



Integrated Research Programme on Wind Energy

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www.IRPWind.eu
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Executive Summary

The first 12 months of the IRPWind project has seen a steady increase of visitors to the website www.irpwind.eu. The quality of the website needs to be further improved to ensure lower bounce rates and increased page views.

We can influence the amount of visitors by promoting the website more at dissemination events, through flyers, the newsletter and other websites. The bounce rate and page views rely on the quality of the site and the pages that form the site. The remainder of the project will be used to make the website more attractive by reducing the amount of text, provide links within the site and update the website more frequently.

All in all, we can conclude that the current website provides a good basis for the platform and data portal we envision. The aim is to perform better every 12 months.

1. Introduction

The IRPWind.eu website forms one of the most important dissemination channels for the IRPWind project. It is the primary interface of the research community with other stakeholders of the project: industry, the European Commission, national programs and the public.

It serves as a platform to present ourselves (EERA JP Wind), our project (IRPWind), share knowledge and re-direct to other relevant sites. Furthermore, it will be the portal for the project consortium to access the results of the IRPWind project and the underlying databases.

1.1 Task description

The Description of Work states the following:

“A dedicated website is designed and maintained that must attract the industry and assist transfer of knowledge. A new version of the EERA website is created with a public and a private part, to allow project partners to share confidential documents. The website is in the project’s identity style.” [1]

1.2 Requirements

- Attractive to the industry
- Open access to general information on EERA JP Wind and IRPWind
- Upload (intermediate) findings of IRPWind
- News section on EERA JP Wind
- Able to upload the EERA JP Wind newsletters
- Links to other EERA JP Wind projects
- Portal to IRPWind sharepoint (for EERA JP Wind members only)
- Portal to EERA JP Wind databases (for EERA JP Wind members only)
- In the house-style of IRPWind
- Feedback button
- Able to perform statistical analysis on website
- Update regularly to keep content fresh and relevant

2. Website

In May 2014, the website www.irpwind.eu was launched.



Figure 1. www.IRPWind.eu at day of launch, 28th of March 2014

Since the launch, the website was updated several times. Not only the lay-out has been improved, also the newsletters were uploaded, news items were posted and links have been added. Keeping the website updated is the responsibility of DTU. EWEA and ECN regularly ask for new posts or provide suggestions for improvements as well. The site is provided with a feedback button, that links directly to the webhost, to be able to send articles/suggestions.

2.1 Flow of information

As mentioned, there are three main contributors to the content of the website: DTU, ECN and EWEA. Third parties can contribute as well. Under the tab “who we are”, there is a “contacts” link, Under “contacts”, there are several contact options applicable.

The following administrative persons can be reached through this page:

- Work package leaders
- IRPWind secretariat
- Overall project coordination
- General IRPWIND website & Team site for partners
- IRPWIND on LinkedIn
- Communication, conferences & newsletter

Depending on the type of information a person wishes to post onto the website, he/she can contact one of the contact persons. Besides that, there is a “feedback” button at

