

Deliverable report

# D9.2 Website

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## List of Abbreviations

Abbreviation	Description
EC	European Commission
EU	European Union
GA	Grant Agreement
KPI	Key Performance Indicator
LCoE	Lifecycle Cost of Energy
OPEX	Operating Expenses
O&M	Operation and Maintenance
PDER	Plan for the Exploitation and Dissemination of Results
R&D	Research and Development
SEO	Search Engine Optimization
WF	Wind Farm
WP	Work Package
WT	Wind Turbine

# 1. Executive Summary

Deliverable D9.2 of ROMEO project consists of the ROMEO website. The present report describes the website [www.romeoproject.eu](http://www.romeoproject.eu) created for the project and delineates the motivation behind the concept of the website, describes the content of sections and defines the expected impact for the project consortium and the whole community.

The ROMEO website is the main tool of the Project's Dissemination and Communication Plan, which reflects the rest of the communicative actions and the generation of results. Therefore, its design, management and maintenance are key activities.

The website is the Media hub of ROMEO as well as the meeting place for all stakeholders, Media and general public interested in the project. Dissemination and communication strategies and campaigns developed online and offline will be complementary and will aim to attract visitors to the website.

The web development plan hereafter is agreed with the ROMEO Communication Team (made up of one member from each of the partners) and will include impact measures and indicators.

## 2. Introduction

The platform has been created to serve as a project content management system within the consortium and external communication to reach the stakeholders of the project as well as the Media and the general public.

The ROMEO website was developed to act as an information hub about the project's aims, goals, activities and results. The website works as a dissemination tool making available the project published results.

With this aim, website provides the following content:

- General information about the project.
- Description of all the organizations members of the consortium.
- Information, objectives, work packages actions and pilot tests included in the project.
- Description of events organized within the framework of the project.
- Press releases and other materials focus on the Media.
- Information about the results.
- Stakeholders questionnaire.
- Public deliverables.
- Last news.
- Addressing and contact information.
- Appropriate acknowledgment and reference to the European Union's Horizon 2020 Framework Programme and disclaimer excluding European Commission responsibility.

### 3. Dissemination and communication objectives

The website is the central part of the digital marketing strategy that is deployed within the Dissemination Plan of the project. The combination of on-line and off-line actions is essential to reach all target audiences and that the actions reinforce each other to have a comprehensive dissemination and communication strategy that contributes to the achievement of results and objectives of ROMEO.

The ROMEO website has been created with specific objectives, which respond to the communication and dissemination needs of the project.

Among them, the most highlighted are the following:

- An innovative visual identity that aligns with the innovative spirit of the ROMEO project and that differentiates it from other projects carried out so far in the sector. In this sense dynamic elements that reinforce the main message of ROMEO have been integrated. For this, different elements related to the offshore wind industry have been included on the website.
- With the aim of create a dynamic website, contents such as news and the calendar of events will be periodically updated. In this way, updating content will improve the positioning in Google. Likewise, it will be shared through social networks and the newsletter, which will continue to attract visitors to the website.
- The ROMEO website is one of the main communication and dissemination tools of ROMEO. To maximize the scope of the project, different strategies of digital marketing and ways of attracting traffic have been established:
- SEO: the traffic of visits to the ROMEO website will increase progressively throughout the course of the project thanks to the implementation of strategies oriented to organic traffic, always considering the keywords identified for it.
- Social networks: through the distribution of content hosted on the ROMEO website on social channels (news about the project, industry events, infographics ...). Social Media channels (Twitter, LinkedIn and You Tube) will be able to increase traffic and visits.
- Newsletter. A quarterly newsletter is distributed between stakeholders and general public including achievements/news of the project that redirect to the website. Newsletters are uploaded as well on the website in a specific section.
- Link building: We will be able to create synergies between the ROMEO website and the partners' websites as well as with other relevant agents of the sector (stakeholders), encouraging the exchange of links.

## 4. Technical Characteristics

### 4.1. Full Responsive Content website

Responsive Web Design makes ROMEO page look good on all devices (desktops, tablets, and phones).

Also, responsive Web Design is about using HTML and CSS to resize, hide, shrink, enlarge, or move the content to make it look good on any screen.

The incorporation of the state of the art techniques in design also creates a quick and intuitive user experience browsing the web.



