



MIA Portugal

Multidisciplinary Institute of Ageing

**Website
Development & Performance**

Deliverable 6.3

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This document describes MIA-Portugal Website Development & Performance.

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1 - Introduction:

An institutional website is key in any communication strategy, as it is one of the first and most accessible tool for all audiences. It must be designed to present the Institute's mission activity, and outcomes, along with all the project documents, showing its execution status, progress, and results.

The institutional website also acts as a data centre and a useful working tool for the Institute team and partners. The website should be able to make all professionals informed about the activity of MIA-Portugal but also be a repository for public reports, branding materials, and other media and documents needed in the daily life of the Institute.

Moreover, the website is one of the most representative aspects of brand identity. Visual and verbal identity elements should be portrait cohesively and consistently. This means using logos and colors schemes, but also employing a constant tone and language to ensure brand recognition among website visitors.

2 – MIA-Portugal website

www.uc.pt/mia

Developed in the UC publishing platform, MIA-Portugal website was launched with the formal project kick-off in January 2020. The content then was focused on presenting the mission and aims of the MIA project.

As the project evolved, the website content has changed to incorporate the Institute initial activities and its newly hired research groups. It is expected, as stated in the «MIA_portugal D6.2 Communication Plan», that the website will continue to be improved to accommodate the Institute's needs and developments.

More recently, the UC publishing platform has changed to a more resourceful and user-friendly back office. Along with the transition of the platform, some contents of the website were reformulated, and new contents were added.

2.1 - Website Content

Since the launch of the MIA-Portugal website, in early 2020, new content has been added. The main upper menu is devoted to presenting the Institute's core activities: *Ageing Research*, *advanced training*, and *innovation/technology transfer* and so the items in this menu have been growing along with the project advancements.

The *innovation/technology transfer* page will be placed in the upper menu when the project achieves significant activity in this work package.

