

University of the Highlands and Islands

2015 One-Web Report



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Summary

The university and partner websites (with the exception of Sabhal Mòr Ostaig and SAMS) are managed using a free Content Management System (CMS) called Plone as part of an approach known as the One-Web Project. This report summarises One-Web activity during 2015.

During 2016, we will be implementing a new CMS to ensure we are fully supported and to continue to improve the design and tools available across all One-Web sites.

Statistics / Usage

Webteam (see Appendix 1 – Webteam) uses Google Analytics (GA) to report on, monitor and interrogate website usage. GA is in place on all One-Web sites.

There were **over 10.2 million views** of One-Web pages, representing an estimated **£888,000 of value**¹. In particular, the One-Web sites facilitated 6000+ clicks out to UCAS, 94,000+ Internal Application clicks and 4100+ international application form downloads.

Over and above using the gathered data to inform website development and changes, Webteam offers two services :

Reporting

Reports (known as dashboards) are created and then automatically distributed to interested staff on a regular (largely monthly) basis. Around 400 reports are distributed in a year to more than 40 people. Key information for www.uhi.ac.uk is published on the intranet at <http://intranet.uhi.ac.uk/marketing-and-communications/web/dashboards>

Ad-hoc investigations in response to enquiries

Colleagues can ask for information / reports based on any enquiries, thoughts or ideas they may have. This could inform how a new course is shaped, how to develop an existing course, how to market elements of our provision, tell us which technologies our users are favouring or where they are based. Through the year these have been requested to help prepare for meetings, to review sites ahead of further development or to measure the success of activities.

University website spend

Our 2015 spend across One-Web sites was approximately £26k, spread across Google Site Search, Google AdWords, YouTube PayPerView (PPV) and Facebook advertising. We also trialled LinkedIn advertising.

Experience through the year suggests that spend in the region of £500 across 5-10 days returns the best results. These adverts are targeted geographically, by demographic and by areas of interest.

YouTube PPV

With the budget assigned specifically to 2015 entry recruitment, we created a set of videos and YouTube PPV was used for the first time to promote our 30s video (<https://youtu.be/zQV1Q7HO0i0>) in support of wider recruitment activity at a cost of £900.04. A significantly higher proportion of users viewed the video and clicked through to our website (10,000+ clicks from a click-through-rate of between 5 and 10%) than clicked on the adverts we ran using the AdWords Search Network.

¹ 'value' is calculated by assigning a notional figure to key actions. We focus on course information views (50p), prospectus downloads (£5), UCAS clicks (£50) and International Application Forms (£100).

Facebook

£10,328.60 was spent on Facebook – the first time the university has revisited the medium in 2 years for paid-for activity. This was done for two reasons; firstly, our Facebook activity has increased and is offering an engaged organic audience and, secondly, some of our courses are hard to market via keyword search – they make much more sense in terms of ‘interests’. Success varied according to the specific objectives but we saw results as high as a 670% increase in traffic to a course page and our most viewed course of the year (MBA) was driven to that position by Facebook activity.

Google AdWords

Continuing work from 2014, we spent £13,212.54 on AdWords. This was allocated to Online Learning, Hero Courses, Clearing, Health Studies and Fine Art. We also compared the performance of the AdWords spend with YouTube PPV and Facebook PPC which led to our suspending the more generic AdWords activity in favour of reserving our budget to respond to marketing objectives in smaller, targeted bursts of activity.

LinkedIn

LinkedIn has been growing its activity in 2015 and can offer a useful platform for career development / lifelong learning engagement so we spent £580.34 to gauge its effectiveness for our Sustainable Development and Childhood Practice degrees. The ROI was not impressive enough to explore the platform further yet. We will keep a watching brief and may trial it again; particularly if we are in the position of having funded places available on some of our postgraduate provision as feedback from the HE sector suggests this can return good results.

Partner Pay-per-click (PPC) Support

We supported both Moray College UHI and West Highland College UHI by delivering PPC advertising on Facebook. This service was offered both to help with de-conflicting adverts from within the partnership (many of our audience and courses overlap so it is possible that parts of the partnership could end up bidding against each other thereby driving up cost for all concerned) and to save the cost of management fees for partners who didn't want to run adverts themselves.

Technology

Our web technology has been largely static, operating in a maintenance mode rather than any programme of significant developments / projects.

However, in 2016, we will be moving forward with implementing a new CMS.

New CMS

Using GCloud/Digital Marketplace for procurement and working with the university's Procurement Officer, we identified 3 systems in the marketplace which met our broad requirements. The vendors were invited to attend clarification meetings which involved Webteam, LIS and a partner representative from SAMS. The vendors were scored against our requirements.

We then demonstrated the shortlisted systems to our end users with representatives from Personnel, Communications, Research, Library, Inverness College UHI, North Highland College UHI, Orkney College UHI, Moray College UHI and West Highland College UHI.