Figure 1 website frontpage on mobile devices

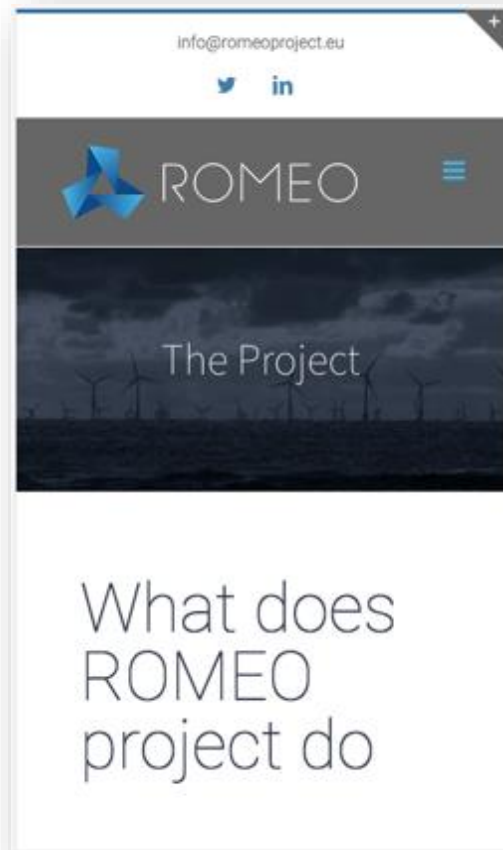


Figure 2 website section on mobile devices



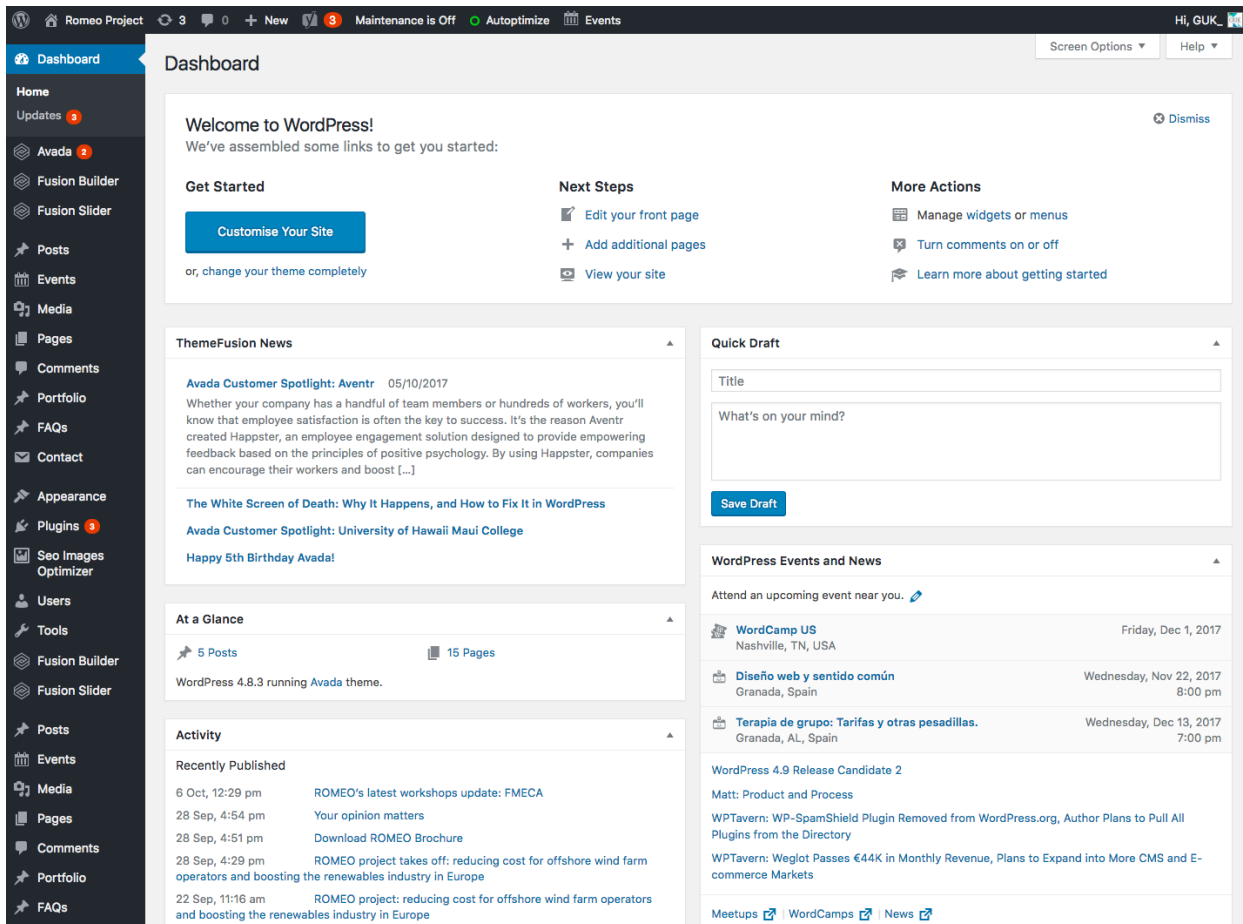


Figure 3 WordPress content management system

## 4.2. Built using WordPress CMS

WordPress is an online, open source website creation tool written in PHP. It's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today:

- WP has a lot of themes that allow to change the design of the website quickly, perfect for a 5 years project like ROMEO.
- Plugins allows to extend the functionality of the WordPress site without programming. There are over 10,000 plugins available that help to add all kinds of functionalities, like social media sharing, SEO, photo slideshows, and much more.
- WP is easy to update. Once a document is set up, you can update it anytime you want, and that is important for engagement with your visitors and for the search engines.

- Google loves WordPress sites because they are updated more frequently, and the content tends to be structured well. A WordPress site ranking very quickly compared to a static website. Google has even gone on record as recommending WordPress for business sites.
- WordPress is supported by a thriving, engaged community. A recent study estimates that approximately 8% of the sites on the Internet are run by WordPress.

#### 4.3. Connection & data exchange protected under SSL Certificate

SSL stands for Secure Sockets Layer is a global standard security technology that enables encrypted communication between a web browser and a web server. It is utilized by 1million of online businesses and individuals to decrease the risk of sensitive information (e.g., credit card numbers, usernames, passwords, emails, etc.) from being stolen or tampered with by hackers and identity thieves. In essence SSL allows for a private “conversation” just between the two intended parties.

To create this secure connection, an SSL certificate (also referred to as a “digital certificate”) is installed on a web server and serves two functions:

- It authenticates the identity of the website (this guarantees visitors that they are not on a bogus site).
- It encrypts the data that is being transmitted.

#### 4.4. Images optimized and gzip compression for better load time

Website gzip compression makes possible to reduce the file size of a web file (like HTML, PHP, CSS and JavaScript files) to about 30% or less of its original size before these files get sent to the browser of a user.

This compressed file is then served to the browser of the user which in turn decompresses it automatically to load the full original file in the browser again. Enabling gzip compression is great for improving page speed because the visitors will need to download much smaller web files as the original ones when browsing web pages, which speeds up the download process of these files.

The use of photographs in the visual contents created for ROMEO are edited in the brand's colours (collected in ROMEO Guidelines Manual).

#### 4.5. SEO friendly site and content

At a fundamental level, an SEO-friendly site is one that allows a search engine to explore and read pages across the site. Ensuring a search engine can easily crawl and understand the content is the first step to ensuring ROMEO's visibility in the search engine result pages.

ROMEO website is SEO friendly and responds to the following standards:

- Keyword Research. In order to generate traffic through search, ROMEO web is focus on keywords like these:
  - ROMEO project.
  - Offshore.
  - Renewable energy.
  - Wind energy.
  - Wind renewable energy.
  - Wind farm.
  - Wind turbine.
  - O&M management platform.
  - Condition monitoring systems.
  - LCoE.
  - OPEX.
  - Operational and Maintenance cost.
  - Big Data.
  - O&M tools.
- Keyword Optimization: ROMEO website use keywords in the content for maximum searchability.
- Content Organization: The content is organized in a logical way and considering the European guidelines of best practices. This is not only good for SEO, it also helps visitors to find other related content easily. (The longer they stay on the site, the better).
- Content Promotion: Increase visibility to new content by sharing it on social networks and building links to the content (both internally and from external sites).

## 5. Project website structure

ROMEO website is the main online tool to present and disseminate all the results and events under the framework of the project. It will be regularly updated by ZABALA (leader of WP9) to provide the latest news, relevant results and breakthroughs.

The website is carefully designed to address the stakeholders in the most effective way, and it is the easiest way to ensure the visibility of the project for the EU as well as target audiences, consortium, stakeholders and the general public. The expected outcome using online communication strategies includes a large number of stakeholders being more aware of reduce the cost of offshore wind energy and boost the renewables industry across Europe and the networking with other similar projects.

ROMEO website was designed as an interactive tool for public information and communication among partners and stakeholders. It will also be a repository for public documents, materials, and useful information related to the project. It can be continuously improved and updated, in order to maximize the results and share them the with target audiences.

The structure and design of the website used during the lifetime of ROMEO might be modified to be adapted to new needs and evolution of the project.

This is the ROMEO website structure:



Figure 4 ROMEO website content tree

Next, one of the sections of the web and its characteristics are explained:

### 5.1. Home

The homepage is designed to attract the attention of viewer by one first video-impact. The graphic and audio-visual content are the protagonists so that the visitor has at a glance an overview of the project and can understand it through these elements. Also, the site contains the project logo and provides a summary of the project including:

- What is ROMEO project.
- What does ROMEO project do?
- Our objectives.
- Partners and pilot test.
- Latest news.

