accompanies the launch of the NGI revamped online presence across the NGI websites and social media, led by the NGI Outreach Office and progressively adopted by all the NGI projects.

The goals of this document are therefore to:

- Summarize the strategic objectives and foundations which guided the NGI Outreach Office (NGI4ALL project) in the revamping of the NGI online presence.
- Present the technical and creative choices adopted in the revamping process
- Outline the next steps

This deliverable is organised as follows:

- **Section 1** provides an overview of the NGI online presence, its audience and KPIs
- **Section 2** presents the NGI online presence reloaded, its objectives and how it has been implemented
- **Section 3** indicates the conclusions and next steps



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1 NGI ONLINE PRESENCE BACKGROUND

1.1 NGI INITIATIVE ONLINE

The Next Generation Internet initiative has a 360 online presence since early 2017 through:

- The NGI website www.NGI.eu
- The NGI map <https://www.NGI.eu/NGI-map/> (hosted within the NGI domain)
- The NGI Forum website www.NGIforum.eu (carrying also speakers' presentations)
- Quarterly newsletter and periodic newsflashes (also available in the NGI website)
- Several social media channels:
 - Twitter @NGI4EU and @NGI_Exp and more recently @NGIoT4EU
 - Facebook <https://www.facebook.com/NGI4EU/>
 - LinkedIn Community Group and more recently a LinkedIn company Page <https://www.linkedin.com/company/NGI4eu> (which was opened to enable a faster research in the social media and tagging opportunity, which is not enabled for Community Group pages)
 - Instagram <https://www.instagram.com/NGI4eu/>
 - YouTube https://www.youtube.com/channel/UCafmIQ_fwe_FiwiiYj6QLUA
- As of June 2019, we have also launched the NGI Community platform community.ngi.eu (presented in detail in *Deliverable D3.1 NGI Community Platform and growth hacking*)

This is a well-rounded and coordinated presence which allows us to reach different target stakeholders, differentiate the messages channelled through and leverage on a multimedia approach (video, text, infographic, visual). We have also involved more and more each NGI project in the editorial process, content creation and dissemination, offering the possibility to publish “draft” content across social media using an application (Buffer) in a simple, convenient and time sensitive way. At the same time the NGI website is open for draft posts thanks to a Content Management System (Wordpress). The NGI Outreach Office is in charge of timing the news release, verify and edit where necessary the contents and push it out. This enriches the editorial offering and enables a more synergic communication approach to the entire community.

Moreover, the different nature of each online media allows us to assess our target audiences engagement rate: “listen” to our “followers”, where with some cases users may “like” (Instagram) “like”, “share” and “comment” the content (Twitter), in some others they may comment and pose questions (Facebook), or they may post their own content (LinkedIn Group). This allows the inner community (EC, NGI projects) to have an active role in the communication process.

The mix of push and pull media (push: newsletter, twitter, FB, LinkedIn - pull: website, NGI Community, YouTube) allows us to maintain a constant dialogue with our stakeholders on their preferred communication channels, at their most convenient time of consumption. It also allows us to reach out to new players and audience, through the referral (tagging) of third parties, the cross-link of partners, institutional players and press online.

More details on the performance and features of each online media channel in the first quarter of 2019 is offered by the *Deliverable D1.1.1 NGI Marketing and Communication Strategy*.



1.2 THE NGI ONLINE AUDIENCES

The NGI initiative has a diversified and complex stakeholders’ matrix (see Deliverable D1.1.1 NGI Marketing and Communication Strategy for more details) and online media represent the most relevant touch points for most of them. The table below presents which online media better reach and serves each stakeholder group.

Stakeholders	Sub-groups	Online Media Channel
Researchers and Education	<ul style="list-style-type: none"> • Students / Post-docs / Early-career researchers • Research leaders / Top-notch academics • Open source • National Associations • GÉANT/NRENS 	<ul style="list-style-type: none"> • NGI website • Twitter • NGI Forum
Industry	<ul style="list-style-type: none"> • Start-ups and SMEs • Entrepreneurs • Incubators / Accelerators • Big companies • Clusters and associations • Market analyst • Open Source 	<ul style="list-style-type: none"> • NGI website • NGI Map • NGI Community • Twitter • LinkedIn
Civil Society Players	<ul style="list-style-type: none"> • Public / citizens • NGOs / Communities groups • Activists / Hackers /Artists /Citizens including children, young people, as well as elderly people, those at risk of losing out to the ‘digital divide’ 	<ul style="list-style-type: none"> • Facebook • Instagram • Twitter • NGI website • NGI Community • YouTube
Public Bodies Policy Makers	<ul style="list-style-type: none"> • National research bodies • National Contact Points • Future Internet Forum • Legislators • Regulators • Standardisation Groups 	<ul style="list-style-type: none"> • NGI website • Twitter • LinkedIn
Media	<ul style="list-style-type: none"> • Web sites • Social networks • Radio / TV • Press • Journalists • Journalist associations 	<ul style="list-style-type: none"> • NGI website • YouTube • Twitter • LinkedIn • NGI Forum

TABLE 1 : NGI STAKEHOLDERS AND ONLINE MEDIA CHANNELS MATRIX

The strategic role represented by the online communication, is reflected by the ambitious KPIs set for each online channel: NGI website, NGI map, NGI community platform, newsletters and newsflashes and each social media. The KPIs are set both for the “audience” reached and the contents developed. The table below shows the subset of NGI KPIs relevant to online media.



(See Annex B of *Deliverable D1.1.1 NGI Marketing and Communication Strategy* for the overall NGI Outreach office KPIs).

