

Improving web strategies and maximising the social media presence of LLP projects



Handbook

#1

# Improving web strategies of LLP projects





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**Improving web strategies and maximising  
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## Foreword

It is with great pleasure that we present the handbook “Improving web strategies of LLP projects” as part of the training materials developed for project managers under the Lifelong Learning Programme (LLP). This handbook is an outcome of the European Commission funded project Web2LLP “Improving web strategies and maximising the social media presence of LLP projects”.

We are grateful to all who have contributed to this study, its preparation and production. Our thanks go particularly to Susan Pasco for her careful proofreading and to Stefanos Xenakis, the graphic designer.

## What is the purpose of this material?

This guide aims to provide help to anyone who wants to **establish an efficient web strategy for dissemination and exploitation of the outcomes of an LLP project**. It proposes a set of methods enabling anyone to:

- Build a web strategy.
- Integrate social networks into the web strategy.
- Use measurement solutions to quantify the digital impact of an LLP project which can be used to provide practical information about the reach of an LLP project to all stakeholders including the European Commission.

This guide is part of a series of [handbooks](#) which also includes:

#2

“**Maximising the social media presence of LLP projects**”, offered to anyone who is interested in using social media in the most efficient way for dissemination of an LLP project to a wider audience.

#3

“**Tools for self-assessment**”, helping readers to define an action plan on digital communication and then schedule and monitor its implementation.

The guide was created in response to our needs analysis conducted in two stages: desktop research on Internet and social media practices among 150 randomly selected LLP projects funded in 2010 (Song & Zourou, 2012<sup>1</sup>) and an online survey of practices and attitudes on LLP projects. In both cases low uptake of social media was identified, revealing a need to upgrade skills and improve practices amongst this target group.

<sup>1</sup> <http://www.web2llp.eu/news/desktop-research>

## Why produce materials primarily addressing the needs of LLP project teams?

The original nature of LLP projects lies firstly in their short duration (up to three years) and secondly in their multilingual, cross-border character. This means that the increasing number of websites and books dedicated to marketing techniques and strategies using social media that are designed for companies, even SMEs, are not in line with the communication and dissemination activities of LLP projects. This handbook puts greater emphasis on the motivational dimensions of social media presence. The advice in this handbook aims to leverage dissemination practices through realistic and adaptable solutions in line with the original nature of the context.

## Who should use this material?

This handbook is mainly intended for project **managers and members of current projects**, as well as **submitters of proposals for funding**, needing to reflect on the potential of social media as a component of an online communication action plan<sup>2</sup>, then decide on the tools to use (if any) and how to use them successfully in the action plan.

It may also be useful to leaders of work packages dealing with communication and/or dissemination, managers and partners in transnational projects funded by the European Commission under other programmes, and learning/training professionals generally.

## How to use the materials

The guidelines, tips and tools contained in this handbook are designed both to support the face-to-face and online courses organised by the Web2LLP team<sup>3</sup> and as stand-alone material. The aim is to give a **basic understanding of mechanisms for establishment and assessment of an LLP project web strategy**.

### **There is no one-fits-all way to develop, assess and measure a web strategy.**

Here we propose some basic guidelines for successful achievement of your web strategy goals. Partnerships can of course adjust tools to their needs and design a flexible web strategy in line with project reality.

## Expert Feedback

In an inclusive and collaborative manner, this handbook is enhanced by expert feedback provided by 15 experienced LLP managers. Expert feedback is provided in the form of video interviews publicly available in a **video gallery**<sup>4</sup>. The aim of the showcase is to increase the visibility of existing good practices implemented by LLP projects and to give concrete examples of developing web strategies using social media. Between July and November 2012 experts were interviewed by our team members (Nikki Cortoos, Sally Reynolds, Federico Fragasso, Maria Perifanou, Jun Song and Katerina Zourou).

Quotes by experts supplement the handbook as they give first-hand experience and reflect the synergy-based approach our team wanted to promote with the design of these materials. Quotes are displayed in a highlighted box. The project experts refer to appear on [page 22](#).

<sup>2</sup> Indications on how to build an online communication action plan can be found in the “Tools for self-assessment” handbook  
<http://www.web2llp.eu/handbooks>

<sup>3</sup> More information on courses offered can be found on  
<http://www.web2llp.eu/training>

<sup>4</sup> The video interviews are available on  
<http://www.web2llp.eu/videos>



# 1. Key concepts: dissemination, exploitation, valorisation, sustainability

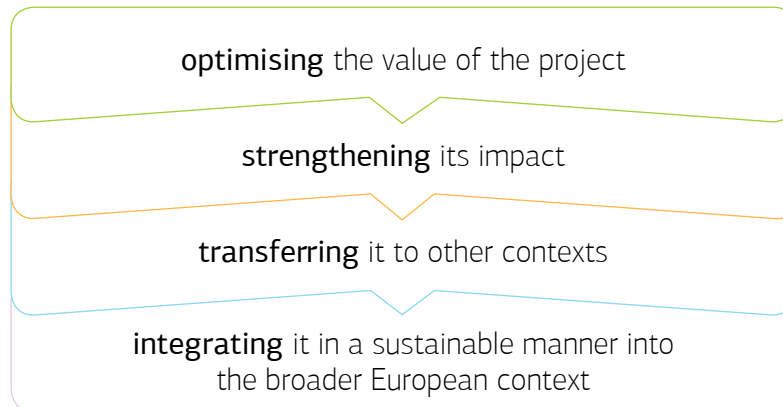
## 1.1 Dissemination

### Make your project results available!

This is the main meaning the European Commission gives for dissemination, a somewhat technical term<sup>5</sup>. According to the same source, this is done with a view to

<sup>5</sup> "Dissemination is a planned process of providing information on the quality, relevance and effectiveness of the results of programmes and initiatives to key actors. It occurs as and when the results of programmes and initiatives become available".

