



AGILE SERVICE ENGINEERING
FOR THE FUTURE INTERNET



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CloudWave Website
Release 1.1



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Executive Summary

This short document accompanies the website for the CloudWave project.

The website has multiple aims and intends to maximise the value for multiple types of visitors. To this end, the site has been structured to take each foreseen visitor type to the content they seek. In addition it has been designed using the concept of landing pages for visitors entering via search engines, and will have regularly updated content on the home page to improve search engine ranking.

A process has been defined to ensure frequently updated content to include third party content and to engage with social media.

Google analytics has been installed and will be used to monitor usage and the number of visitors, as well as to monitor progress towards contractual KPIs.

Contents

Executive Summary.....	4
1. Introduction	6
2. Aim	6
2.1. Means of Access.....	7
2.2 Value of Each Visitor	7
3. Structure	8
4. Analytics and KPIs	11
5. Implementation and Processes.....	12
6. Conclusions	12

1. Introduction

This short document exists in order to document the existence of the web page of the CloudWave project, as well as to describe its aim, structure, expected results and management procedures. The document is structured according to this purpose.

2. Aim

The CloudWave web site has been designed with multiple aims. We expect the site to be accessed for variety of reasons:

- To find information relating to the project for the first time, such as when referred to in an article, presentation or conversation.
- To keep abreast of the progress of the project
- To access project results (papers, deliverables, software).
- To identify and explore relevant third-party content related to the project's objectives.
- To find ways of engaging with the project (comments, contact address, social media)
- To consume content (results) independent to other results or the project in general.

The last bullet is an important distinction from the rest. Whilst for the first five bullets, prior knowledge of the project's existence is a prerequisite, in the sixth bullet such knowledge is neither necessary nor even expected: This bullet refers to people finding content principally through a search engine in response to a search query. These people may have never heard of CloudWave.

The aim of the CloudWave website is to cater to each of these visitors, providing the content they search in the easiest way, whilst maximising its visibility, for example in search engine result pages (SERPs).

2.1. Means of Access

Easy access to the information sought in the first five bullets must be provided by the website structure and navigation. Viewers entering the webpage through the URL of the homepage, a bookmark, or through e.g. googling¹ “CloudWave” can be considered to have prior knowledge of the project.

Access to the specific content of the sixth bullet will come from googling search terms included in our content or from redirects from other web pages. The viewers will arrive on the page of the content. The access via Google can be increased using search engine optimisation (SEO) techniques, such as controlled use of keywords, referrals, backlinks and so on, as SEO increases the ranking of the website in SERPs. Through SEO we can funnel users onto “landing pages”, which are pages of the website, other than the home page, that present the content in a way appealing to those users targeted by the landing page. In addition links from other web pages may link directly to content pages. In this case the author of the other web page has identified our content, though not necessarily our project, as relevant to them.

Finally, users which access the website through a search query such as: “*CloudWave devops demo*” can be considered to be in one of two categories: visitors who are trying to navigate to previously viewed content directly, avoiding the website structure, or visitors who consider that the CloudWave website may have an interesting article on the contents of the search string.

2.2 Value of Each Visitor

Each of the reasons visitors access the website is valuable for the project. In the case of the first five points:

To find information relating to the project for the first time, such as when referred to in an article, presentation or conversation.

In this case the visitor’s interest in the project has been peaked. This could be because they want to find out more information on the project and its participants – such as for collaboration opportunities, or to find results. It is a first step towards exploitation. This is also a sign to us that our overall communication campaign is working.

To keep abreast of the progress of the project

In this case the visitor considers that our progress is relevant to them, they are anxious to view our results which indicates a high potential for exploitation (either academic or commercial) and is demonstrative of dissemination (i.e. results communication).

To access project results (papers, deliverables, software).

¹ In this document the word “Google” and its derivatives have been taken as a short hand for search engines and their use in general, as has taken root in common parlance. All other search engines are equally valid.

This case includes the above point, as well as the implication that the results are valuable to the visitor and should be considered a successful case of dissemination.

To identify and explore relevant third-party content related to the project's objectives.

In this case the visitor has been recruited into a wider community around the research topics of CloudWave and therefore is a potential candidate for scientific dissemination or exploitation. Having a community of suitable size and quality is invaluable for both feedback to the project and for realising exploitation.

To find ways of engaging with the project (comments, contact address, social media)

This could indicate a higher level of collaboration is desired (research or exploitation) and is therefore ultimately the most valuable type of visitor.

To consume content (results) independent to other results or the project in general.