KPIs		Target at Y3	Value in M6 (June 2019)
NGI website	Number of visits / unique visitors	>9,000	15,689
	Number of pages visited	>15,000	44,077
	Average duration of visit	>1'30"	2'00"
	Number of news published	>90	22
	Number of file's downloads	>4,500	6,007
	Number of contacts done using the NGI map as a point of departure	1,000	30 new
E-Newsletter/ News-flashes	Number of newsletters published	4	1
	Number of newsflashes	12+	5
	Size of the target audience (baseline 1,005 at 31.12.18)	>1,500	1,433
Social Media	Members of NGI LinkedIn Group	15% increase	11,031
	Number of new Twitter followers	>2,400	3,159
	Number of new views in total in YouTube channel	>3,500	825 (+ 401 twitter embedded video views – no ads)
	Number of new Facebook followers	>1,200	218
	Number of new Instagram followers	>1,200	172
NGI Community Platform	Number of actors signed up in the NGI Community platform	15,000	n.a.
	Researchers, both academics and corporate, registered to the NGI Community platform	2,000	n.a.
	Highly competitive start-ups and SMEs registered to the NGI Community Platform	6,000	n.a.
	Connections established in the NGI Community Platform on 1to1 basis	2,000	n.a.
	Number of connections generated through the matchmaking tool of the platform	2,000	n.a.

TABLE 2 : NGI ONLINE KPIS



2 NGI ONLINE PRESENCE RELOADED

Based on the new NGI visual branding, but also thanks to captivating storytelling and targeted contents, we have redesigned the NGI web website, the NGI Forum website (and the NGI social media channels and the NGI newsletters template), so as to achieve a consistent, fresh and memorable online presence across all channels. We have achieved the goal to launch the new online identity by M06 (milestone MS4), coordinating the efforts of the branding team (Tipik) and the website designers (Martel). Moreover, we are coordinating and supporting all the NGI projects in the online branding alignment based on the new brand identity. Another key aspect we are focusing on is the domain integration of the mini sites of each project (especially RIAS) to make sure that the NGI website is the reference entry point for all innovators interested to find the latest updates and information on the NGI initiative and its community.

2.1 OBJECTIVES OF THE NGI ONLINE RELOADED

The revamping of our online presence answers both to the NGI marketing and communication objectives. Here below they are synthetically presented for more details refer to *Deliverable D1.1.1 NGI Marketing and Communication Strategy*.

1. First and foremost, every single NGI online media should work towards reinforcing the **NGI positioning**

THE INTERNET OF HUMANS

“NGI massively funds European innovative research projects that make it possible to imagine and develop a new Internet that is safer, more open, more respectful of people and more useful to all citizens.”

2. Secondly, the NGI online media should reflect in a clear a systematic manner the **NGI brand pillars**:
 - Trustworthiness
 - Safety and Resilience
 - Truthfulness and Transparency
 - Fairness and Sustainability
3. Thirdly they should support NGI medium and long-term **strategic objectives**:
 - **Defragmenting and connecting through the creation of a pan-European ecosystem** embracing European actors and initiatives reaching beyond the ICT scene and fostering a multidisciplinary culture.
 - **Engaging new stakeholders**, who might not have been necessarily involved in related EC initiatives, so as to ensure new ideas and fresh approaches are injected into the overall ecosystem.



- **Linking long-term research with applied research and innovation**, with policy and societal expectations, which requires the capability to engage with different kind of players.
 - **Promoting new functionalities, services, applications and technologies** to support people's lives and global sustainability goals for the good of our society.
 - **Reflecting and promoting the European core values**: openness, security, privacy and participation, to create a level playing field for all business actors, open to innovation and preserving democracy.
 - **Creating a movement for a human Internet as a political objective** that can be shared across Europe and that national, regional and local initiatives can contribute to.
4. Last but not least, they should enable us to reach the NGI **the target tactical objectives set by the European Commission**
- Raising the bar of the technological, political and ethical debate around the Next Generation Internet **supporting the results obtained by the RIAs and the 3rd-party** funded projects through the Open Calls.
 - **Engaging new stakeholders**
 - Maximising the **number and profile of participants to the NGI Calls**
 - Maximising the **number of participants** (and the quality level of the applications), to the equity free **cascaded funding mechanism** (Open Calls).
 - Supporting the **research market orientation** given by the Commission to the NGI program in its maturity phase.

This is why revamping the NGI online presence targeted efforts have focused on:

- redesign of the architecture of the NGI web website to facilitate access, more effectively call to action and better express the human-centricity of the NGI vision;
- SEO optimization, definition of keyword strategy, keyword research & keyword mapping;
- performance optimization, to ensure at top score (i.e. at least 90/100) in Google Page
- responsiveness optimization, to ensure a user-friendly experience on mobile phones, tablets and desktops
- Improve the usability of the website and especially regarding the accessibility, identity, navigation and content, with more concrete objectives to have:
 - **[Accessibility]**: improve tagging of images, font size, contrast and spacing adapted based on the new guidelines, site load-time improved for various pages.
 - **[Identity]**: home page can be read in 5 sec, improve the header and the footer so the visitors can easily find information about NGI, clear path to contact and join information, use of the new logo with a consistent way throughout the website.
 - **[Navigation]**: improve the main navigation paths, decrease the number of links/buttons for the most visited sections, improve the main menu so the links are consistent throughout the website, easy to and also with more relevant labels, prepare the content tagging for refining and increase the service functionality that is going to be implemented the next months.
 - **[Content]**: re-organise the content and connect it with the new headings of the website's menu, update the style and the colours based on the new guidelines, improve



the website urls to be more descriptive and relevant to the content of the pages, update the footer so the critical information is above the fold.

Towards these objectives, the team took advantage from the analytics and results of use of the NGI website for the current project period (M1-M6) and from the last years, so to be able to define: the most visited pages, the most common navigation paths, entry pages and exit pages, the time that the visitors spend in the most visited and the last visited pages / sections of the website and the experience of a group of visitors of the website inside and outside the project Consortium.

2.2 NGI WEBSITE RELOADED

The NGI website revamping has been carried out by Martel Media Team in close cooperation with the branding team (Tipik). The beta version has been developed on the Wordpress platform under a reserved area to allow updates, upgrades, revision and testing before official launch and without affecting the regular functionalities, operation and availability of the publicly available NGI website. Special attention has been given to avoid any interruption of online communication and minimize internal broken links and search engine failures.

2.2.1 NGI website reloaded: branding

The NGI website has been visually redesigned adopting the new NGI visual identity (See D2.1 Brand Guidelines). While applying the new, distinctive and fresh NGI brand, we have also worked to convey the human perspective through visual element, to provide more breath among the different graphic elements and to make the text readable and captivating.