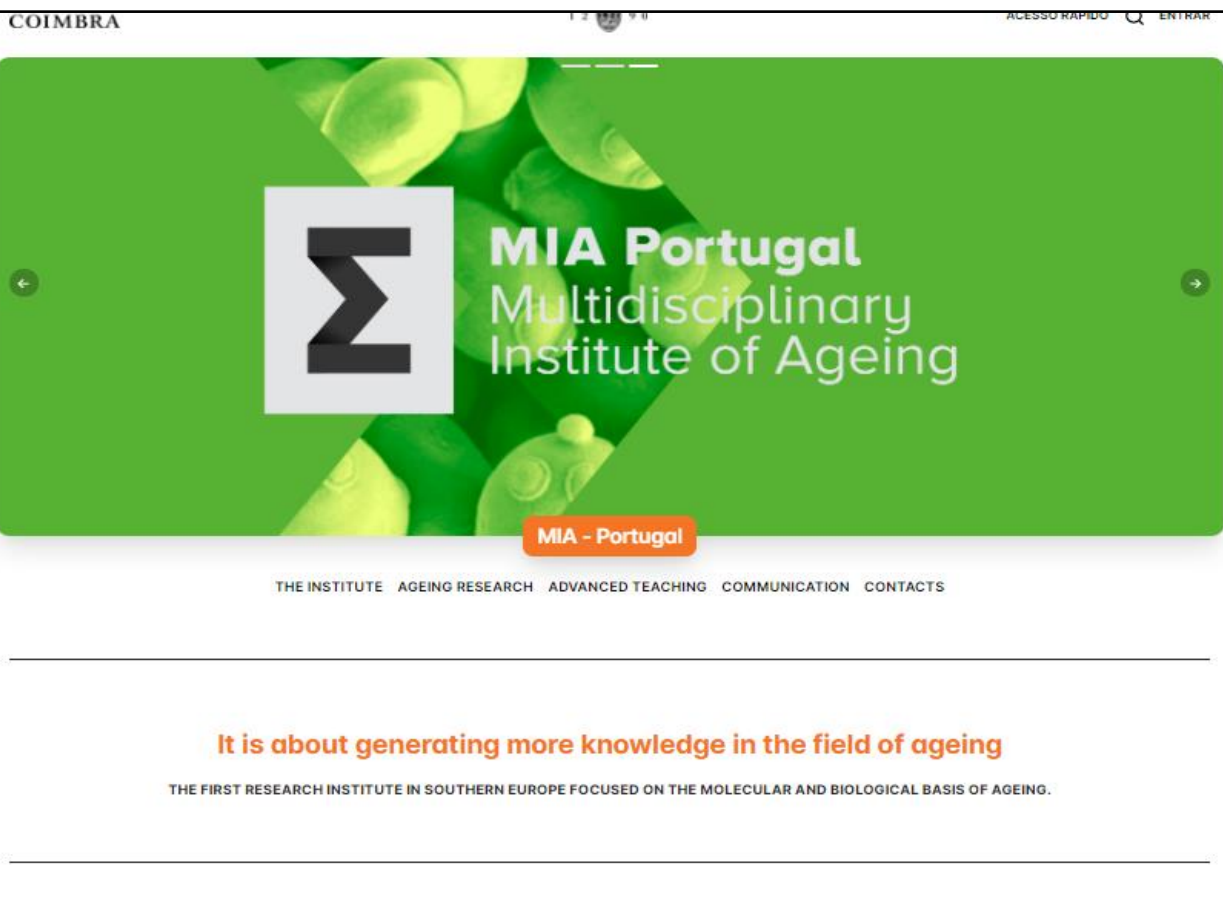


Figure 1 – MIA -Portugal Website main menu

The Communication item in the menu was added to present the Communication/Dissemination materials, the branding resources, and the Clipping (media placement).

In the Ageing Research menu are included information about the three research groups working, for now, at MIA-Portugal, presenting the scientific scope of their activity.

The Advanced Teaching displays the training and teaching programmes organized by MIA-Portugal partnership.

In the item The Institute is all the information about the aims of the project and the Institute's mission and vision. Other pages were added in this section. The Careers page presents open opportunities, and a Management Reports page was added to include the approved public reports and documents of the MIA-Portugal Project.

A footer was placed on all the website pages, featuring the partners' logos, the European Union logo, and the Grant Agreement statement.

3 – Analytics

For this report, it will be used data provided by *Google Analytics* (<https://analytics.google.com>) to assess the number of Pageviews, Visitors, Traffic sources, Top content, and other performance indicators.

Because the publishing platform changed recently (early December 2021) and some content and pages were added/reformulated, this analysis will focus on the November 2021 statistics and, whenever a comparison is relevant, this report will feature the two last monthly periods.

Some data analysed for this report will focus on the content and features of the website before carrying out the transition of the platform transition and all the changes of its content. Therefore, the following analysis, to be done next year, will be more accurate about the impact of these improvements in website performance.

3.1 Audience

Data about the website visitor's evolution and behaviour is important to evaluate the content and features that are most appealing to target audiences. Thus, it is useful to identify potential weak points in website structure, content and performance.

Figure 2 – Evolution of Pageviews, Sessions and Users – October 2021 *versus* November 2021