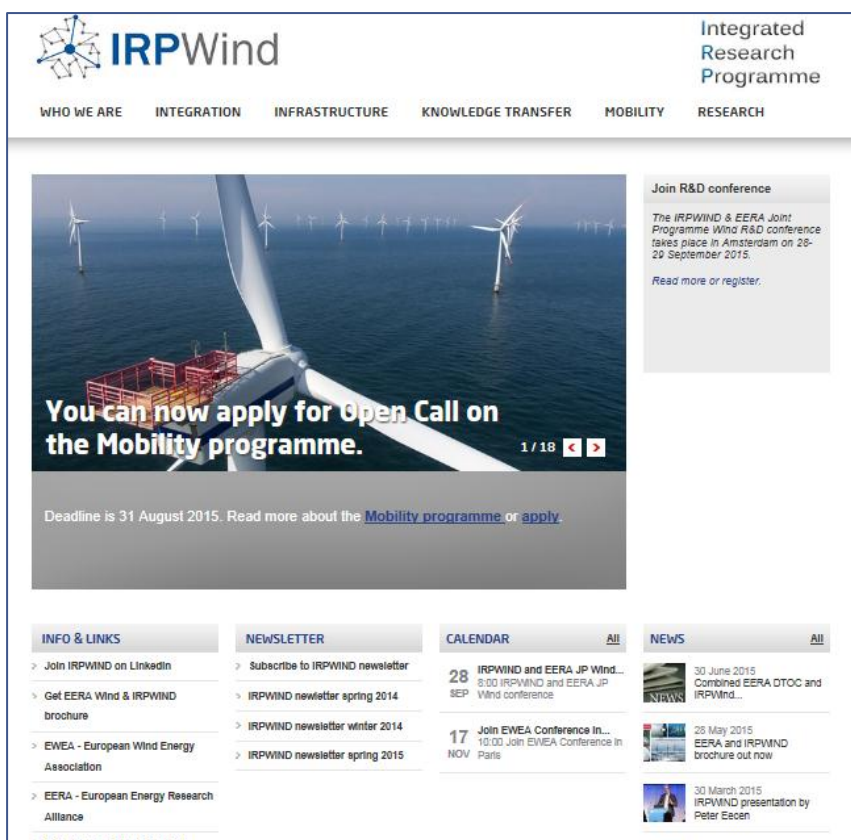
the homepage, where he/she can e-mail the secretariat. Mails send to the secretariat will be answered within 2 working days.

2.2 Who can post on the website and how?

Anyone can request information to be added to the IRPWIND website. The website manager at DTU Wind Energy is responsible for updating the website and forms the communication binder that refers the individual requesting information to the right source.

According to the type of request and whom the request is from, action and planning of the content is started. Typically, if an IRPWIND Work package leader has made the request, the website manager and Work package leader decide in consultation what should be on the site and the date of publication.

If the request is not from an IRPWIND Work package leader, the website responsible communicates with the Secretariat in order to receive approval for the requested changes and content. Hereafter the website responsible reports the decision, content and possible publication date back to the applicant.



The screenshot shows the IRPWind website homepage. At the top left is the IRPWind logo, and at the top right is the text 'Integrated Research Programme'. Below this is a navigation menu with links: WHO WE ARE, INTEGRATION, INFRASTRUCTURE, KNOWLEDGE TRANSFER, MOBILITY, and RESEARCH. The main content area features a large banner image of wind turbines at sea. The banner text reads: 'You can now apply for Open Call on the Mobility programme.' Below the banner, it states: 'Deadline is 31 August 2015. Read more about the [Mobility programme](#) or [apply](#).' To the right of the banner is a box titled 'Join R&D conference' with the text: 'The IRPWIND & EERA Joint Programme Wind R&D conference takes place in Amsterdam on 28-29 September 2015. Read more or register.' Below the banner and sidebar are four columns of content: 'INFO & LINKS' (Join IRPWind on LinkedIn, Get EERA Wind & IRPWIND brochure, EWEA - European Wind Energy Association, EERA - European Energy Research Alliance), 'NEWSLETTER' (Subscribe to IRPWIND newsletter, IRPWIND newsletter spring 2014, IRPWIND newsletter winter 2014, IRPWIND newsletter spring 2015), 'CALENDAR' (28 SEP: IRPWIND and EERA JP Wind conference, 17 NOV: Join EWEA Conference in Paris), and 'NEWS' (30 June 2015: Combined EERA DTOC and IRPWIND..., 26 May 2015: EERA and IRPWIND brochure out now, 30 March 2015: IRPWIND presentation by Peter Eecen).