[http://ec.europa.eu/dgs/education\\_culture/valorisation/why\\_en.htm](http://ec.europa.eu/dgs/education_culture/valorisation/why_en.htm)



*Dissemination efforts can also be seen as a kind of personal learning network for each partner depending on their degree of involvement with social media for the project.*

Joel JOSEPHSON

## 1.2 Exploitation

As a further step, exploitation activities should take project results to the next level to ensure that the results of the project are used by its target groups and possibly transferred to other contexts (e.g. other countries, other sectors).

Both dissemination and exploitation plans should answer the following questions:

- What types of dissemination and exploitation activities will I choose?
- How will I do this? What are the most efficient means?
- When will be the most appropriate period during the lifetime of the project for dissemination and exploitation?
- What human and financial resources do we have available in our project for these activities?

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## 1.3 Valorisation

Projects need to disseminate and exploit their results and outputs in order to maximise their achievements. The term valorisation encompasses all these activities aiming to make the project results / products more valuable to everybody, meaning to make “others” use the results or products. Valorisation means planning in such a way that the resources allocated to a project generate results that can be used and exploited on a large scale, with the aim of benefitting as many individuals and organisations as possible.

## 1.4 Sustainability

Sustainability of results implies use and exploitation of results in the long term. A project can be considered sustainable if its relevant results are pursued and products are maintained or developed after the end of the EU funding.

Sustainability is the capacity of the project to continue its existence and functioning beyond its end. This process may not concern all the aspects of a project. In each project some results may be maintained, while others may not be worthwhile maintaining in the longer term.

Sustainability can be achieved by multiplying the benefits that the assimilation of best practices can provide. Here are some ideas that can help you sustain the outputs of your project.

### Useful tips!

- Ensure that the unique competences and skills of the project partners both individually and collectively are well known amongst the target communities.
  - Work with user groups to refine the outputs of your project and identify enhancements and developments that could make take-up more widespread and could result in further work for the partnership.
  - Put in place a plan to embed the outputs of your project amongst target communities by ensuring that information about these outputs continues to be actively shared after the project ends.
- 

## 2. Why a web strategy?

### 2.1 What is a web strategy?

“A web strategy is the foundation for delivering results on your web initiatives. It determines what you are measuring, providing a road map to drive your results. As you analyse your metrics, you can then adjust the strategy to better target your audiences or better reach your goals”<sup>6</sup>.

A web strategy is a mechanism that identifies your dissemination goals and your target group(s), related to your unique context of activity, with the aim of creating a road map of how to best leverage Internet technologies to reach your goals.

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<sup>6</sup>Web strategy, FiveQ:  
<http://www.fiveq.com/services/web-strategy/>

## 2.2 Why is a web strategy needed?

The effective dissemination and exploitation of results prevent project promoters (or coordinators) from “re-inventing the wheel”<sup>7</sup>. This means that having the possibility to know, re-use, transfer and adapt the results of different successful finalised projects, the promoters of new ventures can perfect and develop existing outcomes, at the same time ensuring their sustainability.

The aim is to increase knowledge of the projects. Various tools are used in the process, such as publications, websites, exhibitions, conferences, videos, etc.

The right choice of Internet technologies, including social media, as well as the development and implementation of an effective web strategy for your project, can help you to achieve:

- Better dissemination of your project outcomes.
- Visibility of your project results.
- Exploitation and sustainability of your project outcomes.
- Re-use of project activities in new contexts (provided that copyright issues are acknowledged).
- Valorisation of your project’s products.

<sup>7</sup> European Union. Dissemination and exploitation of results of our programmes. Glossary of terms: [http://ec.europa.eu/dgs/education\\_culture/valorisation/glossary\\_en.htm](http://ec.europa.eu/dgs/education_culture/valorisation/glossary_en.htm)

### Useful tips!

- Don’t forget that in order to achieve your project goals, you should monitor your project web strategy during its lifetime in order to adjust it if necessary. In other words, flexibility is a key characteristic of a sufficient web strategy.
- Valorisation must be based on preliminary analysis of needs of target groups and on clear identification of the expected results.
- Effective valorisation requires the active involvement, at the project design stage, of the potential users and target groups who are to benefit from the project and who are ultimately expected to exploit the results.



The use of social media can also bring added value to the work of all project partners, which can be useful in managing other projects as well as expanding their own personal network and professional skills.