FIGURE 1. RELOADED NGI WEBSITE SCREENSHOT



2.2.2 NGI website reloaded: content architecture

2.2.2.1 NGI website top menu

We have analysed the NGI website content architecture (see Appendix 2) and revised it to maximise usability. As far as the sections' naming is concerned (main navigation menu), our goal was to adopt a more engaging and univocal wording:

- Discover NGI (instead of About)
 - The NGI initiative
 - An Internet of Humans: linking to the old “Vision” page
 - NGI FAQ

- Stay tuned (instead of News and Media)
 - News
 - Blog
 - Press
 - Newsletter

- Who does what
 - NGI Outreach Office
 - NGI Projects
 - NGI Map

- Community: linking to the NGI community platform

- Resources
 - White papers and Reports
 - Presentations
 - Videos
 - Other documents
 - Links

- Events
 - NGI Awards

- Get Funded (instead of Open Calls)

- Join NGI
 - Join NGI page
 - NGI community
 - Consultation: linking to the NGI consultation platform (hosted by the NGI domain and managed by the ended Speak4NGI project)
 - NGI Awards
 - Contact



These changes have been implemented in May 2019, as they have been considered critical to maximise the visitors experience and they were reflected in the rebranded NGI website.

2.2.2.2 Integration of projects mini websites

Towards empowering the NGI projects that are running under the NGI Initiative, the NGI website has been enriched with new structure and content under the “What does what” option of the main menu. Under this section, a common structured min-website has been created for each one of the projects, presenting some general information / introduction, presenting the following:

- Acronym and full title of the project
- Logo of the project
- Main objectives / vision and general description
- Link to the project website
- Link to the project Open Calls page (when available and if applicable)

The following screenshots present the navigation path to these mini-websites and the presentation of a project as indicative example.

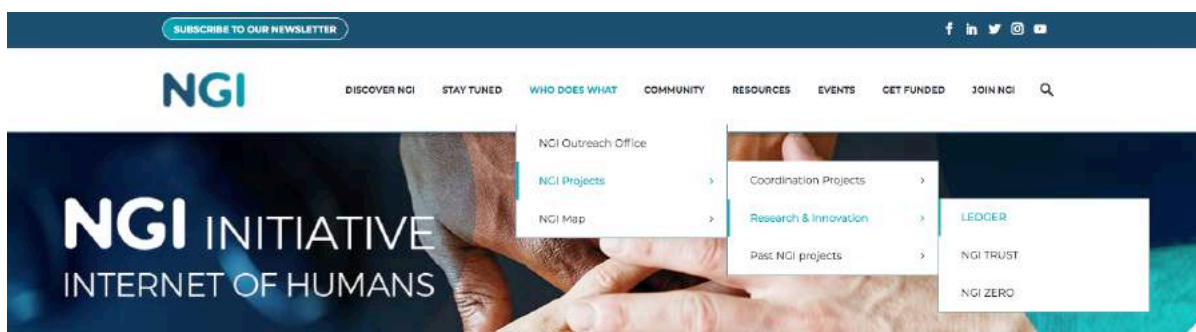


FIGURE 2. NAVIGATION PATH TO THE PROJECTS MINI.WEBSITES FROM THE MAIN MENU



NGI TRUST will support the development of a **human-centric Internet** by developing a stronger European ecosystem of researchers, innovators and technology developers in the field of privacy and trust enhancing technologies.

Four main objectives:

- ✓ **Reinforce, structure and develop** the community of researchers, innovators and technology developers in the field of privacy and trust enhancing tech.

FIGURE 3. SAMPLE OF PROJECT MINI-WEBSITE IN NGI WEBSITE



2.2.3 NGI website reloaded: back end

The revamped NGI website leverages on the existing one. It is based as the old one, on the WordPress¹, one of the most popular open source web Content Management System (CMS) that allows the easy design and update of the website with new content. Also the WP theme is the same of the old website, in order to maximize the compatibility between the old structure and the new one. The header and the footer of the website have been re-adjusted to better serve the new brand identity. The next step, after the launch, will be to refine and potentiate the “search” functionality in the “Resources” area, using the “Search & Filter Pro”² plugin, that will offer, with a simple search and filtering plugin, an advancement of the WordPress search box. In this way users will easily find what they are looking for in the resources area and website. The search system will work by category, tag, post type, post date or any combination of these easily to really refine the searches.

2.2.4 NGI Forum website rebranding

The NGI Forum website (www.NGIforum.eu) has been rebranded applying the logo tag “NGI Forum” as per the brand guidelines. The website has also been completely reorganized in its structure in order to be more appealing and easier to navigate. in its appearance. It is now possible to read through all the main event’s information (synopsis, location, speakers) simply scrolling down the homepage.