Figure 2. www.Irpwind.eu on August 27th, 2015

3. Statistics

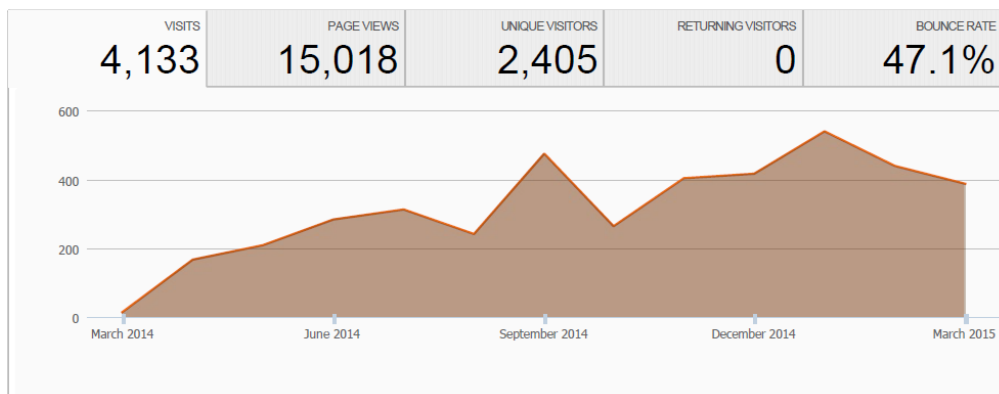
We use the tool Siteimprove to measure IRPWIND website statistics,. This tool provides the IRPWIND team with valuable information regarding a range of statistics like: number of visits, bounce rate, data view, countries with visitor overview and entry pages that shows from where and how the visitors arrive on the IRPWIND homepage. Measurements started on March 28th, 2014.

3.1 Statistics up to M12

1.1.1 Up to M12 visits

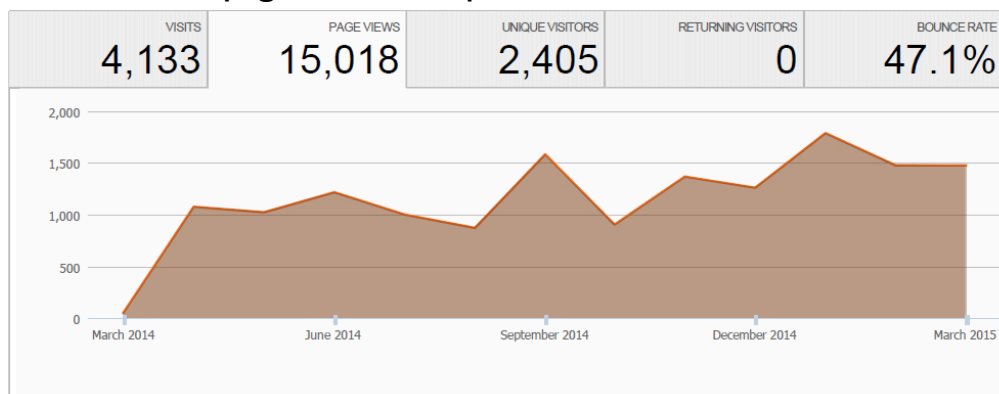
The number of unique visits is a clear indication of the success of the website. Several spikes in activity can be seen in the number of visits, especially around the IRPWind conference (September 2014) and the Deepwind conference (end of January 2015). Apparently, the dissemination events succeed in drawing extra attention to the website.

Furthermore, the newsletters (May 2014, Dec 2014) don't seem to increase the number of visits. The next editions should address the website more specifically. Furthermore the bounce rate (see section 1.1.5) is just below 50%. This should decrease further. This can be achieved by making the website more attractive to browse through.