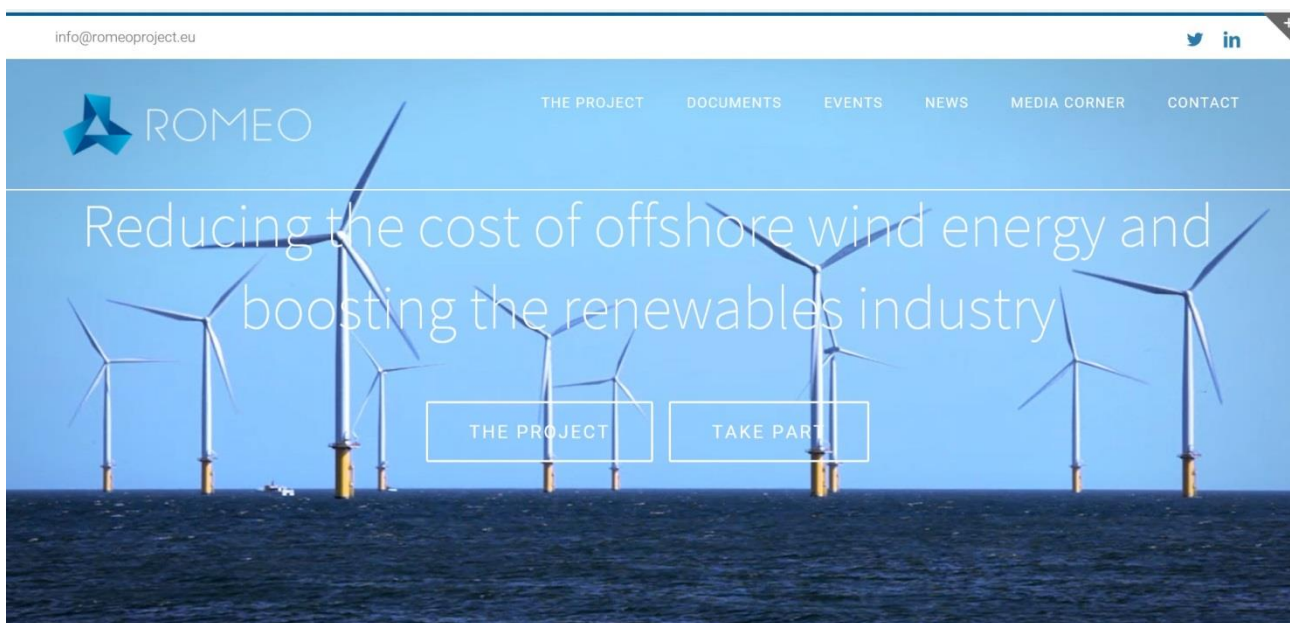


Figure 5 website frontpage

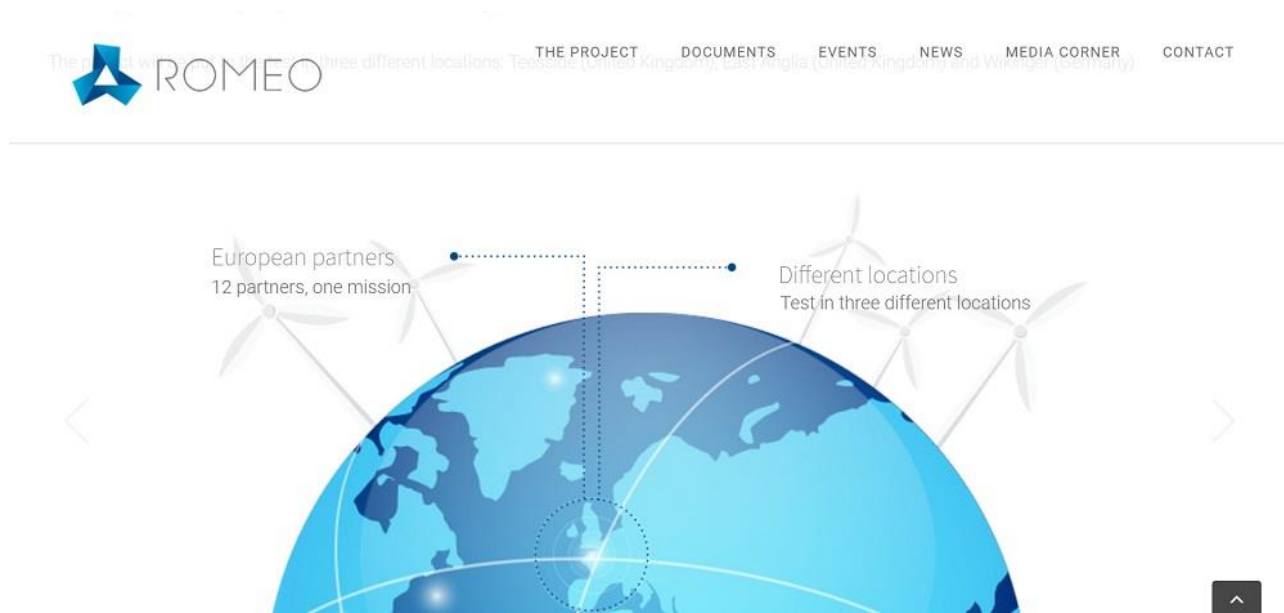


Figure 6 Infographics on the frontpage

All sections of the website have on top the ROMEO logo and the menu bar enabling quick orientation through the search. Also, the email contact and the social media channels are facilitated to the users.



Figure 7 Main menu

In the same way, all sections also provide addressing and contact information, reference to Horizon2020 Programme and European Commission (EC) support and a disclaimer excluding EC responsibility.

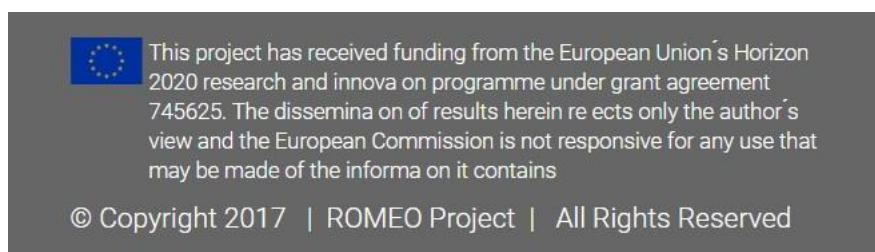


Figure 8 European Union Disclaimer

## 5.2. The project

This section presents the project at a glance, describes its objectives and milestones, the partners and pilot test and the 3 latest news. To facilitate this understanding, this section includes infographics, maps and photos that provide data and relevant information about ROMEO:

- What does ROMEO project do.
- Our objectives.
- Three phases to reach the goal.
- Expected results.
- Meet our partners.
- Pilot Tests.