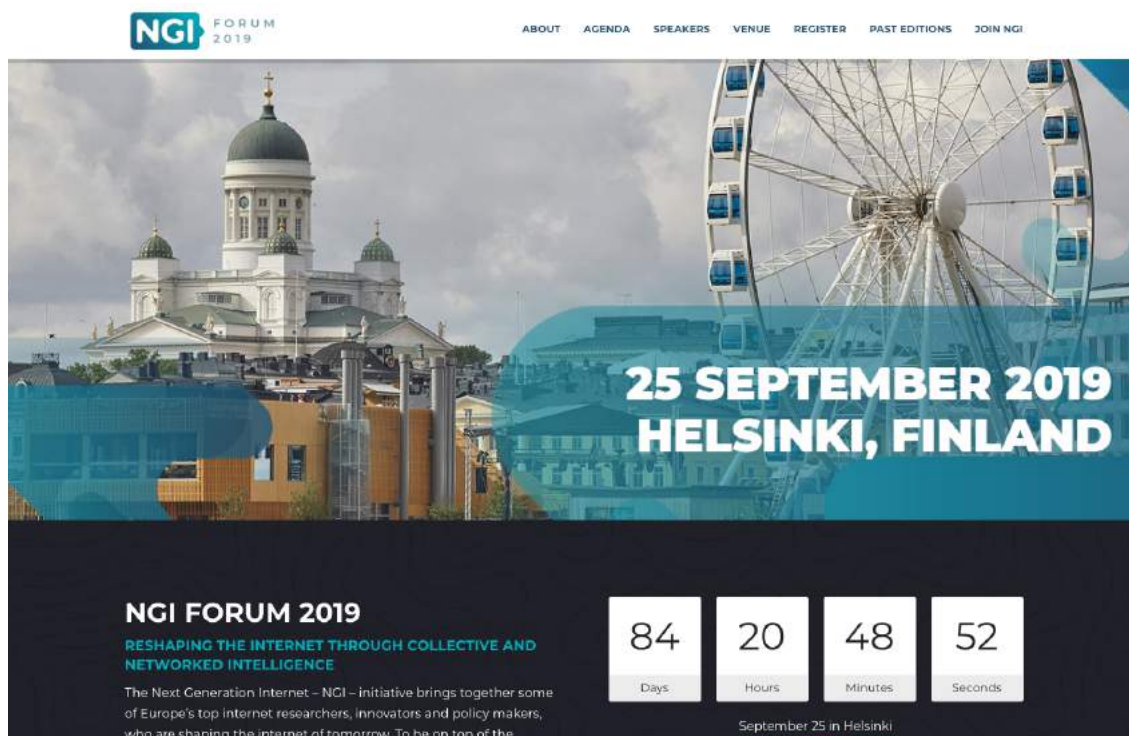


FIGURE 4. NEW NGI FORUM WEBSITE SCREENSHOT

¹ <http://wordpress.org/>

² <https://searchandfilter.com/>

The agenda of the event is highly responsive on all platforms (mobile, desktop and tablet). We have also added clear and punchy call to action from the homepage to maximise the conversion rate (event's registrations). The reference to the past editions (2017, 2018) remain visible on the top menu, to allow users to reach the program and most importantly the presentations, reports and multimedia contents bred by the previous conferences. Last but not least the call to action "join the NGI" is now visible on the top menu to reinforce the relationship between the website visitors and the NGI Community, while enriching it.

2.3 NGI MAP RELOADED

The revamping process of the online NGI Map has been organized in 3 consequential phases:

- Design and deployment of a new NGI map framework (by June 2019)
- Front-end revamp and integration with social media (by September 2019)
- Data-exchange with the Community platform and multi-layer map (by December 2019)

By June 2019

New framework: in order to renew the NGI Map web site (map.NGI.eu), it was mandatory to change the old framework. We chose the "Yii 2 framework" (yiiframework.com) as it supports:

- PHP 7, object-oriented programming (OOP) and provides a model-view-controller architecture (MVC) for a better coding.
- MariaDb 5 for all operations with the database
- Bootstrap, jQuery libraries, jQuery plug ins and CSS 2&3: for a responsive design and a better user experience and interface.

Moreover, the new framework is a fast (the maximum functionality by adding the least possible overhead), secure (same defaults and built-in tools helps a web developer write solid and secure code) and efficient PHP framework (more code in less time with simple, yet powerful APIs and code generation). A good documentation and a lot of extension grant different integrations with other framework/systems.

New back end: The old NGI Map web site did not provide a back end, so the first thing to do was to create it with a new database scheme, in order to provide new features and more controls to the users. The basic features, such as user accounts, anti-spam protection, workflow and notification, traceability of all activities occurred on the web site etc., have been scheduled at the end of June 2019. The advanced ones are planned to be developed in the second and third steps (see section 3.1).

Front end: in this step, no changes on the front-end side are planned. The most important thing in this phase is to build a strong and powerful business logic to support all features planned

By September 2019:

- New front end: new design, new look & feel in order to improve a user experience and user interface (UX).
- Integration with social networks: the ability to have a geolocalisation of all tweets related to NGI topics. In other words, it will be possible to see the position of all tweets on NGI Map web site. Moreover, when a user adds his/her Twitter address, NGI Twitter account will follow his/her account automatically.



By December 2019:

- Different layers on the same map: the possibility to switch from an event layer to entity one, filtering only pin points related to events or entities respectively.
- Exchange data: the capability of NGI Map web site to show data (anonymised), retrieved from the NGI Community platform, about its community. For example: trends on a given topic or statistic data about an event, initiative, projects etc.
- The data integration will allow to deploy a new service as well: the NGI audience infographic. The infographic, based on data collected in the map, events, news, and tweets (and other social media), will provide a live report of different dimensions of the NGI community: number of members and their geographic distribution, most relevant topics in the community, number of events related to the community, etc.

2.4 NGI COMMUNITY PLATFORM INTEGRATION

The launch of the NGI Community platform (June 2019) required an integration of sign-in processes and data sharing between the NGI website (managed by Martel) and the NGI community platform (managed by Funding Box). Here below we describe the steps taken from the NGI website side, since more information about the work related to the NGI community platform can be found in the D3.1 – The NGI Community Platform and Growth Hacking Plan.

Currently there are two tasks in progress:

- Single Sign On (SSO) between NGI map and NGI Community
- Newsletters: shared consensus

Single Sign On

In order to make a better user experience, Funding Box and Martel are developing a shared log on. In this way, a user can access both NGI Community platform and NGI Map just with one log on.

Newsletter: shared consensus

In order to make a better user experience, when a user agrees to receive newsletter from NGI Community platform, at the same time he agrees to share his/her data also with NGI Map and Martel, that is the responsible for sending newsletters in the NGI Initiative context. Of course, all these actions are GDPR compliant and all users are informed about their rights through dedicated links. For more details on this please refer to *Deliverable D5.2.1 Data Management Plan*.

2.5 NGI SOCIAL MEDIA RELOADED

As per the NGI new brand guidelines the specific “icon” logo has been applied across all social media channels: Twitter, Facebook, LinkedIn, Instagram, YouTube. This version of the logo (in circular and square shape) maximise the minimum space given by each social media to customize our accounts identity, it’s highly distinctive and flashy.





FIGURE 5. NGI ICON LOGO FOR SOCIAL MEDIA USAGE



FIGURE 6. NGI TWITTER ACCOUNT, ICON LOGO APPLICATION

It is important to note that all the NGI projects are applying the same social media brand identity principles, while customising these icons with their own colors. This means that we are conveying across social media channels a unified brand identity, while allowing each project to customize and personalize their communication.