# Social media as components of a web strategy

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*Social media are a must to connect and learn from colleagues and to promote project outcomes. A good strategy is needed to use them effectively. It is easy to get lost in the different worlds. Join already existing and well-established groups if you are new to social media.*

Armin HOTTMANN



*eScouts is a project based on ICT training. Internet and social media tools were fundamental to implement the project. We dedicated a large part of the budget to implementing and using these types of tool.*

Alessia ROGAI



*A social media strategy was defined and a visual map was built for helping partners to understand why we had different accounts on different social media.*

Eleonora PANTÒ



*At the project proposal phase we planned to use social media tools in the project, although it was unclear at this stage of project planning which tools would be used at the end for the project. (...) In projects that cover a field that quickly develops and where new tools emerge all the time, an openness in the initial strategy and a certain flexibility in project development are an advantage.*

Simon HEID

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### 3. Designing your online communication action plan

Setting goals (or objectives) initiates strategic thinking to attain the goals. Strategies are made up of targets and tactics. Loosely defined “goals” state an organisation’s desired end point; the “strategy” is the plan of action to achieve the goal; a “target” is a specific value assigned to the goal; the “tactic” is the means by which the strategy is carried out.



With all these concepts clear in your mind you can better understand the basis of a web strategy. The essential components of an online communication action plan are: the target, goals, tasks, resources/tools, timeline, monitoring and measurement mechanisms. An example is shown in the following table (Table 1):

Target audience	Goal	Task	Resources		Timeline and frequency	Monitoring mechanisms
			Human: partner(s)	Material: channels		
Teachers	Interact with target audience/ Receive feedback on a recently finished study	Enhance conversation on the project's Facebook Page fuelled by Facebook posts and tweets	All partners (or partner X)	Facebook wall and Twitter	Two months starting from (yyyy.mm.dd) Once a week	Activity of the FB wall documented from the inbuilt Facebook insights

Table 1: Online communication action plan

# Useful tips!

## HOW TO ANALYSE EACH COMPONENT OF A WEB STRATEGY AND WHAT TO CONSIDER

- **Target:** specify the target audience(s). The target group concerns those who will be directly, positively affected by the project, its activities and its results.
- **Goal:** identify the main goals you want to accomplish with Internet and social media tools.
- **Task:** specify the task in relation to the audience and the goal.
- **Resources/Tools:** identify the resources needed, in terms of both people who will engage with the activity and material resources, i.e. the best channel based on your audience and your goal.
- **Timeline:** determine how much time the partnership will invest and how frequently it will engage in the task.
- **Monitoring strategy:** set the monitoring and measurement mechanisms upfront.

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*Skills came from the network, from the institutions involved and through experts invited to our meetings and conferences.*

Armin HOTTMANN



*I think a successful strategy needs experienced people to get the ball rolling and keep it on track, but more players to keep the momentum going.*

Shona WHYTE

## 4. Assessing your project web strategy

Effective planning of your project web strategy starts well before you set up a Facebook page or send your first tweet. It is advisable to evaluate the dissemination needs of your project and build a customised action plan.

Acting in this way allows you to bring thinking and doing together with a clear and continuing focus on purpose, success criteria, review and control. It also helps you to bring the pieces together, to sustain momentum and direction and finally to achieve the planned goals.

Consider your goals, how you will achieve them and finally how you will measure the success of your web strategy.

One of the tools that can help you assess your project web strategy is the SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) tool. This tool can be used:

**DURING THE PROJECT LIFETIME:** to monitor its implementation, as a component of a formative evaluation process, allowing all partners to keep better sight of the reality of any action undertaken. In this way you can proceed with changes and improvements if necessary.

**AT THE END:** to assess the outcomes of your project activity, as a tool for the final stage of your project evaluation. In this way you can evaluate the overall success of your project web strategy.

The following table (Table 2) details all the SWOT analysis' steps required to start the evaluation of your project web strategy.

### SWOT analysis

<p><b>S</b> strengths</p> <p>What do you do well? Which unique resources can you draw on? What do others see as your strengths?</p>	<p><b>W</b> weaknesses</p> <p>What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?</p>
<p><b>O</b> opportunities</p> <p>Which opportunities are open to you? Which trends could you take advantage of? How can you turn your strengths into opportunities?</p>	<p><b>T</b> threats</p> <p>Which threats could harm you? What threats do your weaknesses expose you to?</p>

Table 2. Assessing your project web strategy using the SWOT analysis tool

➤ Don't forget that changes operated during the implementation of your project web strategy reflect the dynamic nature of a project and are vital to your project's success. All you need to do is to monitor the changes and apply them when you consider it necessary.

# Planning your web strategy

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*Try to agree on one dedicated person to lead the social media work, it is too important to be left to a committee of people with no clear leadership. But at the same time make sure all partners feel some ownership of your social media activities by setting them individual goals and responsibilities. (...) Then set targets and goals that you can really meet. Make sure that there is some tangible benefit to the visitor/member/viewer etc – it is never enough to just be part of a community –: give them real outcomes - guides, topics, free materials, resources.*

Sally REYNOLDS



*Divide the communication tasks so that it's clear who is responsible for what, not only one partner should be responsible for one social media channel.*

Petra NEWRLY



*The partnership was made up of experienced social media users and experts in certain tools and environments having related skills beforehand. Of course, a lot of additional learning took place within the partnership during the project. Partners learned from the other partners and from the users!*

Simon HEID



*I would personally advise not trying to overachieve at the planning phase. It looks much better at reporting times to have better statistics (compared to the original plans) than having to explain why the ambitious plans could not be fulfilled.*

Ildikó MÁZÁR



*There is the need for leadership: who does what when and what the message is, ensuring it is still valid now. It is also important to have a communication plan with a timeline that everyone can refer to and contribute to.*

Christel VACELET



*Have a flexible approach to what are the most appropriate media.*

Graham ATTWELL

## 5. Integrating Networks

Nowadays with the advent of powerful web 2.0 technologies there are several ways that can support the digital dissemination of your LLP project. Optimising and distributing content through social channels is the cornerstone of any web strategy. It is important though to know what tools you will choose for each purpose, for use in what way and to what extent, in order to successfully achieve your dissemination goals. For example, most of the time a website is used as the formal dissemination channel of your project (the project is responsible for authorship) while a blog also gives a face to the partnership, and a more personal touch.