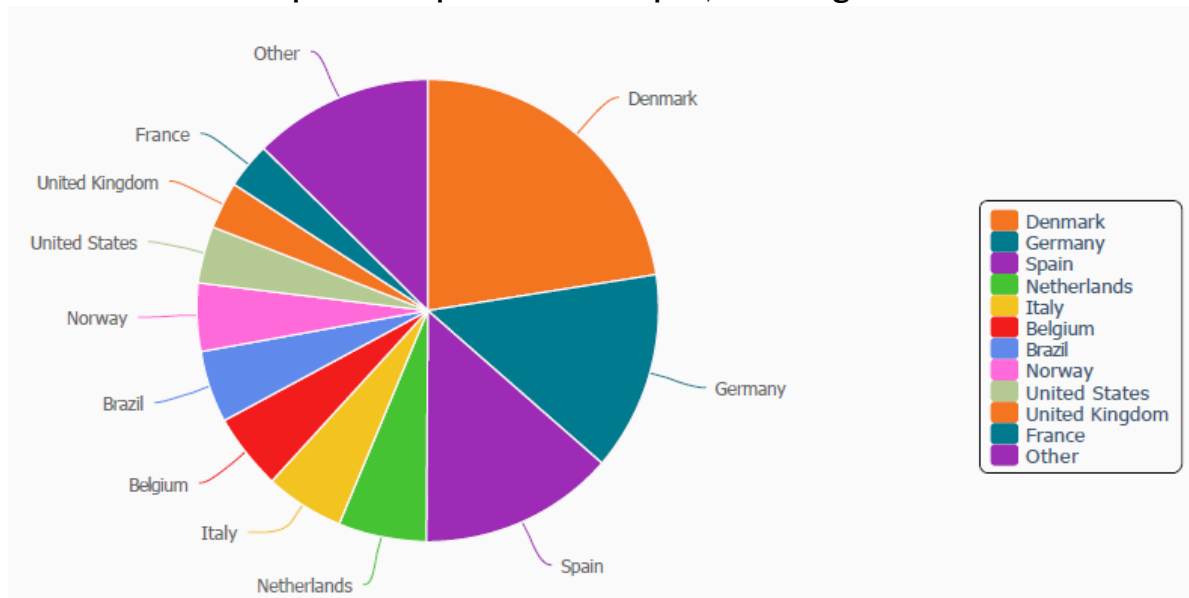
1.1.2 Up to M12 page views

The page views follow more or less the same path as the visits. On average, a visitor has checked almost 4 pages on the site per visit.

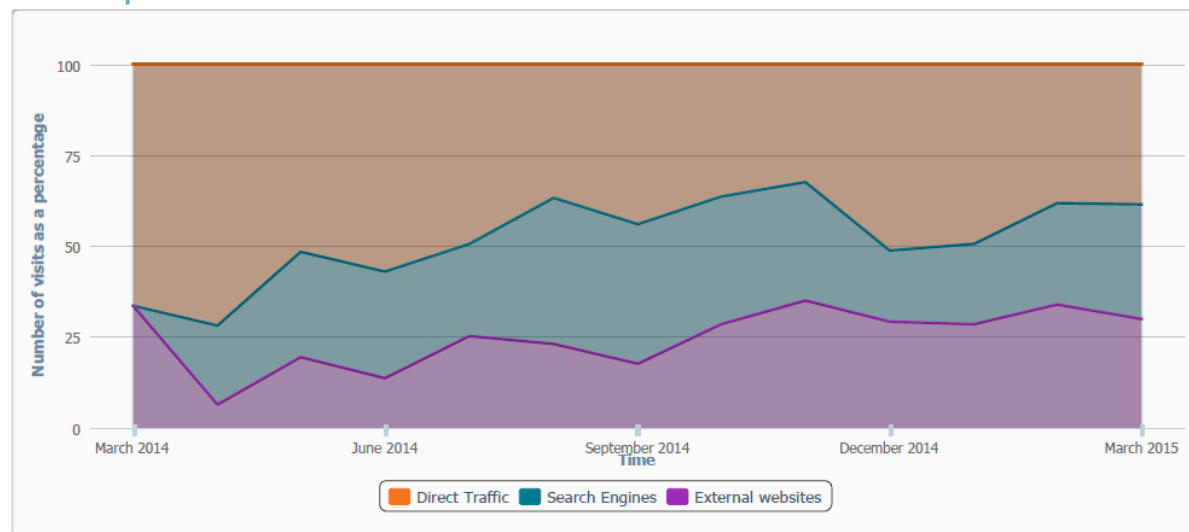


1.1.3 Up to M12 visitor origin

We see that the European countries are well represented in the origin of visits. Also the US can be found, as well as Brazil, surprisingly. Japan is conspicuously absent. As IRPWind aims for improved corporation with Japan, this will get additional attention.



1.1.4 Up to M12 referrers



We see that most visitors find the website through its web-address. It is striking that only 35 visits we originating from www.irpwindconf.eu. The EERA site shows relatively high numbers compared to other wind related sites. EWEA.org, representing industry, is in the Top6, see next page.