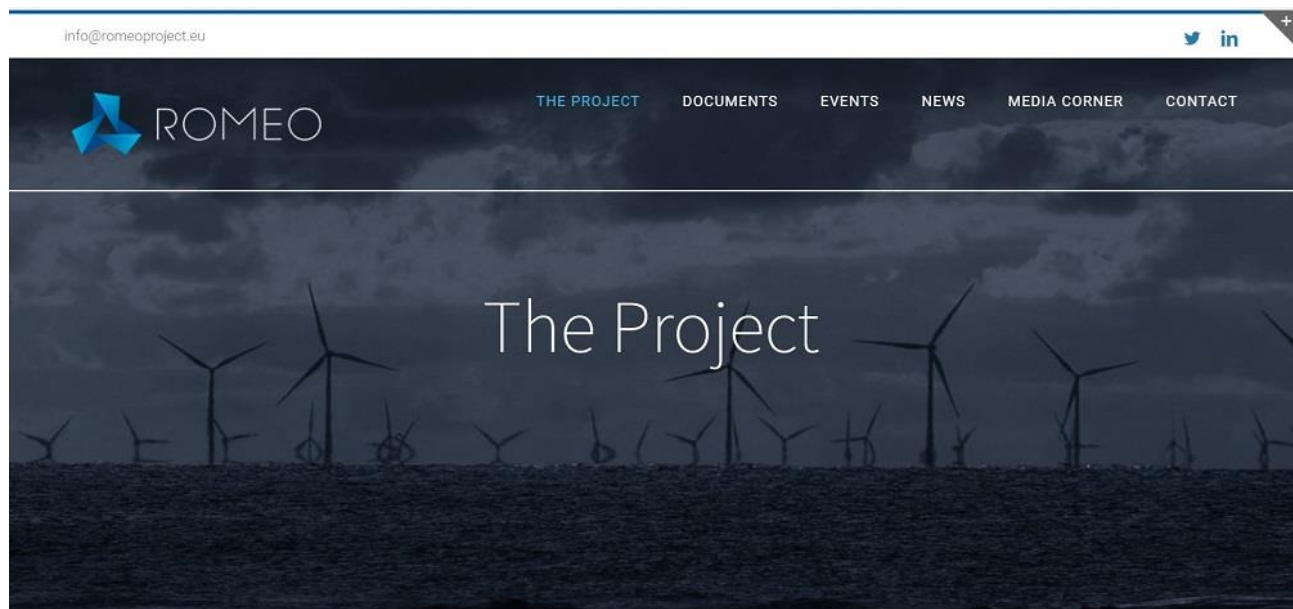


Figure 9 Section about the project

### 5.2.1. The consortium

This section provides a list of all partners taking part in the project linking to their short descriptions and websites. Every partner is briefly described in terms of research quality, groups participating in ROMEO and people responsible for the project.



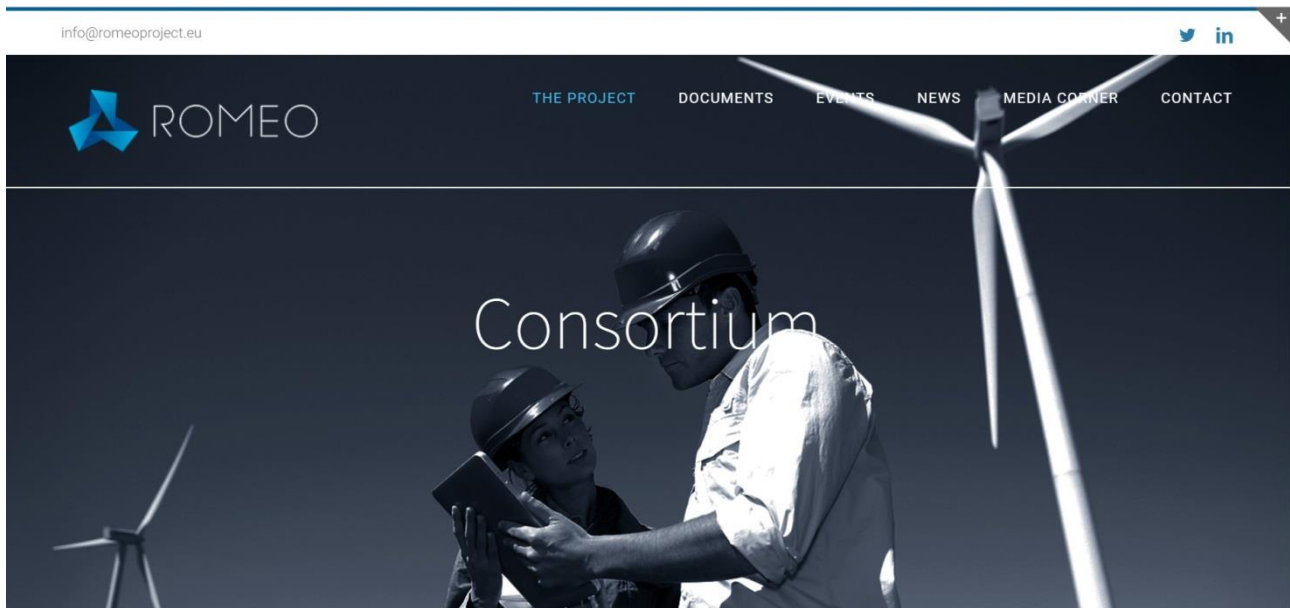


Figure 10 Section about the consortium

### 5.2.2. The management structure

This section includes the list of work packages including naming their titles, leaders, and linking to short description of the objectives of every package. In this way interested stakeholders can get a general idea of the structure of ROMEO and the actions that will be carried out.