### 5.1 Key factors for successful integration of your networks

You can integrate your networks on different social media, creating a link between your website and your profiles/groups on SNSs. Here are some basic tips that need to be followed to assure the success of any digital campaign:

- Ensure that there is not too much information and that it is always up to date.
- Make sure that you have an initial audience in order to give your content the push it needs to get to the top.
- Create engaging content and show willingness and readiness to communicate.
- Choose catchy keywords in headlines.
- Display your content in different formats across a variety of your profiles/groups on social media (Blog, Twitter, SlideShare, LinkedIn, etc.).
- Incentivise sharing using all the available channels by providing ways in which sharing is rewarded or recognised by the community.
- Use hashtags (Twitter) and tags (blogs) consistently - same spelling, punctuation and capitalisation.
- Create communities with your target group wherever possible (e.g. LinkedIn).
- Advertise your social media profiles wherever you are online.
- Use shared connections to expand your network.
- Share valuable content shared by your contacts in order to show your interest in their work.
- Submit your website/blog to search engines as this is free and very easy.

> The first step to creating your network is involving your partners, asking them to share all the project channels and updates with their own connections.



*Leadership is needed to agree strategies and to set agreed targets and to monitor what is happening - tracking the degree to which different tools are successful, but the rest of the partners also need to be very active to ensure real networking happens and to benefit the project by bringing in new interests and connections. Partners are also very useful in providing the critical eye that such endeavours require.*

Sally REYNOLDS



*Don't be afraid to explore tools, to test them and estimate their usefulness for your project. (...) proceeding by trial and error, being enthusiastic and positive, discussing with partners and creating new synergies with users having the same interests as your project are some of the ingredients for success!*

Katerina ZOUROU

## 5.2 Third-party tools

Another approach to creating links between your website, your blog and SNSs is to use Third-party tools like "AddThis 3.0"<sup>8</sup>. In this way you can get sharing buttons of different styles like Twitter Tweet, Twitter Follow, Google +1, LinkedIn, Facebook Like, Facebook Send and many more. Social Bookmarking Widget allows any visitor to bookmark and share a site easily with over 330 popular services.

<sup>8</sup> AddThis:

<http://www.addthis.com>

## 6. Measuring the digital impact of your project and demonstrating it in official reports

### 6.1 Basic steps to follow in order to measure the digital impact of your project

Measuring the impact of your digital footprint plays a key role in successful dissemination of your project outcomes. There is a wide variety of web analytics tools to help you track your project site statistics and several methods to analyse the results. The basic steps to follow in order to measure the digital impact of your project are as follows:

#### a. Have you chosen your metrics goals?

Before you choose the way that you want to measure your project's digital impact, you need to identify the major outcomes to be examined:

- Select the outcomes that you want to examine.
- Prioritise them.
- For each outcome, specify which measurements, or indicators, will suggest that you're achieving that key outcome for impact.
- You can then identify what information is needed to show whether you have succeeded.

### b. Which basic data to analyse?

Your project needs may vary from simple traffic monitoring to complex analysis of the activity of specific user groups and more. Different tools calculate several different web actions. Despite this, there are some basic metrics and figures that you should keep in mind when selecting the web analytics tools or measurement methods - you should:

- Make an accurate measurement of how many people are using your site, your blog, etc. Metrics that address this include hits, visits, unique visitors and page views.
- Track who the visitors to your site are in broad terms, what site features and pages engage them and what they ignore. This can help you to understand the types of thing that lead people to you.
- If possible, track where visitors to your site are coming from.

### c. What to do after collection of your data?

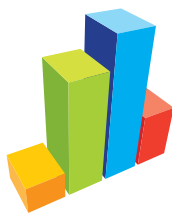
After collecting the data, you should first organise the information into categories such as strengths, concerns, suggestions, etc. Then you need to reconsider what you have already done, answering the following questions:

- How far am I from my initial goal?
- Do I need to change my tactic? Which changes should I make?
- When do I estimate that I will arrive at my destination?



*You can't just sit down and write a strategy and expect to implement it like that... and that's a problem. Project managers (...) have to be prepared to be flexible and creative and that means constantly redefining, constantly looking for possibilities, constantly thinking about it.*

Graham ATTWELL



## 6.2 Measuring your digital footprint with Google Analytics

Google Analytics is the most widely distributed web analytics application and one of the most efficient ways of measuring the impact of your digital footprint. Google Analytics can generate up to 85 different reports to help analyse all possible data from your website traffic.

Google Analytics works once the user inserts a tracking code into his or her website. This tracking code is monitored by Google Analytics and results in activity monitoring.