Country	Page Views ↓	Sessions	Pages/Session	Users	Avg. Session Duration	Entrances	Entrances/Page Views
	33.56% ↑ 1,739 vs 1,302	44.35% ↑ 345 vs 239	8.17% ↓ 5.08 vs 5.53	24.61% ↑ 319 vs 256	29.69% ↓ 00:01:58 vs 00:02:47	44.35% ↑ 345 vs 239	8.90% ↑ 19.70% vs 18.09%
1. Portugal							
01-Nov-2021 - 30-Nov-2021	1,409 (81.02%)	209 (60.58%)	6.74	199 (60.49%)	00:02:36	209 (60.58%)	14.83%
02-Oct-2021 - 31-Oct-2021	957 (73.50%)	149 (62.34%)	6.42	173 (65.78%)	00:02:40	149 (62.34%)	15.57%
% Change	47.23%	40.27%	4.96%	15.03%	-2.62%	40.27%	-4.73%
2. United Kingdom							
01-Nov-2021 - 30-Nov-2021	94 (5.41%)	31 (8.99%)	3.03	24 (7.29%)	00:01:01	31 (8.99%)	32.98%
02-Oct-2021 - 31-Oct-2021	50 (3.84%)	13 (5.44%)	3.85	13 (4.94%)	00:06:12	13 (5.44%)	26.00%
% Change	88.00%	138.46%	-21.16%	84.62%	-83.63%	138.46%	26.84%
3. United States							
01-Nov-2021 - 30-Nov-2021	73 (4.20%)	26 (7.54%)	2.81	24 (7.29%)	00:00:43	26 (7.54%)	35.62%
02-Oct-2021 - 31-Oct-2021	55 (4.22%)	13 (5.44%)	4.23	8 (3.04%)	00:00:49	13 (5.44%)	23.64%
% Change	32.73%	100.00%	-33.64%	200.00%	-13.22%	100.00%	50.68%
4. Italy							
01-Nov-2021 - 30-Nov-2021	39 (2.24%)	8 (2.32%)	4.88	8 (2.43%)	00:01:22	8 (2.32%)	20.51%
02-Oct-2021 - 31-Oct-2021	50 (3.84%)	8 (3.35%)	6.25	8 (3.04%)	00:00:16	8 (3.35%)	16.00%
% Change	-22.00%	0.00%	-22.00%	0.00%	424.80%	0.00%	28.21%

Page views – The total number of pages viewed. Repeated views of a single page are counted.

Sessions – A session is the period time a user is actively engaged with the website.

Pages/sessions – the average number of pages viewed during a session. Repeated views of a single page are counted.

Users – Users who have initiated at least one session during the date range.

Average session Duration – The average length of a Session.

Entrances – The number of times visitors entered the site through a specified page or set of pages.

Entrances | Page views - The percentage of pageviews which were entrances to the site.

Bounce Rate - The percentage of visitors who viewed any page and immediately left without further interaction.

The data presented in Figure 1 shows a positive evolution in most audience metrics, during the period under this analysis (October 2021 *versus* November 2021). However, there was a decrease in the number of Pages/sessions and the average session duration.

The main traffic to the website comes from visitors in Portugal. The United Kingdom and The United States are in the top three visitors locations.

3.2 – Visitors Behaviour:

Top content

Figure 3 – Most visited pages in November 2021

Page ?	Page Views ? ↓	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	1,974 % of Total: 100.00% (1,974)	1,404 % of Total: 100.00% (1,404)	00:01:01 Avg for View: 00:01:01 (0.00%)	475 % of Total: 100.00% (475)	46.53% Avg for View: 46.53% (0.00%)
1. /en/mia/MIA_Portugal/careers/	238 (12.06%)	118 (8.40%)	00:00:40	56 (11.79%)	19.64%
2. /en/mia	152 (7.70%)	124 (8.83%)	00:00:44	90 (18.95%)	35.56%
3. /en/mia/	114 (5.78%)	81 (5.77%)	00:00:26	50 (10.53%)	36.00%
4. /en/mia/research	114 (5.78%)	42 (2.99%)	00:00:40	5 (1.05%)	20.00%
5. /en/mia/MIA_Portugal	106 (5.37%)	93 (6.62%)	00:00:19	88 (18.53%)	34.09%
6. /en/mia/Team_Partners/	104 (5.27%)	74 (5.27%)	00:01:16	4 (0.84%)	25.00%
7. /en/mia/Team_Partners/researchgroups/nrg	77 (3.90%)	42 (2.99%)	00:01:19	19 (4.00%)	47.37%
8. /en/mia/MIA_Portugal/about/	76 (3.85%)	54 (3.85%)	00:00:34	8 (1.68%)	62.50%
9. /en/mia/MIA_Portugal/careers/AssistantResearcher	75 (3.80%)	60 (4.27%)	00:00:29	14 (2.95%)	92.86%
10. /en/mia/Team_Partners/researchgroups/img	66 (3.34%)	51 (3.63%)	00:01:37	21 (4.42%)	76.19%

Careers page was the most visited page in November 2021. MIA-Portugal has been recruiting for the Research Groups and those opportunities have been published consistently in MIA- Portugal social media networks.