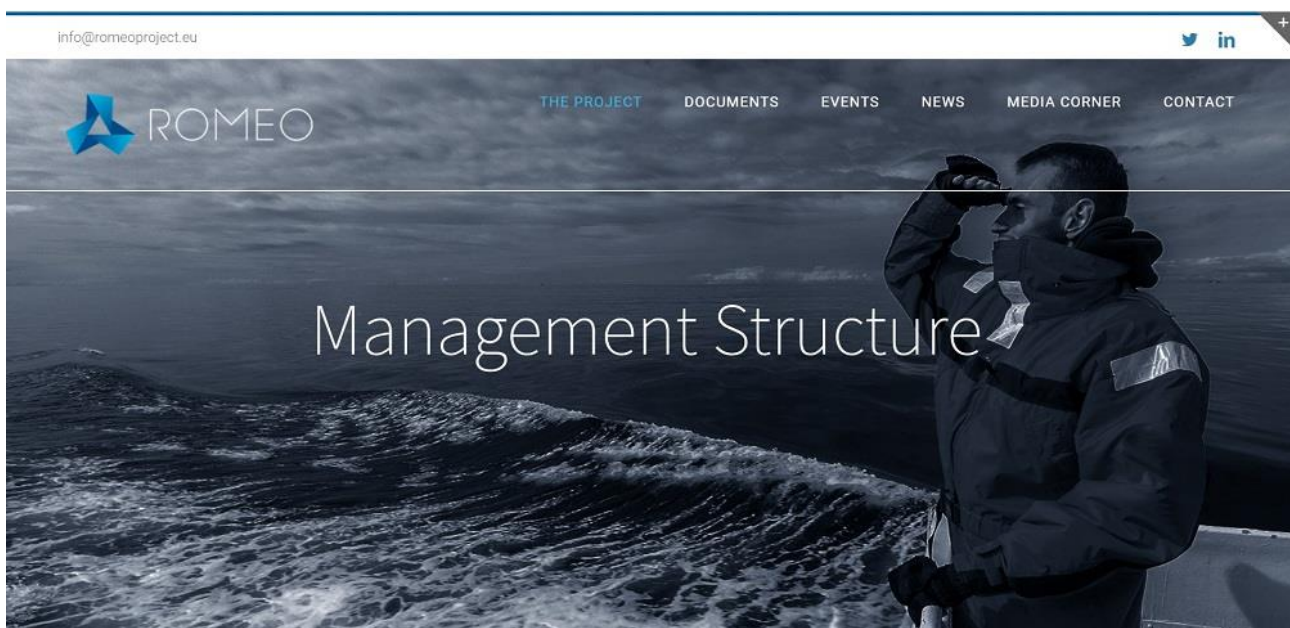


Figure 11 Management structure section



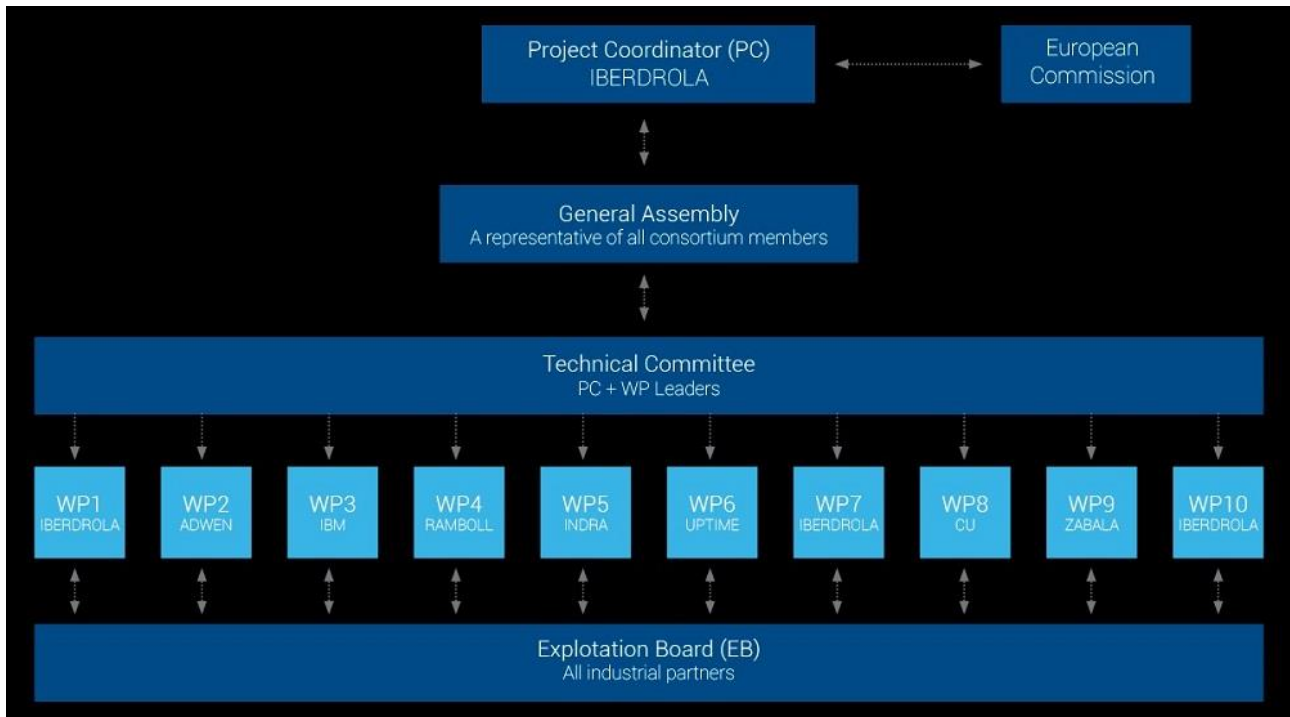


Figure 12 Management structure section - Work packages

### 5.2.3. Pilot tests

This page is dedicated to all the information and technical characteristics about the pilot experiences that will be put in practice in Wikinger, Teesside and East Anglia offshore wind farms.

This is one of the most attractive actions of the project, so as its implementation begins and advances, this section will incorporate more graphic and visual elements that facilitate its understanding.

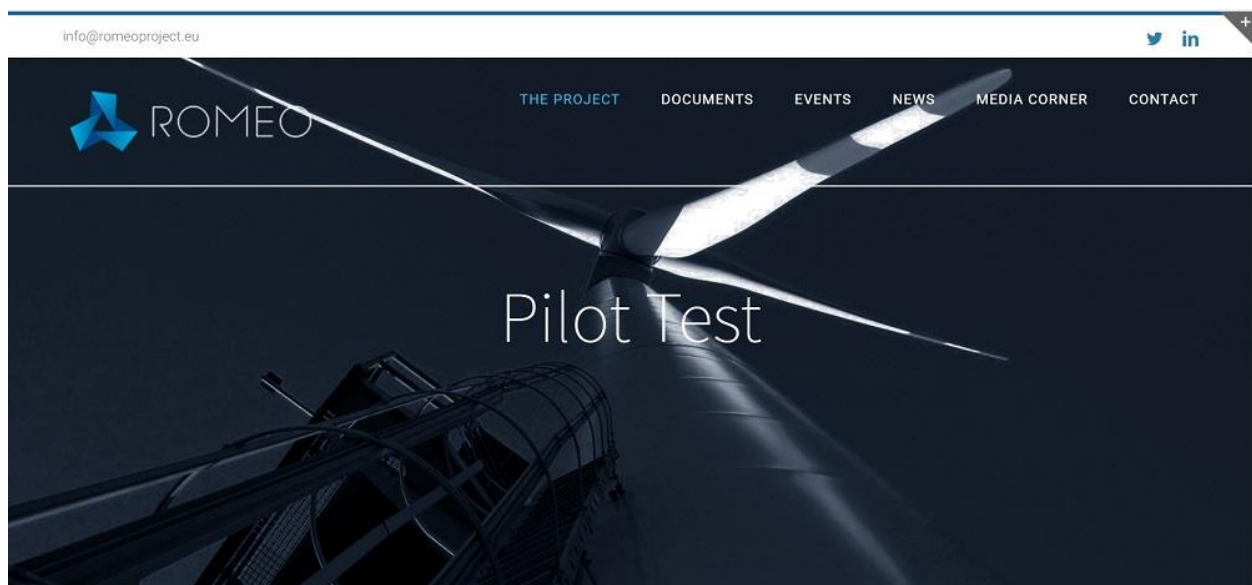


Figure 13 Pilot tests section

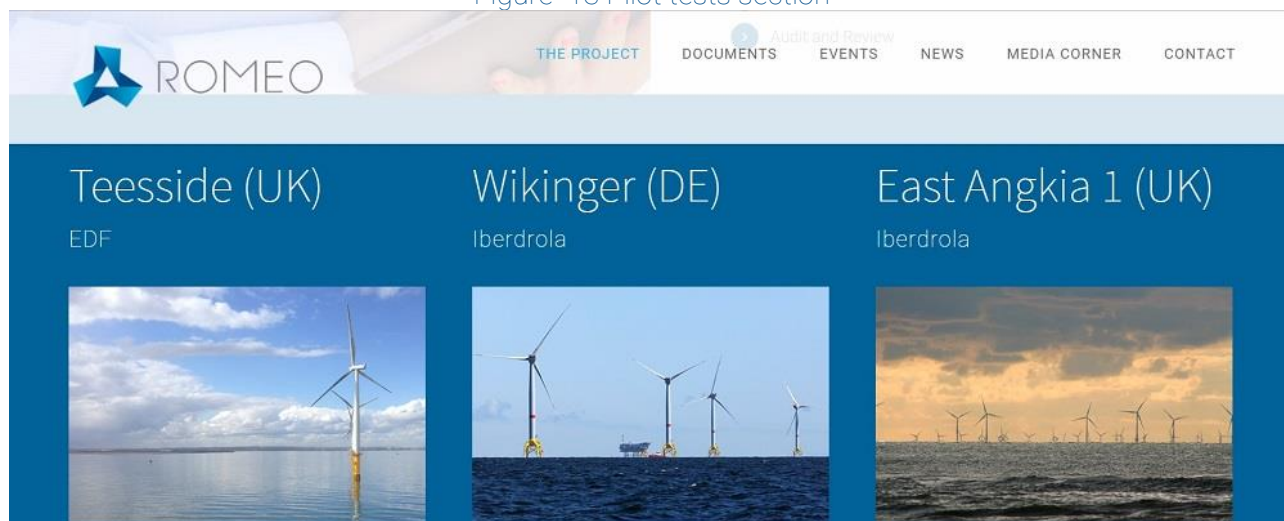


Figure 14 Pilots test section 2

### 5.3. Documents

This section will include research papers, public deliverables, and other dissemination materials provided by the consortium members.