## Step 1: Create an Account

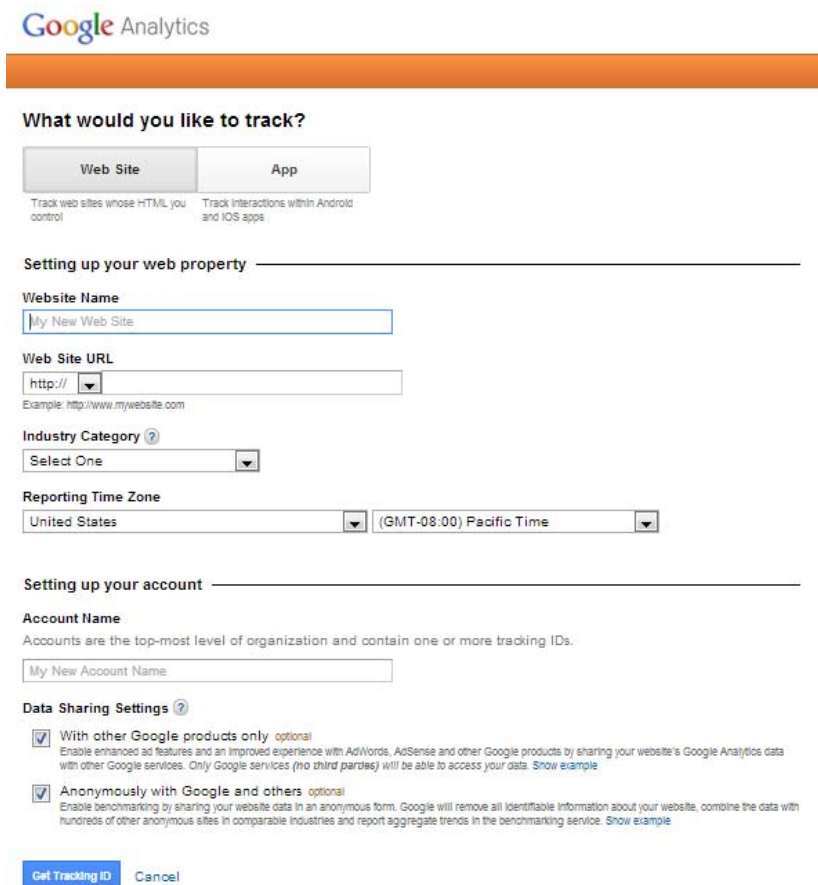
Go to Google Analytics: <http://www.google.com/analytics/>

A standard registration procedure will be launched. Google Analytics gives you the option of specifying more than one user to access the account, from the Permissions menu. This might be useful to project teams.

## Step 2: Insert Google Analytics code

Google will provide you with a block of code. You should copy this code and insert it into all the pages of your website that you need to track. If your website is based on a blog or content management system (Joomla/Drupal/...) this can be achieved in one action by changing the template.

In order to insert the Google Analytics code, you need to get into the HTML of your page. Some other websites may allow you to add the Google Analytics code to their websites. You may have to add the code manually to each individual page. This means that you need to copy and paste the code segment into the bottom of your content, immediately before the body tag of each page that you want to track. Another option is to embed a plugin that can automatically insert Google Analytics code in all the pages of your blog.



The screenshot shows the Google Analytics account creation wizard. At the top, the Google Analytics logo is displayed. Below it, an orange bar contains the heading "What would you like to track?". Two buttons are visible: "Web Site" (selected) and "App". Below these buttons, there are two columns of text: "Track web sites whose HTML you control" and "Track interactions within Android and iOS apps".

The next section is "Setting up your web property". It contains the following fields:

- Website Name:** A text input field with the value "My New Web Site".
- Web Site URL:** A text input field with the value "http://". Below it, a small example text reads "Example: http://www.mywebsite.com".
- Industry Category:** A dropdown menu with the value "Select One".
- Reporting Time Zone:** Two dropdown menus. The first has the value "United States" and the second has the value "(GMT-08:00) Pacific Time".

The final section is "Setting up your account". It contains the following fields:

- Account Name:** A text input field with the value "My New Account Name".
- Data Sharing Settings:** Two checkboxes with labels and optional text:
  - With other Google products only** *optional*  
Enable enhanced ad features and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services. Only Google services (no third parties) will be able to access your data. [Show example](#)
  - Anonymously with Google and others** *optional*  
Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with hundreds of other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. [Show example](#)

