FUTURREG WEBSITE

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3rd steering committee meeting
Malta 28 June 2006
How do the website manage to communicate the project’s activities and results effectively to the broad audience?
The digital outputs of the project’s activities have been stored to the website.
The visitor has three ways to reach the website:
- direct
- referral site
- search engine
Useful Statistics
- unique visitors
- new visitors
- new vs returning
Useful Statistics
- visits
- pageviews
- pageviews / visit
Useful Statistics
- visitors’ locations
Useful Statistics
- countries
- languages

The partners’ countries are the first seven
Useful Statistics
- popular pages
- popular sections
- entry points
### Top 5 Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
<th>%†</th>
</tr>
</thead>
<tbody>
<tr>
<td>(direct)</td>
<td>108</td>
<td>0%</td>
</tr>
<tr>
<td>google</td>
<td>70</td>
<td>0%</td>
</tr>
<tr>
<td>urenio.org</td>
<td>48</td>
<td>0%</td>
</tr>
<tr>
<td>bmwassembly.ie</td>
<td>7</td>
<td>0%</td>
</tr>
<tr>
<td>home.eircom.net</td>
<td>2</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Top 5 Keywords

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Visits</th>
<th>%†</th>
</tr>
</thead>
<tbody>
<tr>
<td>futureg</td>
<td>28</td>
<td>0%</td>
</tr>
<tr>
<td>Interreg</td>
<td>16</td>
<td>0%</td>
</tr>
<tr>
<td>Futureg</td>
<td>9</td>
<td>0%</td>
</tr>
<tr>
<td>FUTURREG</td>
<td>7</td>
<td>0%</td>
</tr>
<tr>
<td>(content targeting)</td>
<td>3</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Top 5 Campaigns

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Visits</th>
<th>%†</th>
</tr>
</thead>
<tbody>
<tr>
<td>(direct)</td>
<td>108</td>
<td>0%</td>
</tr>
<tr>
<td>(referral)</td>
<td>61</td>
<td>0%</td>
</tr>
<tr>
<td>(organic)</td>
<td>51</td>
<td>0%</td>
</tr>
<tr>
<td>FUTURREG</td>
<td>19</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Useful Statistics
- top 5 sources
- top 5 keywords
- top 5 mediums
- correlations

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**Medium Conversion**

- (none): 45.19%
- referral: 25.52%
- organic: 7.95%
- cpc: 21.34%

<table>
<thead>
<tr>
<th>Medium/Source</th>
<th>Visits</th>
<th>P/Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>(none)</td>
<td>108</td>
<td>5.59</td>
</tr>
<tr>
<td>referral</td>
<td>61</td>
<td>3.98</td>
</tr>
<tr>
<td>organic</td>
<td>51</td>
<td>8.82</td>
</tr>
<tr>
<td>cpc</td>
<td>19</td>
<td>2.37</td>
</tr>
</tbody>
</table>

**Totals:** 239 | 5.62

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Useful Statistics
- top keywords
- referral conversion

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Last Week
- more visitors and pageviews
- returning visitors set the pace
- the visitors are located in Europe
Where visitors are clicking on the website’s home page?
Google AdWords highly targeted advertising:

Futures Research, Futures studies, Interreg, foresight methodologies, foresight research, futures methodologies, futures project, regional foresight, regional policies

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Suggestions

- more content (toolkit integration)
- links from partners’ sites
- brochure
- newsletter
- blog