FIGURE 7. NGI EXPLORER TWITTER ACCOUNT, ICON LOGO APPLICATION



3 CONCLUSIONS AND NEXT STEPS

The NGI Outreach Office has implemented the changes on the NGI website as per the time plan (M06) and in close cooperation with the European Commission. It has also kept the NGI Community informed step by step through email communication and the periodic NGI Task Force Communication call. The branding has also applied to the NGI online repository (NGI Drive which is accessible exclusively to the NGI projects' partners and the EC). Now we are at work to make sure that all the current projects align their online brand identity (websites, social media) to the new guidelines and that they implement their mini websites within the NGI domain (to maximise impact). The process should be completed by the beginning of September, allowing us to present ourselves to the audience of the NGI Forum (both attending the event and following the news remotely, with our revamped and optimized online media.



ANNEX 1: NGI WEBSITE DATA ANALITICS

Here we present some (google) analytics related to the visitors and visits of the website for the period from Jan. – Jun. 2019 (M1-M6) and in some cases these are presented in comparison with the ones available for the same period in 2018. The findings are commented where necessary, to present the justification of the Consortium decisions related to the Reloaded NGI website, as these are presented in the previous paragraphs of the current document.

1. Visits

The diagrams and tables below present the analytics of the website related to the visits to all pages and the most visited pages as well under NGI.eu.

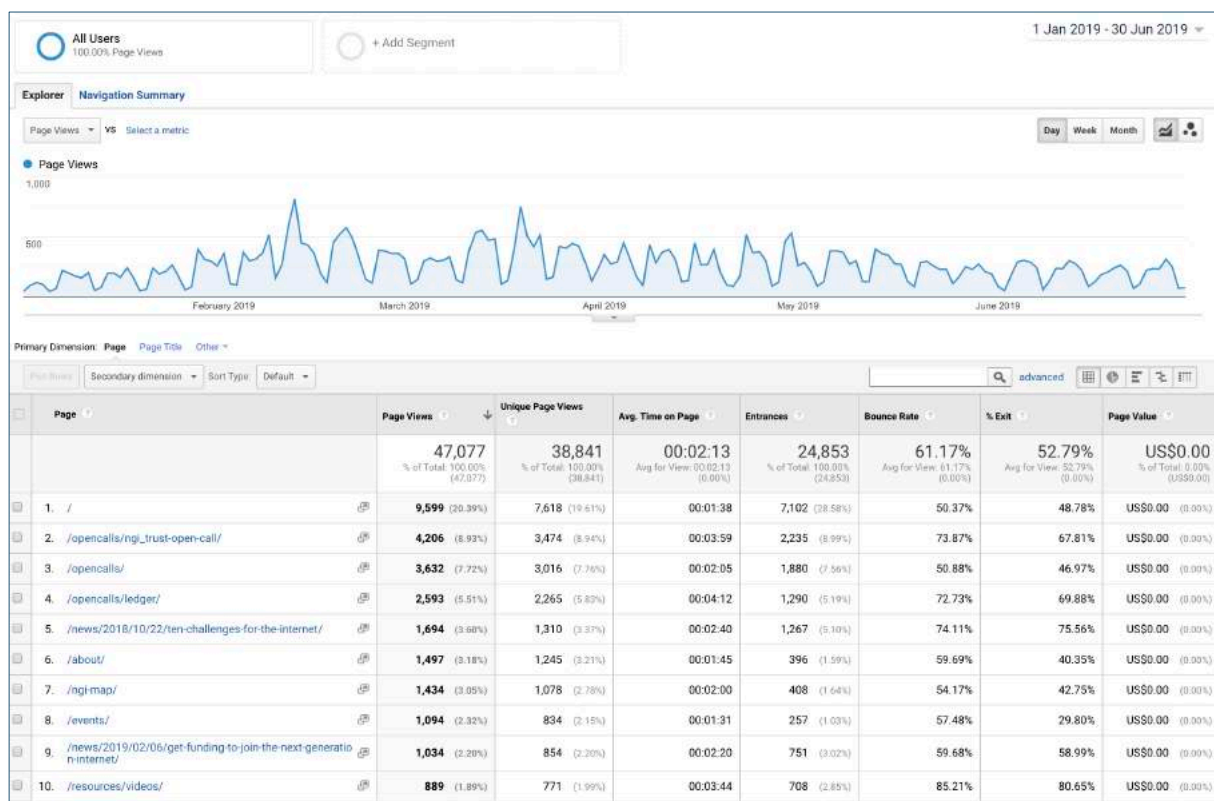


FIGURE 8. NUMBER OF VISITS AND MOST VISITED PAGES OF NGI WEBSITE

As indicated in the diagram of **Figure 8**, there are five main sections / pages that attract the most visits in the website and these are:

- The home page of the website
- The pages related to the Open Calls
- The events
- The NGI Map
- The videos that are available under the Resources section



This, from the one side, is totally in agreement with the scope of the NGI website and from the other side, it indicated to the team where more attention should be given when restructuring the content, so the visitors can easily access this information that is mostly visited and searched.