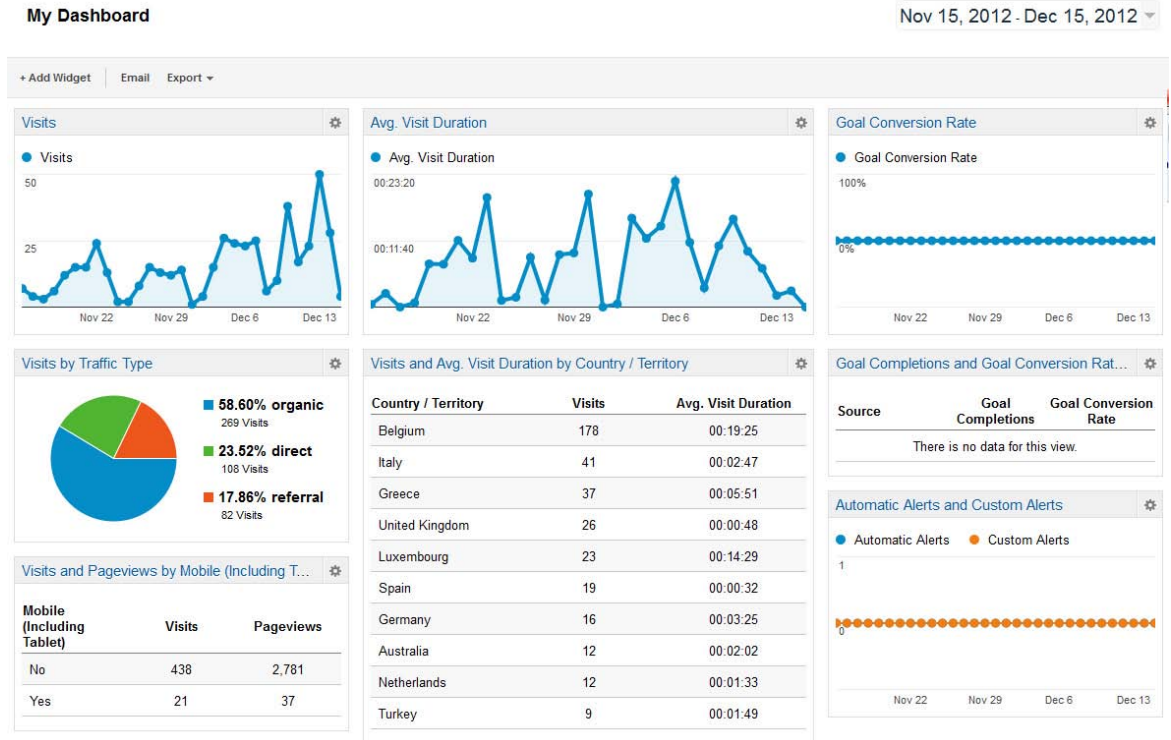
At the bottom left, there are two buttons: "Get Tracking ID" (highlighted in blue) and "Cancel".

Picture 1:  
Sign up page

### Step 3: Monitor your site performance.

Google Analytics gives you an overview of your site performance in the form of reports and visual charts:

- After you log in, in the centre of the page, click on Website Profiles.
- Then click on View Reports, find the site you are interested in and click on Dashboard.



Picture 2:  
Dashboard  
of the  
Web2LLP  
project

At the top of this page a chart gives you a visual representation of your site traffic **over the past month**. If you want you can change the timespan, click on the dates in the upper right-hand corner and make the required changes. You can also compare the traffic over two different time periods:

select one date range you want to use

- Click “Compare to Past”
- Select the range you wish to compare it against.

**Tip:** Bear in mind that the number of Unique Visitors is usually lower than the Visits statistic, and sometimes it’s a lot lower, because some visitors may visit your site over and over again. If you want to find out about visits to your website you can click on the Visits or Site Usage tab below the Dates tab. The graph changes and gives you information on visits, page views, pages per visit, average time on site, bounce rate (the percentage of users who left after viewing only one page on your site), percentage of new visits.

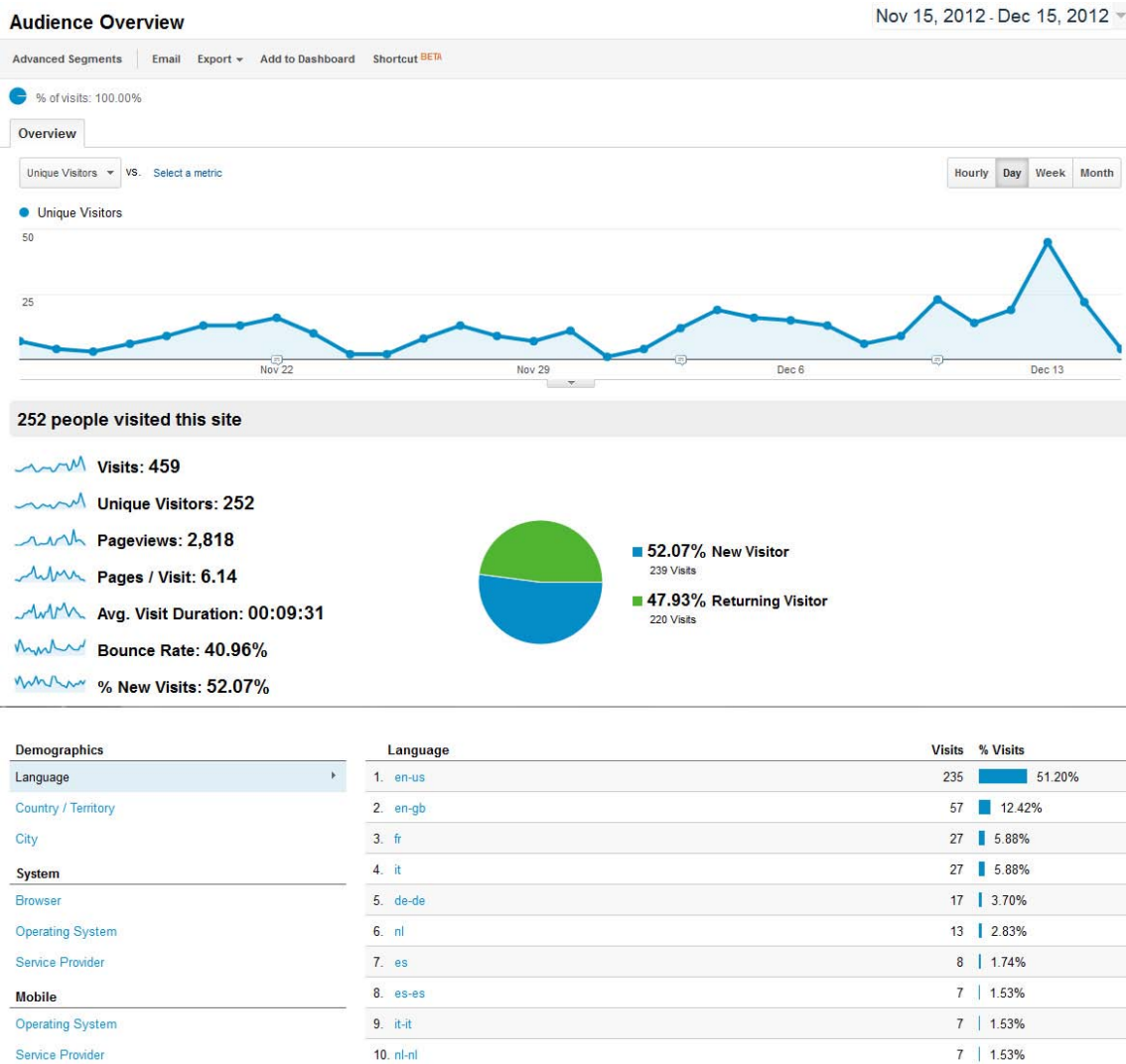
You can also get more detailed information by clicking on “Visitors Overview” and “View Report”. This graph shows how many visitors have come to your site. If you want to find out where your visitors come from you can click on the Map Overlay tab. Click on Traffic Sources Overview if you want to check the percentage of users getting to your site by typing your URL directly into their browser, as well as via search engines, referring sites, and other avenues such as emailed links. Content Overview informs you of the top five most viewed pages over the time period you’re looking at. A further breakdown is available when you open each overview.