Site	Visits	Bounce rate
Direct traffic	1,692	42.7%
Google	1,116	35.8%
www.eera-set.eu	246	35.1%
semalt.semalt.com	241	100.0%
buttons-for-website.com	104	100.0%
www.ewea.org	94	26.7%
www.vindenergi.dtu.dk	66	46.2%
portalen.dtu.dk	36	50.0%
www.irpwindconf.eu	35	30.8%

1.1.5 Up to M12 entry pages

Entry pages are the first pages visitors come to when they enter the site. For each entry page, you can see the number of visits that started on this page, what percentage of total visits the page has and the bounce rate. The bounce rate is the percentage of single-page visits the page has received, i.e. when a visitor has entered the site on this page and then left the site again without visiting another page.

Title	Entries	Total visits %	Bounce rate
Home - IRPWIND http://www.irpwind.eu	2,820	68.3%	42.3%
Information on an Open Call - IRPWIND http://www.irpwind.eu/Mobility/Call-for-Applications	210	5.1%	66.7%
Who we are - IRPWIND http://www.irpwind.eu/Who-we-are	199	4.8%	63.3%
- IRPWIND http://www.irpwind.eu/Who-we-are/IRPWIND-Newsletters/Newsletter-winter-2014	173	4.2%	63.0%
Mobility Programme - IRPWIND http://www.irpwind.eu/Mobility	137	3.3%	27.7%
Welcome to the application template for the IRPWIND Mobility Programme. - IRPWIND http://www.irpwind.eu/Mobility/Application-template	83	2.0%	38.6%
Integrating activities - IRPWIND http://www.irpwind.eu/Integrating-activities	48	1.2%	53.1%
EERA Subprogramme kick-off in november 2014 with 22 participants from 14 different EERA Wind Member institutions - IRPWIND http://www.irpwind.eu/Nyheder/Nyhed?id=EB9D990A-1554-411D-946C-E37C08FF28F0	42	1.0%	69.0%
Research Infrastructure - IRPWIND http://www.irpwind.eu/Research-Infrastructure	20	0.5%	35.0%
FAQs on who and how - IRPWIND http://www.irpwind.eu/Mobility/FAQs-on-who-and-how	19	0.5%	36.8%

It is interesting to conclude that 5 out of the 10 pages that make up the Top10 entries score over 50% bounce rate. This means most of the time, visitors only read the specific page and then leave. Apparently, these pages do not manage to catch the visitor's interest. Another reason might be that the visitor was looking for specific information that was indeed presented on the indicated page. However, a effective website will manage to persuade the visitor to look at different sub-pages, even though he or she did not have the intention to stay on the site.

The pages with a bounce rate of 50% or more will be evaluated for improvement. We aim to have the website updated before the second IRPWind conference.

3.2 Statistics M12 to now

Without diving too much into the details, we see (2015-08-:

- The amount of visits is 1483 (-14%)
- The amount of page views is 4633 (-26%)
- The amount of unique visits is 1035 (+3%)
- The bounce rate has increased to 53%

This can be attributed to several reasons:

1. The website is not “hot” enough: it needs more relevant information and more regular news-updates
2. People use other sources of information (the IRPWind LinkedIn group)
3. The IRPWind meeting has not yet taken place, so the amount of visits is likely to increase significantly in the coming month.
4. People may assume that they know IRPWind by now, not aware of the updates or perhaps not interested in the outcome of the project.

Plenty of reasons to keep working on the attractiveness of IRPWind.eu

4. Conclusions

The website of IRPWind has seen a steady increase of visitors over the first 12 months. To further improve the quality of the visits and the number of visitors, we suggest:

- Increase the number of visitors by promoting www.irpwind.eu at the various dissemination events
- Increase the amount of page visits by reducing the amount of text and making the presentation more attractive.
- Reduce the bounce rate by writing catchy one-liners that seduce visitors into browsing the pages of the site
- Increase the amount of referrers that we can influence: get EERA and irpwindconf.eu website higher up in the ranking.
- See if we can increase the amount of US and Japanese visits to the page

All in all, we can conclude that the current website provides a good basis for the platform and data portal we envision. Aim is to perform better every 12 months.