[Dissemination Plan](#) of ROMEO can be downloaded here.

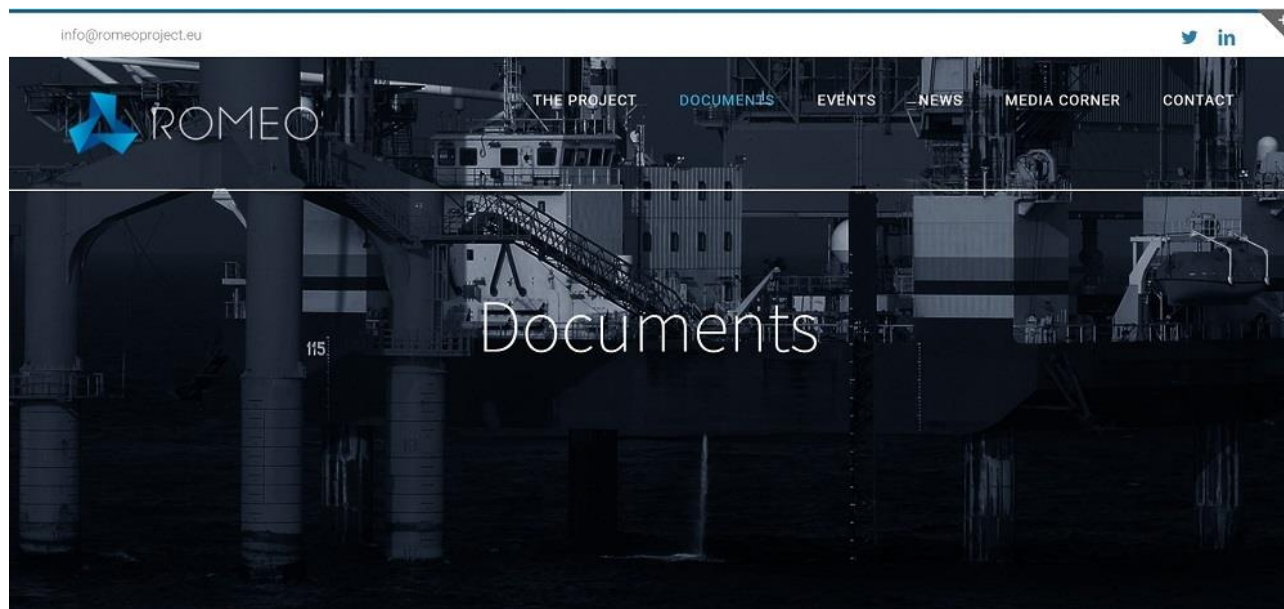


Figure 15 Documents section

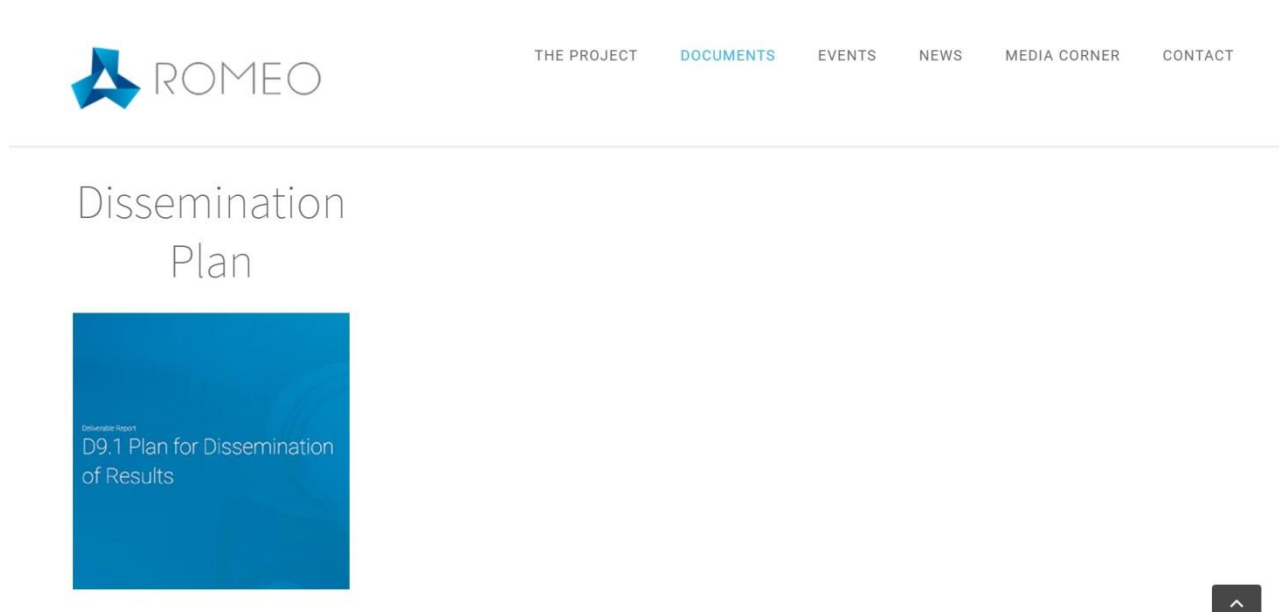


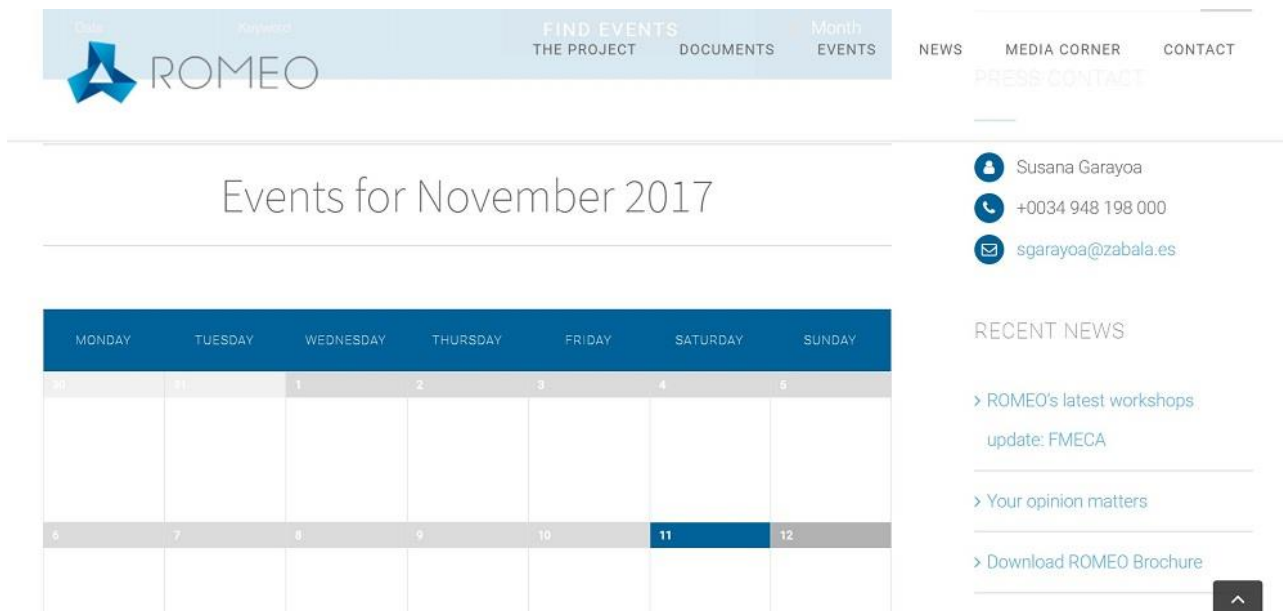
Figure 16 Documents to be downloaded

## 5.4. Events

This page is dedicated to conferences, symposiums and workshops in which ROMEO takes part or that are organized within the project. It presents the information on a calendar concerning the timing, venues, topic areas, and practical information of each event.