## How to work with Google Analytics data

**Keywords** are a good way to understand both your audience and your impact. Are users arriving on your site appropriately or inappropriately based on their searches? Do they provide the right keywords? Are there many visitors who seem to search for information that your site doesn't provide? You should check the keywords and metadata on your website pages to make sure that you haven't inadvertently included misleading keywords.

**Looking at page views** can provide some useful information, but is probably most useful if compared to previous similar time periods. Have any changes you made during any given time period had a major impact on the number of page views, or the amount of time people spend on a page? You can add annotations with notes on certain peaks or dates to note which day you published a new feature or news item, and you can keep these notes private or share them with your team (if they are very technical for instance and not of interest to others).

**Visiting the map** can show you the source of your traffic. In this way you can learn the broader impact of your webpage beyond your borders. If your aims were different from the results you get then you should consider making some changes.



Picture 3: Visitors overview of the Web2LLP project

# Maps of visitors in Europe

## Location

Nov 15, 2012 - Dec 15, 2012

ALL » CONTINENT: Europe

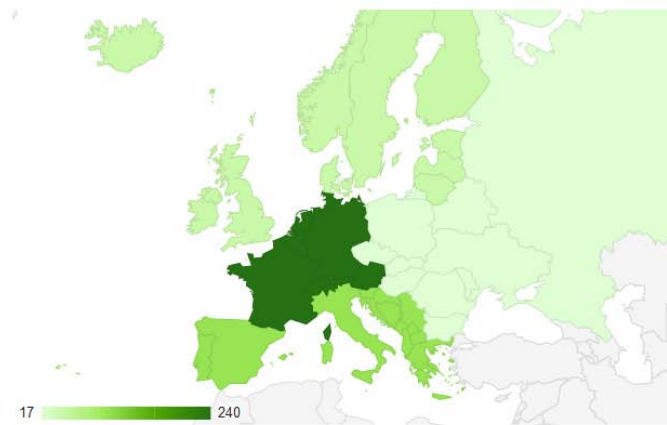
Advanced Segments | Email | Export | Add to Dashboard | Shortcut BETA

% of visits: 88.24%

Map Overlay | Explorer

Site Usage | Ecommerce

Visits



Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<b>405</b> <small>% of Total: 88.24% (459)</small>	<b>6.75</b> <small>Site Avg: 6.14 (9.87%)</small>	<b>00:10:41</b> <small>Site Avg: 00:09:31 (12.18%)</small>	<b>47.16%</b> <small>Site Avg: 62.07% (-8.43%)</small>	<b>35.56%</b> <small>Site Avg: 40.96% (-13.19%)</small>