This is a key aim of dissemination. Beyond partner exploitation, having third parties consume our results and refer to them in their research, build on top of them, or incorporate them into their product innovation is how the project creates impact. Significantly more impact is generated by 100 researchers discussing our specific results than 100 people discussing the project. Having third parties find our content through Google or links from other content is validation of the value of the research and creation of impact.

3. Structure

In light of the aims of the website discussed above, the website has been structured to cater to each of the types of visitor.

Visitors accessing the site through a bookmark, URL or googling "CloudWave" will invariably enter the site through the homepage. The homepage must consequently contain direct links to the following content: project overview; contact information; project results; project progress and third party content.

Visitors entering the site based on a backlink or a content-specific search will tend to enter the site on a landing page.

The homepage has been designed to give a clear overview of the research goals of the project: our three pillars of execution analytics; Coordinated Adaption; and Feedback Driven Development, as well as the impact. Clicking each of these will open a landing page on that technology. The prominence of these four pillars will lead to search engine crawlers associating our page with these search terms.

Below this there is access to a blog and the twitter feed of the project. The twitter feed is used both for engaging with the community and for gathering and distributing relevant third party material. The blog is used for comment, analysis and reporting progress in the project. Both these items will have regularly updated content which will improve the ranking of the page in search engines.



Above the main body of the homepage are clear links to content pages: About, Approach, Blog, Events, Downloads, and Members.

The about page will describe the purpose of the project, and details regarding the funding, duration and so on. It will link to the approach, contact and members pages.

The Approach page will describe the overall architecture and technical approach to the project and link to the landing page of the project's three pillars.

The blog page, naturally, shows to the full blog archives.



The validation page will include details of the tested and the use cases.

The event page will contain a constantly updated list of events related to the project objectives and indicate clearly when the project will be attending them, along with a button so that visitors can request a meeting.



The Downloads page will include deliverables, publications (both scientific and whitepapers, flyers etc.) and software as they become available. The page contains all planned publications and indicates the description of each. In the case of deliverables, when it is available this will be signalled clearly in the format and visitors can access the executive summary in their browser or download the pdf.



Finally, the member's page includes the consortium partners and links to their homepages so that visitors can easily identify the partners involved.



In addition to these prominent links, there are links at the top of the page for: Contact, RSS, LinkedIn and login. These are self-explanatory.

4. Analytics and KPIs

Use of the website is monitored using google analytics, which has proved a versatile and useful tool in the past. In particular we will look at the number of visitors, unique visitors, returning visitors, time on site, bounce rate, entry page, manner of accessing the site and the keywords used to find the site when entering via search engine. In addition, aspects such as the number of backlinks to the website, its appearance in SERPs for relevant search terms and any discussion of it in forums will be monitored. Content seeding activities will take place to ensure a wider internet footprint.

In relation to formal, contractual KPIs, the following are defined in the DOW.

Table 1: Website KPIs

KPI	Measure (by end of project)
Website	2000 visits with 40% spending more than 2 minutes on the site. Specific pages defined for project value proposition, software releases and main organized events
Presence in social media	Channel and content strategy for Groups established in LinkedIn and Twitter with continuous post updates. 1 Newsletter each 6 months

Further metrics will be established as the dissemination strategy evolves.

5. Implementation and Processes

The website is hosted at www.cloudwave-fp7.eu, a URL secured by ATOS on a renewable contract lasting 12 months. The website will be maintained for a minimum of 24 months after the conclusion of the project.

A security audit of the website has been conducted to ensure that it does not have any common vulnerability regarding hacking or other security threats.

The design has been generated by Atos in-house web designers with an attractive cloudy sky backdrop and calm colours picked for compatibility and aesthetics.

It has been designed to operate with multiple browsers and tested on them. At the time of writing a few interoperability issues do continue and are being resolved.

The website is also designed to be accessible from multiple devices, including mobiles, and hence relatively light weight with respect to the style of websites designed several years ago.

Pages will be updated at least every three months by the WP leader responsible, who is free to delegate appropriately. Pages should include graphics and links within and outside the website. Text should avoid internal jargon and internal references (WPx, Dx.x) as these have no value to external visitors.

Authors should consider that their page may well be the first page seen by a reader arriving via search engine. To maximise this, the page should be optimised using SEO techniques – in particular prominent and consistent use of key words, and links. In addition the design should assist the reader to return to the home page in order to navigate to other content.

Status at the time of writing: Currently the website has suffered some delays. The development of content and the implementation of the site have been carried out in parallel. Changes in the design and its implementations have required reworking of the content which will be uploaded soon.

6. Conclusions

This short document accompanies the website for the CloudWave project.

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