The *homepage*, the *research* page, the *team&partners* and *research groups* information are also in the top content visited on the website.

Some pages score higher in Bounce Rate. The average Bounce Rate should be below 40%.

3.3 - Traffic Sources

Figure 4 - Top traffic sources

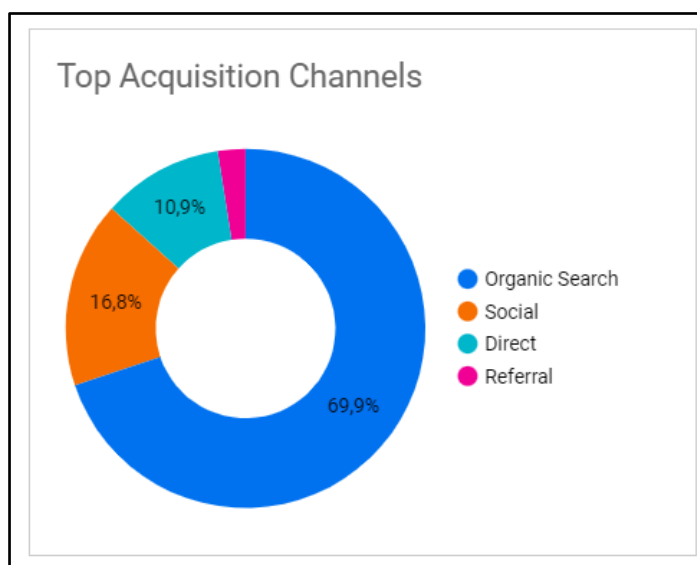


Figure 5 – Top traffic Sources Data | November 2021

Source / Medium	Acquisition			Behavior		
	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	475,0	308,0	160,0	46,5%	4,2	03:12
Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...
google / organic	344	218	94	39,53%	4,64	00:03:59
t.co / referral	43	36	25	81,4%	1,86	00:00:35
(direct) / (none)	36	35	30	69,44%	2,75	00:01:26
bing / organic	14	7	3	50%	2,57	00:00:40
linkedin.com / re...	12	10	3	66,67%	2,08	00:00:37
l.facebook.com / ...	10	4	0	40%	5,8	00:03:13
cibb.uc.pt / refer...	3	3	0	33,33%	1,67	00:00:58
uc.pt / referral	2	1	0	0%	7	00:00:43
com.linkedin.and...	2	2	0	0%	16,5	00:04:23
ucteacher.uc.pt /	1	1	0	100%	1	00:00:00

Most website visitors come from organic google searches and those sessions are the longest. *Linked In* is the social network that generates more traffic to the website.