Primary Dimension: Sub Continent Region | Country / Territory | City | Other

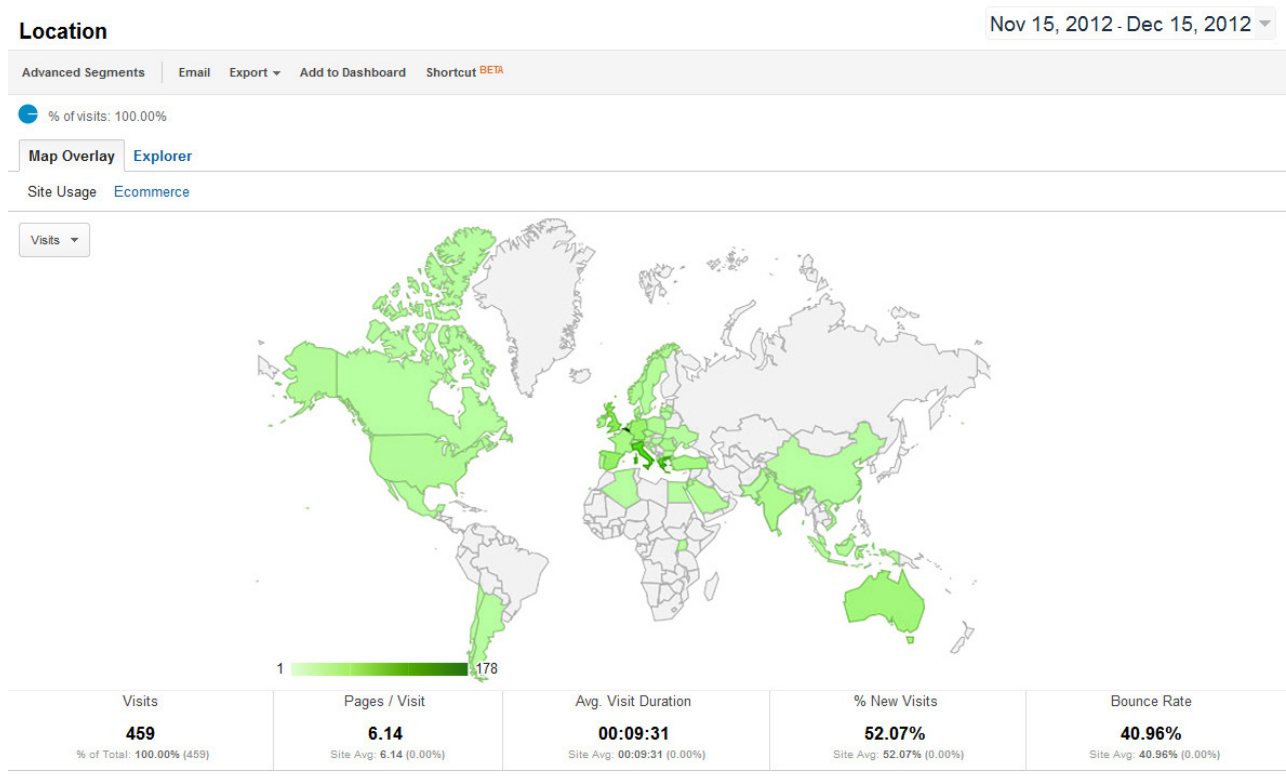
Sub Continent Region	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. Western Europe	240	9.33	00:16:18	31.25%	25.00%
2. Southern Europe	103	3.44	00:03:22	59.22%	43.69%
3. Northern Europe	45	2.40	00:01:11	84.44%	57.78%
4. Eastern Europe	17	1.76	00:00:48	100.00%	76.47%

Show rows: 10 | Go to: 1 | 1 - 4 of 4

Picture 3:  
Map of visitors  
overview of  
the Web2LLP  
project



# Maps of visitors worldwide




Picture 2:  
Map of  
visitors  
worldwide  
of the  
Web2LLP  
project

## Useful tips!

Bear in mind that traffic statistics need some explanation on your side. In order to understand the data you get for your website traffic you need to ask if they make any sense. For example, a number of factors can inflate page views, if your navigation system causes users to repeatedly visit a single page. Between data retrieval from Google Analytics and data reporting in official reports, an attempt should be made to shed light on the meaning of these data.

## 7. Experts interviewed

In the digital form of this document the video icon  links to the video showcase including a video interview with the interviewee, a description of their project and social media channels and some visual materials.

The LLP projects referred to by experts are shown after their names.



Graham ATTWELL  
G8WAY <http://www.g8way-eu.net>



Erica DELUCCHI  
EUROPA 2111 <http://www.europa2111.net>



Simon HEID  
te@ch.us <http://www.teachus.eu>



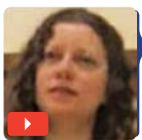
Armin HOTTMANN  
Viducate <http://www.viducate.net>



Joel JOSEPHSON  
aPLaNet <http://www.aplanet-project.eu>  
Lullabies of Europe <http://www.lullabies-of-europe.org>



Ildikó MÁZÁR  
eLene2learn <http://www.elene2learn.eu>



Wendy NEWMAN  
REAL <http://www.real-association.eu>



Petra NEWRLY  
SVEA <http://www.svea-project.eu>



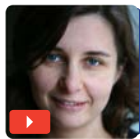
Eleonora PANTÒ  
MEDEA2020 <http://www.mede2020.eu/project>



Sally REYNOLDS  
REC:all <http://www.rec-all.info>  
MEDEA2020 <http://www.mede2020.eu/project>



Alessia ROGAI  
eScouts <http://www.escouts.eu>



Christel VACELET  
iTEC <http://itec.eun.org>



Karel VAN ISACKER  
ViPi <http://www.vipi-project.eu>  
ATLEC <http://www.atlec-project.eu>



Shona WHYTE  
iTILT <http://www.itilt.eu>



Katerina ZOUROU  
Language learning and social media: 6 key dialogues <http://www.elearningeuropea.info/languagelearning>



## 8. References

Last consultation of Internet links: January 15, 2013.

The list below is indicative.

For the whole collection of resources check our public diigo social bookmarking space:

<http://groups.diigo.com/group/web2llp>



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#2

Maximising the  
social media  
presence of LLP  
projects

#3

Tools for  
self-assessment



Web2LLP

Improving web strategies and maximising the social media presence of LLP projects

Do you find this handbook useful?  
Did you try any tips on your project?



Let us know:

[info@web2llp.eu](mailto:info@web2llp.eu)

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