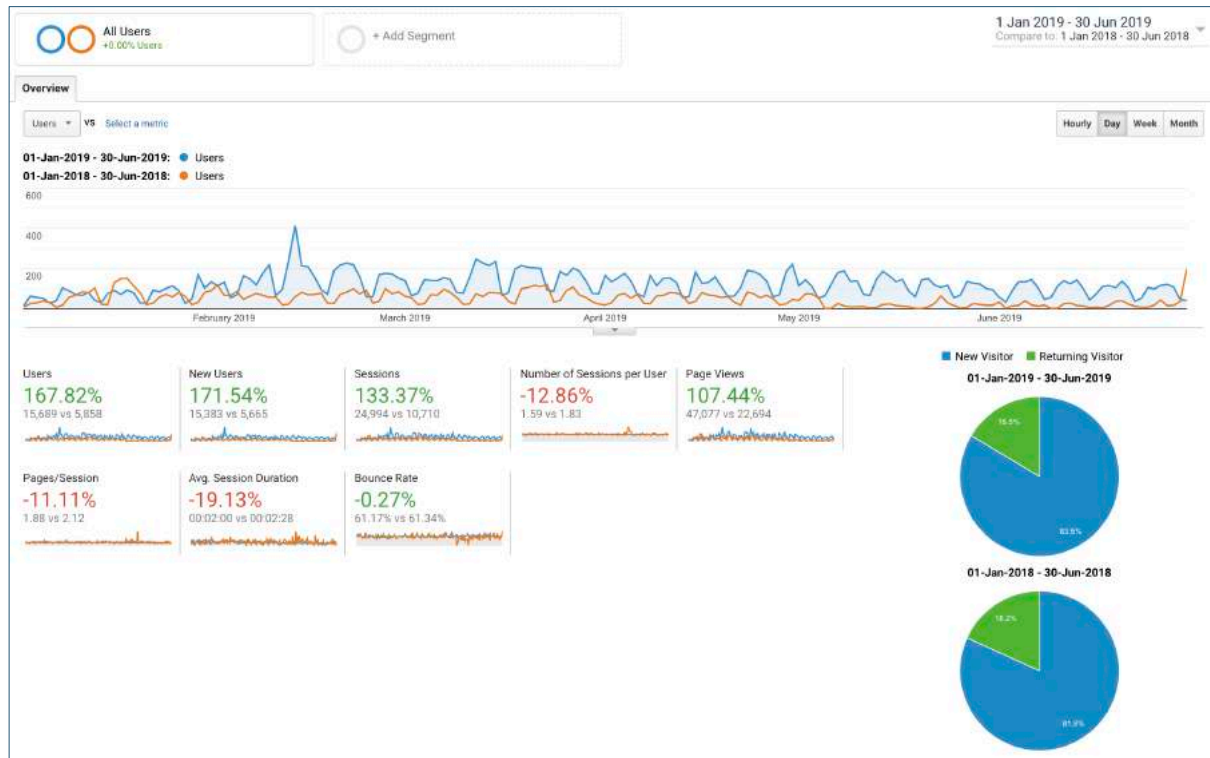


FIGURE 9. COMPARISON OF VISITS AND VISITORS FOR THE CURRENT AND LAST YEAR'S PERIODS

It is important to mention that the visits of the NGI website were increased and at high values during the first months of the project, despite the fact that the Consortium was still establishing the new tools and processes for the new era of the NGI website and NGI in general, by taking care and having special focus on the continuation, normal operation and full support of the online tools with an effective and well-performing way.

The diagram in the figure above strengthens even more this statement, since the visits and new visitors are clearly increased in comparison to the ones of the same period of 2018.

The fact that the NGI website, even more comparing to the last year numbers, sustains at a satisfactory grade its visitors, strengthen more the necessity of having the NGI website reloaded, improved and optimized, but not changing dramatically its structure and organisation of the content, so not to confuse the people.

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
New Users	27,467 % of Total: 58.34% (47,077)	22,346 % of Total: 57.53% (38,841)	00:01:47 Avg for View: 00:02:13 (-19.22%)	15,386 % of Total: 61.91% (24,853)	65.19% Avg for View: 61.17% (6.59%)	56.02% Avg for View: 52.79% (6.11%)	US\$0.00 % of Total: 0.00% (US\$0.00)
Returning Users	19,610 % of Total: 41.66% (47,077)	16,495 % of Total: 42.47% (38,841)	00:02:44 Avg for View: 00:02:13 (23.01%)	9,467 % of Total: 38.09% (24,853)	54.72% Avg for View: 61.17% (-10.54%)	48.28% Avg for View: 52.79% (-8.55%)	US\$0.00 % of Total: 0.00% (US\$0.00)



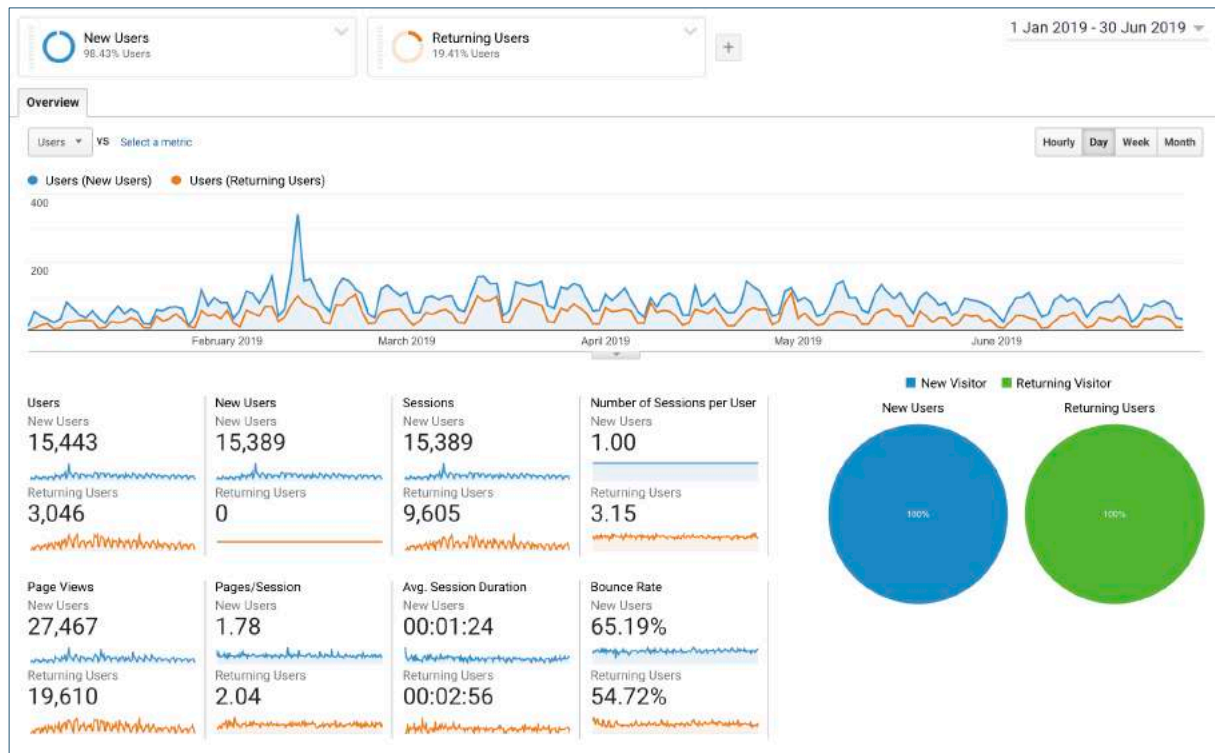


FIGURE 10. NEW AND RETURNING VISITORS OF THE NGI WEBSITE

2. Visitors

The diagrams and table below present some information related to the visitors of the website.

