

# Use of projects websites

Training for lead beneficiaries – strategic projects  
24 February 2021

# Integration of project webpages on the Programme website

Why?



# The website, the central platform for Programme visibility

## Analytics - 1

Users





595,858

Sessions

677,278

Page Views

1,099,777

	Country	Users	% Users
1.	 Italy	149,910	25.02%
2.	 Tunisia	79,926	13.34%
3.	 Spain	70,866	11.83%
4.	 Greece	40,089	6.69%
5.	 Jordan	39,879	6.66%
6.	 Lebanon	30,113	5.03%
7.	 Palestine	29,439	4.91%
8.	 United States	24,240	4.05%
9.	 France	23,616	3.94%
10.	 Egypt	17,561	2.93%

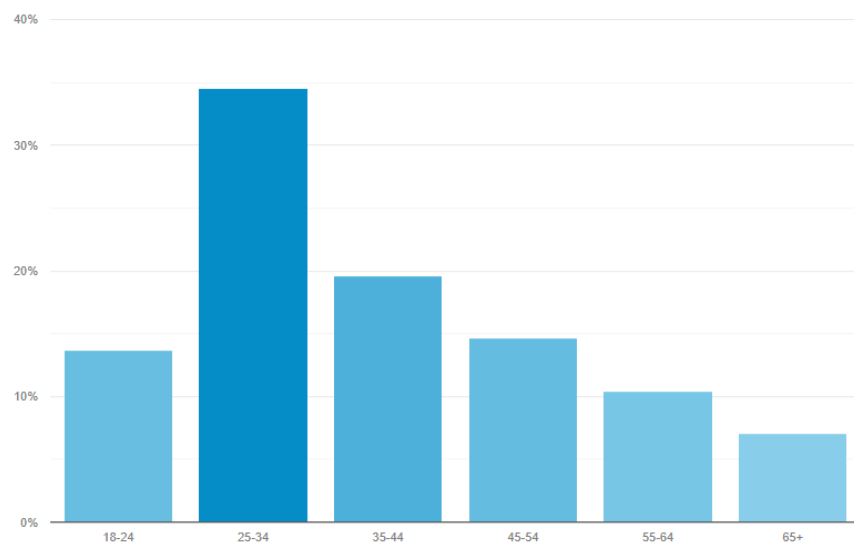
# The website, the central platform for Programme visibility

## Analytics - 2

Key Metric: Users

Age

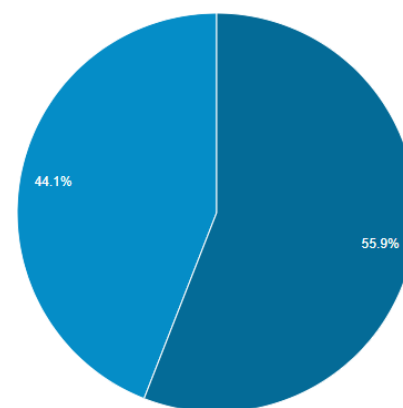
38.40% of Total users



Gender

39.13% of Total users

female male



# Your responsibility

## Use and update your webpage on a regular basis

- At least **3 times** during first two months after credentials to access webpages were sent
- At least **4 times** a month during the rest of the implementation period

# Generating content

## Target: 1 content per week

- Plan in advance: you need an editorial plan
- Build series of news:
  - ✓ Present the project and its various components
  - ✓ Highlight opportunities, how people can get involved with the project (sub-grants, trainings, etc.)
  - ✓ Present pilot actions and pilot areas (challenges, needs)
  - ✓ Prepare interviews with partners, final beneficiaries, stakeholders
- Content production is a **collective endeavor** that needs to engage all partners

# The flow



Contents uploaded by project beneficiaries need to be approved by Managing Authority before being published on the Programme website

# Hands-on!

[www.enicbcmed.eu/user](http://www.enicbcmed.eu/user)

1. Create a news
2. Create an event
3. Upload documents and videos