Figure 17 Events on the website



## 5.5. News

The news section will be the own ROMEO Media included on the website. Through this section will be explained the actions, progress and results of the project and participation in events, thus contributing to the scientific dissemination and innovation related to the offshore wind energy sector.

Its periodic update, at least once a month, will allow generating contents of interest for the ROMEO community, sharing them in the different channels of dissemination and communication (Social networks Twitter and LinkedIn) attracting visits to the web and having a good positioning in Google.

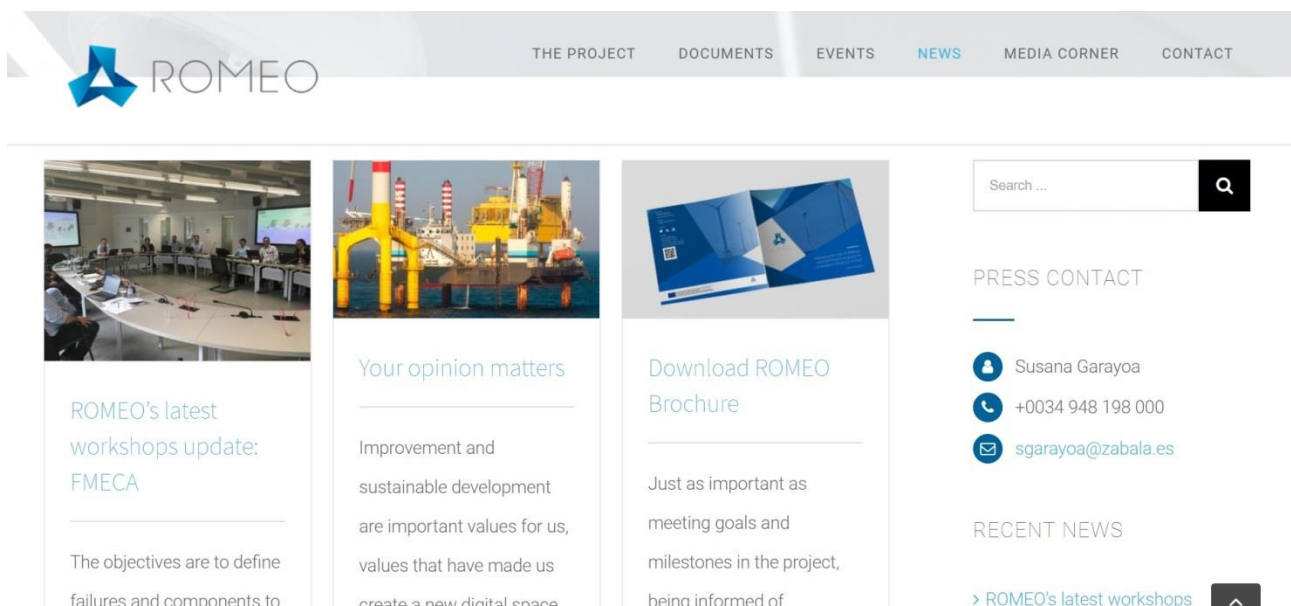


Figure 19 News on the website

## 5.6. Media corner

The Media are also part of the target of the communication actions of the project and a specific section has been designed for them with different resources and materials disseminating ROMEO results. These include press info, press releases, press clipping, newsletter and corporative materials (brochure, typography, logos...).

The content is organised in the following subsections:

- In the Media (press clipping).
- Newsletter.
- Press releases.
- Resources.

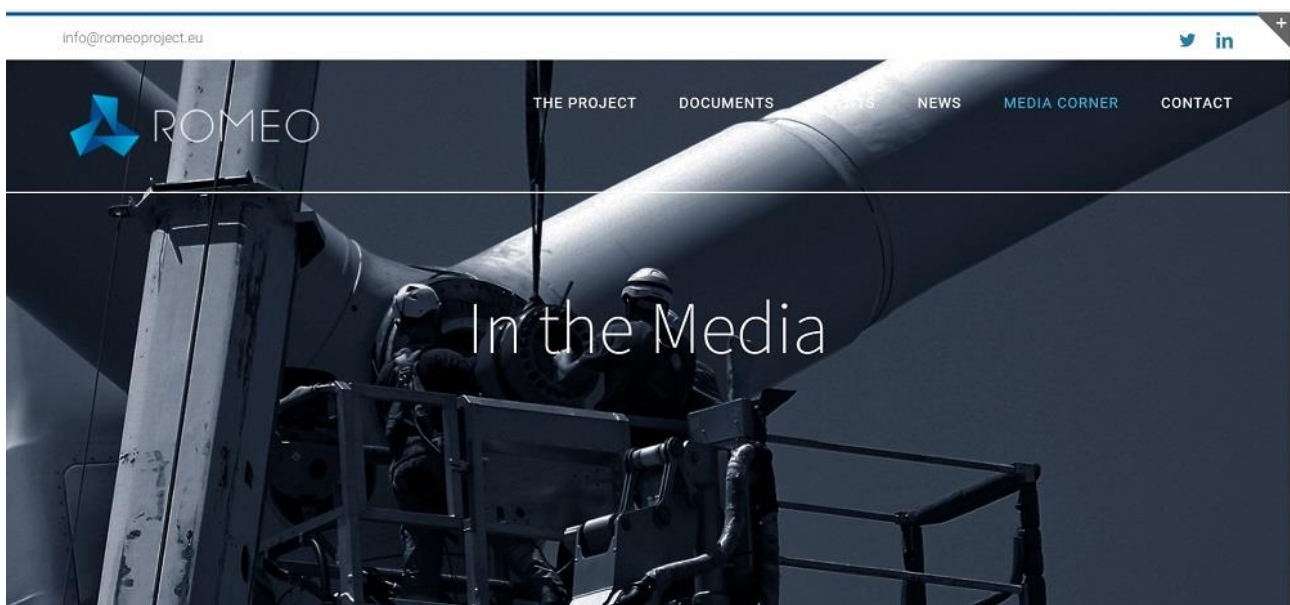


Figure 20 Specific section for the Media





Figure 21 Newsletter section

## 5.7. Contact

This section provides the email to contact with ROMEO project. This is a meeting point for stakeholders, other projects interested in networking and the general public, to be able to contact the project. A call to action is also introduced through the subsection "Take Part".