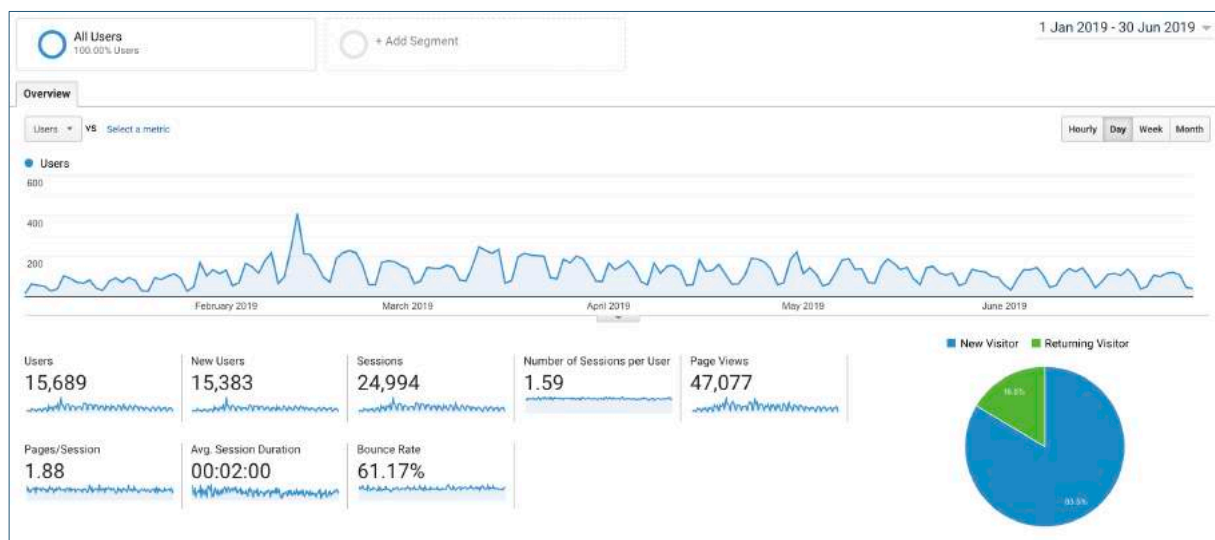


FIGURE 11. AUDIENCE OVERVIEW OF THE NGI WEBSITE

It is important to mention that the NGI website attracts the majority of its visitors from the European area, but also out the boundaries of it, with winning language the “English” (60%).

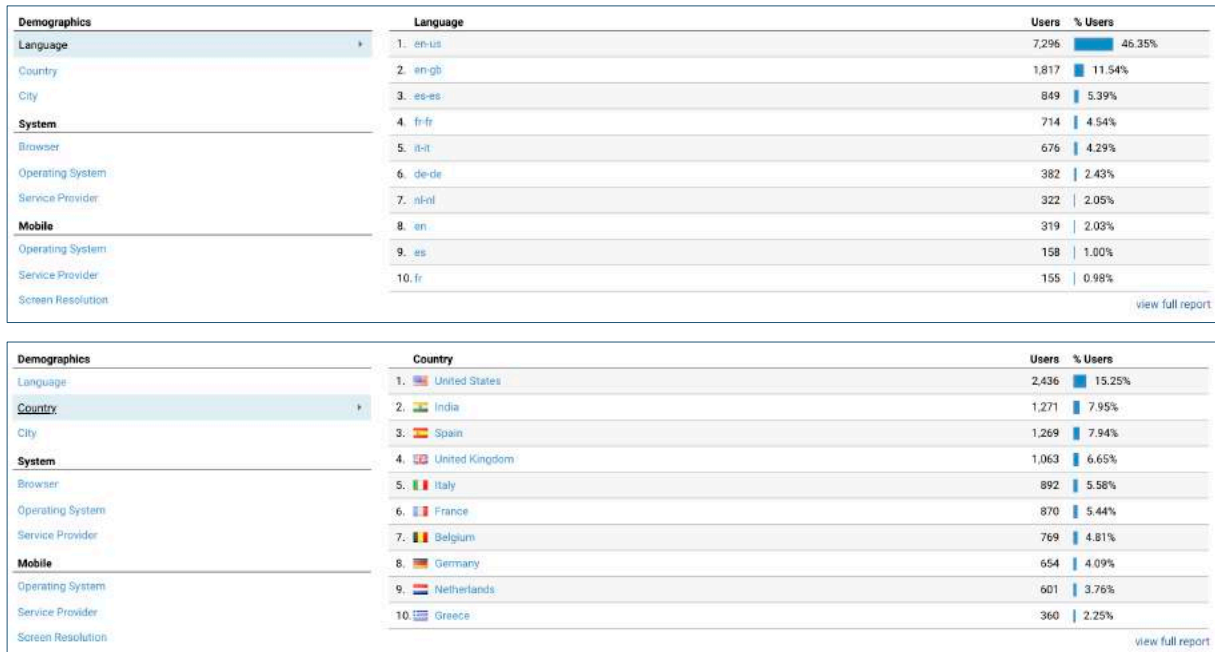


FIGURE 12. DEMOGRAPHICS RELATED TO THE VISITORS OF THE NGI WEBSITE

3. Access - sources

The table below indicates the type of the sources that the visitors of the NGI website used to access the entrance pages, with the most usual one the direct access of the urls. This is an indicator for the effectiveness of the communication and promotional activities, targeting and reaching a great audience, that are finally directed and entered to the NGI website to find more related information. For this reason, a special attention was given to the optimisation of the website descriptive urls and the consistency of them throughout the website sections.