TerminalFour SiteManager (<http://www.terminalfour.com/>) looks likely to be selected as the winning system and a contract awarded early in 2016. This decision is pending proof of concept work which cannot be completed without input from LIS.

It will be implemented on www.uhi.ac.uk first and then cascaded to all other One-Web sites. It is hoped that SAMS will also take advantage of the system.

Selected Tasks

Webteam Calls

In the region of 3200 emails came into webteam@uhi.ac.uk over the course of the year ranging from minor maintenance and assistance to larger tasks or more complex developments.

Staff Training

Several CMS training sessions have been held with relevant staff over the past year.

Gaelic Language Content

We continue to grow the amount of Gaelic language content on the university site, overseen by the Webteam Gaelic champion. With the new CMS we will be looking to enhance functionality for GD content, in particular with workflow relating to managing changes to EN content which has a GD translation.

Perth College One-Web

Perth College UHI went live with One-Web in September 2015. Relative to refreshing their website outwith the One-Web project, this represents a saving of up to £100k (estimate based on staff costs, CMS costs, design and information architecture costs).



2015/16 Recruitment Activity

Webteam have been continuing to directly support 2015/16 recruitment activity with PPC, web statistics and dedicated landing pages.

New Video Content

Webteam led the creation of new video content to support recruitment activity and subsequently used it in a YouTube PPV campaign.

Responsive design

All One-Web pages are now responsive. We will continue to work on this to refine and improve One-Web site behaviour across all screens and devices.

Image Library

The Digital Marketing Officer is responsible for commissioning and art-directing our photography and uploading it to the image library. In concert with the Web Content Officer, the Image Library has been housekept and re-organised to ensure tired imagery has been removed and our new, high-quality images are more easily found. An approval process has also been implemented to ensure images are being used appropriately.

Search Engine

We have implemented Google Site Search (GSS) across all One-Web sites. This is both preparatory work ahead of the new CMS implementation and a step forward in search functionality. It is a subscription service costing \$2000 (~£1300) per annum.

Facebook

Our Facebook presence had an excellent year – more likes, engagement, messages, sharing between partnership pages and it has proved a useful paid-for platform to augment other marketing activities.

Moray College UHI

Webteam continue to offer an enhanced level of support to Moray College UHI under a service level agreement (SLA).

Lews Castle College UHI

Webteam have been offering Lews Castle College UHI additional support following their lead web contact moving job internally within the college. The college are considering whether to replace their web person or to engage in an SLA in a similar vein to Moray College UHI.

Looking ahead to 2016

In addition to the type of tasks discussed above, Webteam expects to be working on the following :

Responsive Design

We will be looking to build on the 2015 work, facilitated by the new CMS.

User Journey

With the 2015 recruitment push, Webteam demonstrated a strong capability for driving traffic to web pages – especially course pages. It is imperative that the university ensures its other web based systems are responsive, user-friendly and measured by analytics (ideally seamlessly using the same account as the main website). Through the continued work with colleagues, the paperless admissions project and working with LIS it is hoped we can significantly improve conversions i.e. having brought visitors to a course page and had them click through to apply, ensure there are no technology or usability barriers to their completing applications.

Sector Activity

Sector developments and trends are monitored through the Institutional Web Managers Workshop (IWMW), Scottish Web Folk and personal/professional networks. Items of interest are :

- As with 2014, the shift from narrowly considering 'web' to broadening scope and ensuring a more joined up approach to all things 'digital' remains a hot topic. Of key importance is that this is an organisational shift – it's not about technology in isolation; rather it's about how organisations respond to customers in a digital age. Concepts such as Digital Transformation, Digital Adaptation, Business Transformation, Business Process Improvement and Digital Experience Management are commonplace in discussions and related plans.

Appendix 1 – Webteam

The Webteam is based within Marketing, Communications and Planning as part of Executive Office. Webteam supports the main university website and intranet, 11 partner websites, the Management School website, the Development Trust website and the UHISF website. Webteam also maintain the university's image library.

Each One-Web partner has a nominated contact who works with the Webteam. It is worth noting that **none of these staff are dedicated to web work**; all have at least one, if not multiple, other responsibilities; indeed 2 of the contacts are senior managers at their respective colleges.

Staff

The webteam is 4FTE and is supported by the Web Engineer (Piotr Wiatrowski) from LIS.

Role	Name	Location	FTE
Web Manager	Duncan Ireland	Ness Walk	1
Web Content Officer	Ann Neilson	Ness Walk / Homeworking	0.5
Web Officer	Paul Walker	Centre for Nordic Studies, Kirkwall	1
Web Officer	Jillane McGhee	Ness Walk /Homeworking	0.5
Digital Marketing Officer	Jessica Beattie	Ness Walk	1