3.4 Devices

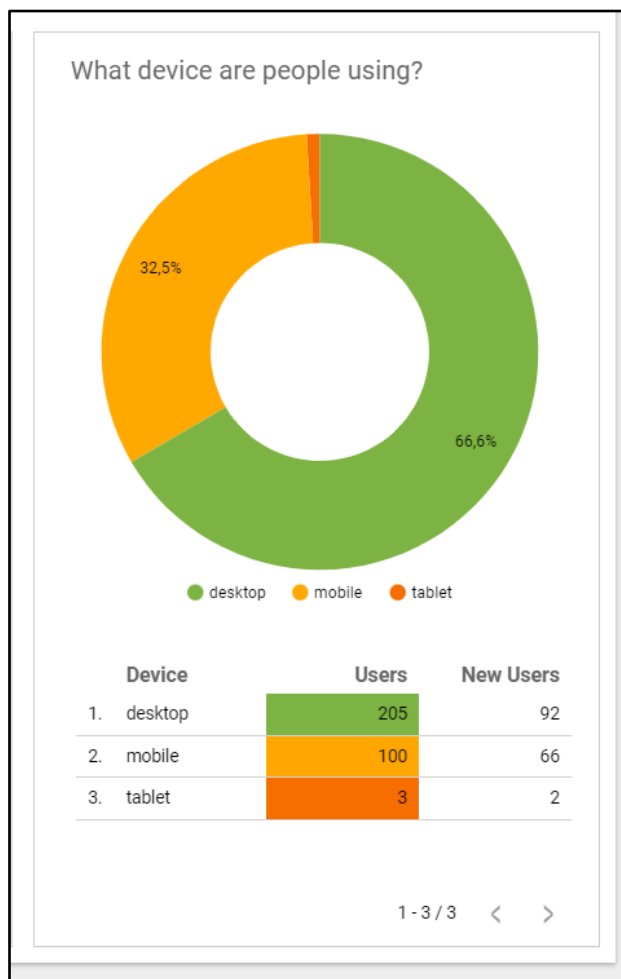


Figure 6 – Devices used by visitors Nov in. 2021

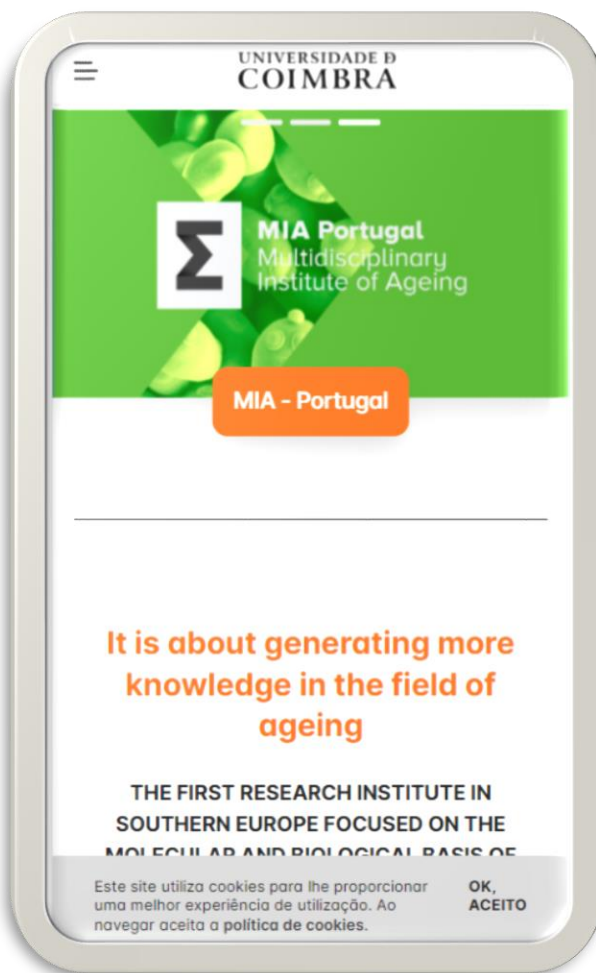


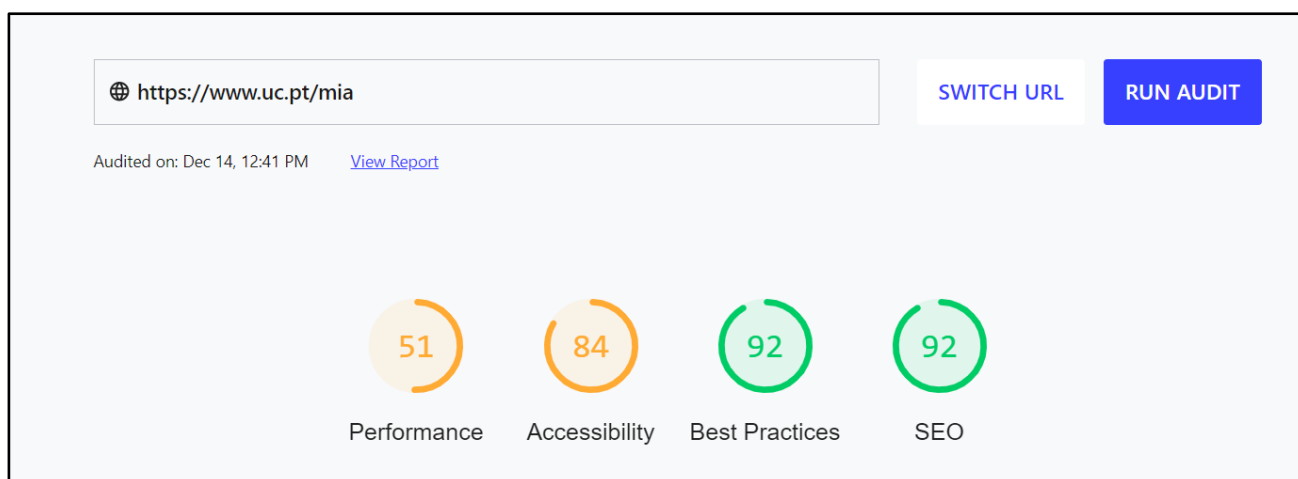
Figure 7 - Website homepage in iphone 6/7/8.

Most website users have access to the website through their computers. The current MIA-Portugal website is adaptable to different mobile devices.

4 – Performance

In this section are presented the website scores in a test that accesses Speed, Search Engine Optimization (SEO) best practices, and Accessibility. The resource used to execute this test was <https://web.dev/measure/>.

Figure 7 – Performance test summary



The performance score suggests the need to improve the speed of the website. This data was provided to the UC technical support services in charge of web development. Improvements in the new publishing platform are being made that are expected to increase speed. Web developers are going to recommend some content changes that can also contribute to the overall performance of the website.

4.1- Speed

Figure 8 – Google analytics – Average Page Load Time between 29th November to 12th December 2021

Browser	Avg. Page Load Time (sec)
1. Chrome	
06-Dec-2021 - 12-Dec-2021	0.00
29-Nov-2021 - 05-Dec-2021	1.38
% Change	-100.00%
2. Safari	
06-Dec-2021 - 12-Dec-2021	0.92
29-Nov-2021 - 05-Dec-2021	3.94
% Change	-76.63%

[view full report](#)

This report was generated on 14/12/2021 at 14:54:10 - [Refresh Report](#)

Data shows that at its worst page load took almost 4 seconds. For good performance, this value should be below 3 seconds.

5 - Conclusions and improvement measures

5.1 Conclusions

The data presented in this report suggests the need to:

- Increase the number of visitors in Portugal but mostly abroad.
- Direct traffic to pages related to core MIA Portugal activities: Ageing Research, Research Groups and Teaching Programmes.
- Increase Referral Traffic (visitors that access the website from sites other than the major search engines).
- Increase website speed

5.2 Improvement Measures

- To increase visits, website content publishing should be frequent and relevant. MIA-Portugal newsletter should be launched in 2022 and can enhance the number of website visitors. Social media posting must be consistent and provide pertinent information that leads traffic to the website. Organising and co-organising events, with partners or stakeholders, can also generate qualified visits to the website.

- Direct traffic to core activities pages in the website. The production of content about MIA-Portugal scientific activity and teams must be intensified and storytelling techniques and multimedia must be applied. It is expected that, in the next months, the scientific activity of the Institute will increase and, therefore, there will be more opportunities for communication and dissemination actions.

- To boost referral traffic is recommended to increase social media activity. MIA-Portugal research teams can contribute to this aim by posting, commenting on social media, and engaging in web scientific forums. As the activities of the institute increase, the traffic to the website will surely benefit.

- To increase the website speed, some technical improvements must be accomplished. The intervention of Web developers, expected to happen in the next months, should be able to reduce the loading time. The communication manager will follow other recommendations related to content production and publishing that can have a positive impact on website speed.



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