FIGURE 13. SOURCES OF NGI WEBSITE



4. Navigation

The analytics related to the navigation paths of the NGI website were a main source for the Consortium to define the most visited sections of the website and the most used entrance pages. The comparison of the numbers between the current period and the same period of the last year (2018) lead us to the following main observations / outcomes and relevant actions:

- The home page of the website remains the top entrance page → focus on the main structure of the top menu, improvement of the information presented in the home page, re-organise the header and footer, optimise the navigation path for easy access to the other sections.
- The information about the projects, the NGI Initiative and the “Join” options / opportunities are not in the top selections of the visitors throughout the navigation paths → a re-organized top menu was needed in order to make this information and options more visible and easier to access.
- Throughout the navigation paths it is very often that the visitors need (or select) to return to the home page to proceed with their navigation → re-organisation of the content and the top menu was important to lead the visitors to a smooth flow and navigation among the various sections of the NGI website.

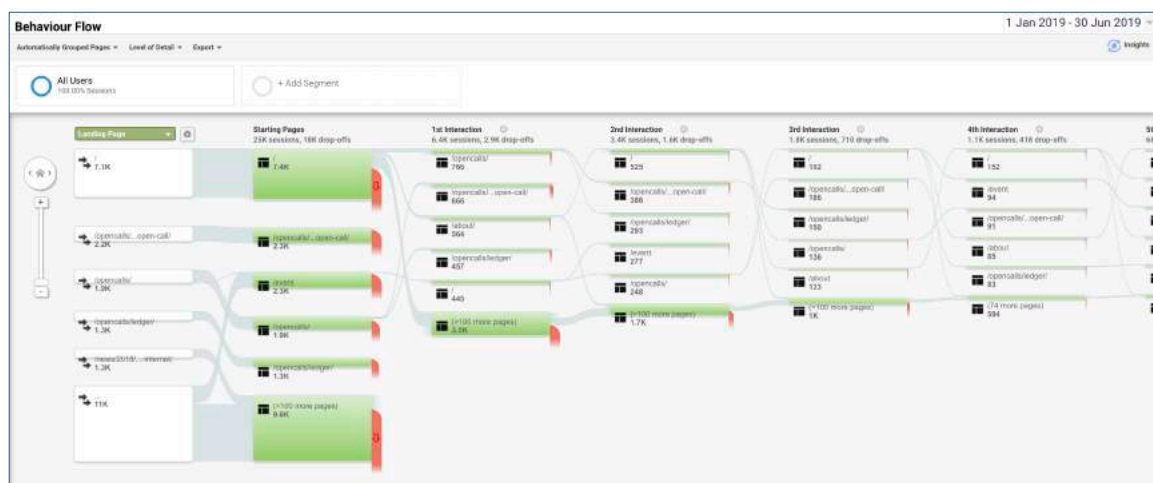


FIGURE 14. BEHAVIOUR FLOW OF THE NGI WEBSITE FOR THE M1-M6 PERIOD (2019)

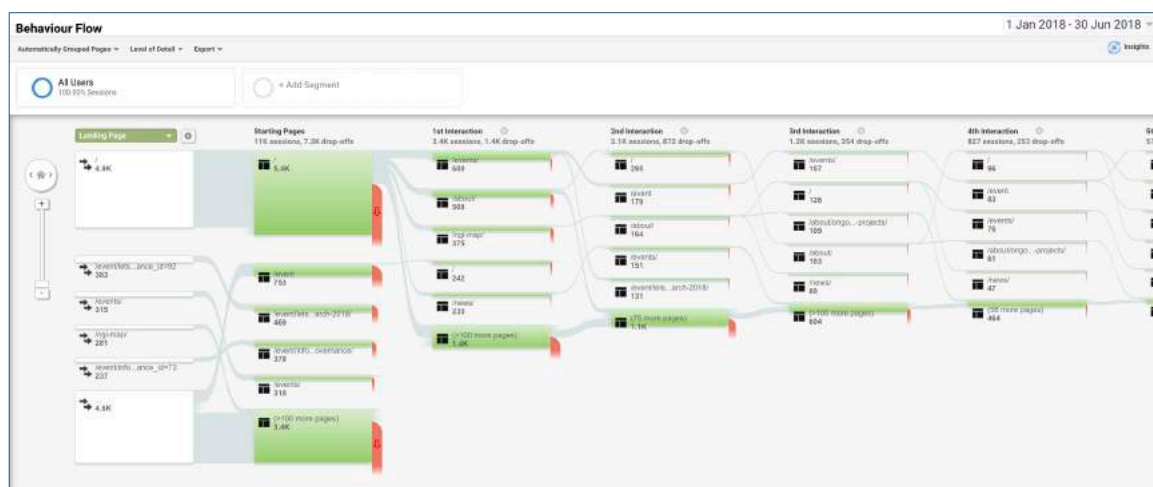


FIGURE 15. BEHAVIOUR FLOW OF THE NGI WEBSITE FOR THE SAME PERIOD IN 2018

ANNEX 2: PREVIOUS VERSION OF NGI WEBSITE HOMEPAGE



FIGURE 16. PREVIOUS VERSION OF THE NGI WEBSITE HOMEPAGE

ANNEX 2: RELOADED NGI WEBSITE ARCHITECTURE

MENUS

- DISCOVER NGI
 - The NGI initiative
 - An Internet of Humans
 - NGI FAQ
- STAY TUNED
 - News
 - Blog
 - Press
 - Newsletter
- WHO DOES WHAT
 - NGI Outreach Office
 - NGI Projects
 - Coordination Projects
 - NGI4ALL
 - THINK NEXUS
 - NGI EXPLORERS
 - NGI FORWARD
 - TETRA
 - Research & Innovation
 - LEDGER
 - NGI TRUST
 - NGI ZERO
 - Past NGI projects
 - NGI STUDY
 - HUB4NGI
 - SPEAKNGI.EU
 - NGI MOVE
 - ENGINEROOM



- NGI Map
 - NGI Map Help
- COMMUNITY
- Resources
 - White Papers & Reports
 - Presentations
 - Videos
 - Other documents
 - Links
- Events
 - NGI Awards
- GET FUNDED
 - NGI Open Calls
 - NGI ZERO PET
 - NGI ZERO DISCOVERY
 - NGL_TRUST Open Call
 - LEDGER Open Call
 - NGI EXPLORERS
 - FED4FIRE+ OpenCalls
 - EC ICT Calls
- JOIN NGI
 - Join NGI
 - NGI Community
 - Consultation platform
 - NGI Awards
 - Contact

FIGURE 17. NEW NGI WEBSITE ARCHITECTURE