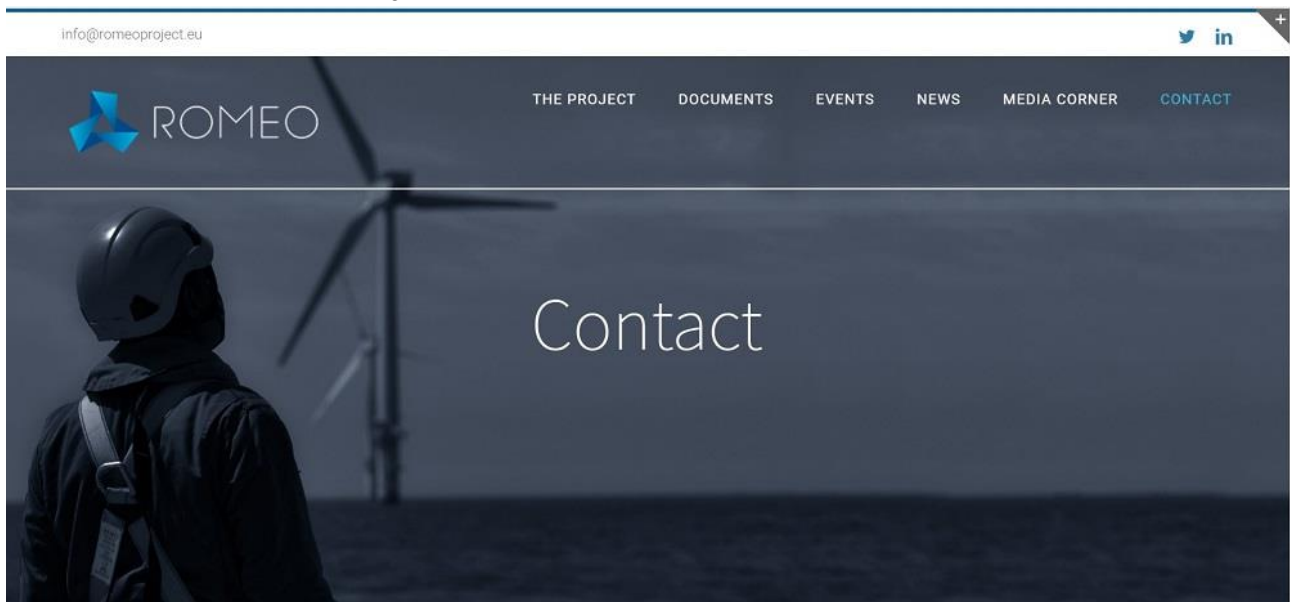


Figure 22 contact for stakeholders and general public

### 5.7.1. Take part

This is a specific section based on the suggestions, comments and technical feedback to be received in the website of the project through a satisfaction survey.

These anonymous satisfaction surveys are a great tool to drive regular communication between ROMEO and the stakeholders. They can act as a reminder of the project — and that ROMEO value their business. We can poll them on how they are doing, what suggestions they have, or anything else of note.

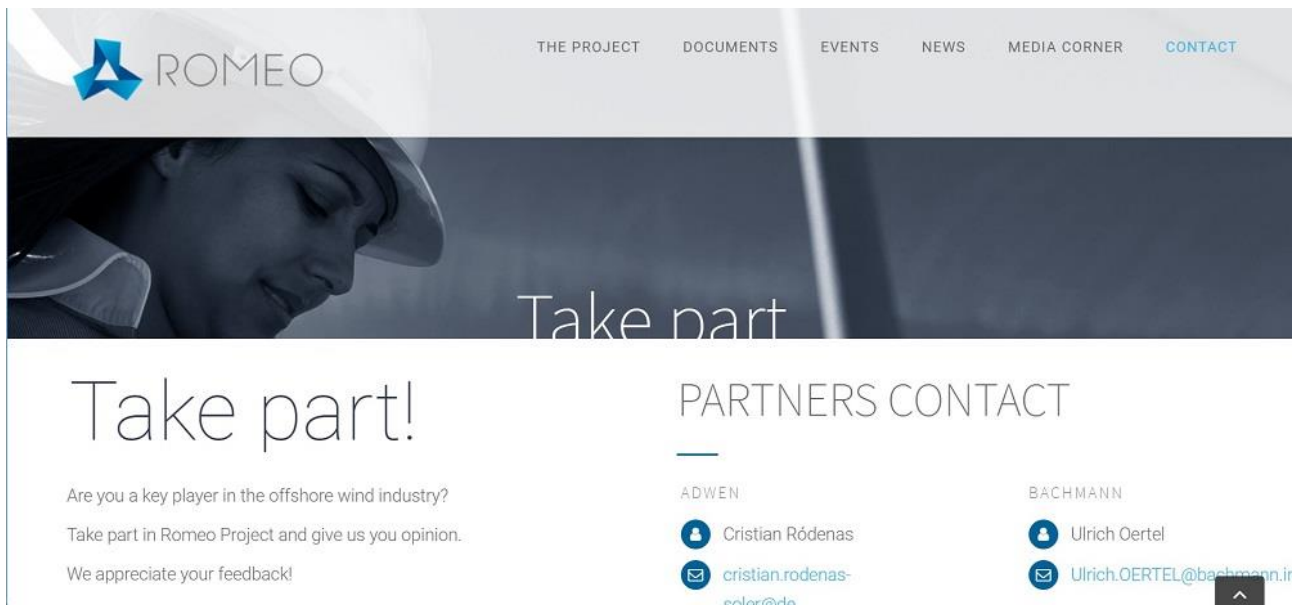


Figure 23 Take part section

## 6. Measuring results

Visits to the website will be measured and evaluated with the use of statistics integrated with Google Analytics. This is the best tool for personalized views and graphs about type of users, geographical location, origin of web traffic, most visited sections, most demanded materials, etc.

Google Analytics give a wealth of information about ROMEO website performance metrics, but very simply put, it shows us the following:

1. How much traffic is coming to the site.
2. Where the traffic is coming from.
3. What visitors are doing once they are on the site.

Analytics works by tracking 'tags', which are a small piece of JavaScript code that are installed on every page of the website to work properly. This data is then collated and shown in a 'report' page in the Google Analytics' admin interface.

The report contains these data:

- Visits: The total number of visits, including both new and returning visitors. A returning visitor would be counted twice or more in this number, and so “visits” is a different measurement to “absolute unique visits”.
- Page Views: The total number of pages viewed.
- Bounce Rate: The percentage of visitors who leave site without viewing a second page, i.e. they click the ‘back’ button, type a new URL, close the window or session time-out (usually 30 minutes). A good bounce rate is below 20%, 30% is standard, and anywhere over 50% would suggest a close look is needed to why so many people are leaving the site on first glance.
- % New Visits: The percentage of visitors who were new; the difference between this and 100% is the percentage of returning visitors.

Also, Google Analytics includes an overview of where in the world are the visitors located, languages, as well as a breakdown of the browsers and platforms they are using.

Summarizing, Google Analytics is an awesome core tool, that allows ROMEO to accurately measure the performance of the website, and means that the web strategy should be constantly evolving, tweaking both traffic strategy and our conversion processes to optimize the site.

Other popular applications in this field will be used to combine with the KPI’s in Social Media channels. The combination of all these tools will allow having a complete view of the evolution in Social Networks, favouring the definition of improvements due to the analysis in complete reports.

The evolution of the indicators will be revised quarterly and the main results of the communication actions will be reporting in the annual deliverable about “Reporting of Dissemination and Communication activities, including for instance the following indicators:

- Number of visitors to the website.
- Number of followers in Social Media accounts.
- Number of newsletter receptors.
- Socio-demographic data studies of the website visitors.
- Information requests.
- Engagement indicators.

This helps to quantify more precisely the results obtained and define the upcoming milestones which will improve the quality of the communication.