

University of the Highlands and Islands

2017 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 combination of a free Content Management System (CMS) called Plone and a new commercial CMS - T4 - as part of an approach known as the One-Web Project. All One-Web sites are currently scheduled to migrate to T4 as Plone is retired. This report summarises One-Web activity during 2017.

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 10.1 million views** of One-Web pages, representing an estimated **£1.05m of value**¹. In particular, the One-Web sites facilitated 7600+ clicks out to UCAS (8% up on 2016), 138k Internal Application clicks (19% up) and 5010+ international application form downloads (9% up).

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 is published on the intranet at <http://intranet.uhi.ac.uk/marketing-and-communications/web/dashboards> including the Top 100 courses and average usage of key pages.

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 2017 non-project spend across One-Web sites was approximately £65k, spread across T4, Google Site Search and PPC advertising. In 2018, Google Site Search will be replaced by Funnelback.

As with 2016, our experience remained 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.

Facebook

We invested £20,210.60 in Facebook paid-for activity. In addition to our focussed spend on formal adverts, we blend in the use of boosted posts to help ensure our audience remains engaged and to offer quick boosts for specific activities. We also managed a £500 budget for the Centre for History.

This may become more critical as Facebook are currently experimenting with brand Page posts only showing on followers' timelines if they are paid for. Equally, such a move by Facebook may require a rethink in how best to use the platform or even whether we should use it at all.

Twitter

Twitter rejoined the other institutional social media under the care of the Digital Marketing Officer this year. In common with other platforms, paid-for activity can bring a good return. In 2017, we spent £3,255.37.

¹ 'value' is calculated by assigning a notional figure to key actions. We focus on course information views (75p), prospectus downloads (£5), UCAS clicks (£50) and International Application Forms (£100).

Google AdWords

There were no uses for AdWords or video PPV this year.

LinkedIn

Our experience continues to show that LinkedIn has not yet reached critical mass in terms of offering us a significant ROI for PPC activity. We continue to experiment for specific use cases where there is a theoretical case for LinkedIn working. This year, we spent £750 to ensure we kept informed as to the potential in this platform.

Partner Pay-per-click (PPC) Support

We support Inverness College UHI (£1,250), North Highland College UHI (£2000) and Moray College UHI (£6,000) directly and other partners through consultancy with PPC advertising. This helps with de-conflicting adverts from within the partnership (many of our audiences 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.

New PPC use cases

We have worked with Personnel and with the Work-based Learning Hub to promote job and apprenticeship opportunities and found that PPC is potentially significantly more cost effective than paying for more traditional recruitment agency or vacancy site promotion.

Technology

We have been migrating One-Web sites to Terminalfour Sitemanager - T4. The university website has been live since April 2017 and has been joined by Argyll, HTC, NAFC, Orkney and Shetland. (Further information is documented at <https://intranet.uhi.ac.uk/marketing-and-communications/web/terminalfour>).

We also commissioned a test environment for T4 to support new projects and developments.

SAMS are also live on T4. By making use of this shared service, SAMS ensure they can call on support from the webteam in the event that their web manager is absent / on holiday. Webteam also benefit from having another trained administrator in the partnership to discuss ideas, approaches and possible collaborations.

SAMS are currently working on adding a website for their consultancy business – SRSL – to T4.

Selected Tasks

Webteam Calls

In the region of 3150 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.

CMS Migration

This was the primary task for the webteam in 2017 and will continue into 2018. Migrations are taking between 1 and 2 months depending on specific complexities/issues and availability of partner staff to check/approve progress. By December 2017, the university, Argyll College UHI, HTC, Orkney College UHI, NAFC and Shetland College UHI were all migrated with Perth College UHI scheduled for early January 2018.

Staff Training

Several CMS training sessions have been held with relevant staff over the past year to introduce them to T4. We continue to train on Plone as required. The webteam have also undertaken advanced CMS training themselves in T4 and will be trained in the new search engine in due course.

Digital Roundup

The digital roundup is a monthly email sent to anyone who has expressed an interest in digital matters. It has been well-received and will continue into 2018. It is used for a mix of tips, best practice, communications and canvassing opinion.



2017/18 Recruitment Activity

Webteam have been continuing to directly support 2017/18 recruitment activity with PPC, web statistics and dedicated landing pages.

Design

With the move to T4 we have gained a comprehensive level of control over our sites, so further work has been done on how our overall design is delivered. Although the aesthetic of the pages remains the same, the underlying markup is much improved and will pave the way for simpler maintenance and development in the future.

We have also been able to introduce new elements of design for specific purposes – some have been suggested by Argyll College UHI and others were as a result of feedback from Executive Office staff; we have also modernised some of the offerings which Plone had for use in T4 such as image galleries.

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 improvements made to the organisation and curation of imagery within the library alongside improved documentation have borne positive results.

Search Engine

The Google Site Search (GSS) which has proven its worth over time is being 'end-of-lived' which means we can no longer purchase it. Webteam engaged in a tender exercise to find a replacement and hope to implement Squiz's Funnelback product in January 2018. This product is widely used in HE and well-reviewed by peer institutions.

Google Sitemaps

T4 allows us to automatically create and maintain files which help Google understand our site. All sites live on T4 have these files in place and they are updated weekly to help keep our Google index fresh.

Moray College UHI

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

Looking ahead to 2018

In addition to the type of tasks discussed above, Webteam expects to be working primarily on migrating One-Web to T4. The more sites we have on the new platform, the greater the impact of any development work we do. T4 allows us more freedom to fine-tune our web sites and frees webteam resource by automating course updates and making it simpler for our editors to maintain their own content.

Projects

It is expected that significant work will flow to the webteam from the Global MBA project, Consumer Marketing Association review and paperless admissions project. There may also be work related to the General Data Protection Regulations.

A project to visualize our curriculum in a tertiary context is also due to come to life, which again will lean on webteam resources both in the creation and then subsequent promotion and marketing activities.

It is also apparent that there is a growing need for video support across the partnership. Webteam manage a budget which is typically used for a small number of higher cost films which are at the high quality end of the scale. Partners, departments and individuals often create short videos at the more short / informal / social media end of the scale. However, webteam field regular requests for help or support for something in the middle, where better equipment (for shooting or editing) or better software / skills (again for shooting or editing) would allow us to offer a much wider spread of video content and benefit a variety of audiences.

Appendix 1 – Webteam

The Webteam is based within Marketing and Planning as part of Executive Office. Webteam supports the main university website and intranet, 11 partner websites 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.

Staff

The webteam is 4.3FTE 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	Institute for Northern Studies, Kirkwall	1
Web Officer	Kenny Fraser	Ness Walk	0.8
Digital Marketing Officer	Jessica Beattie	Ness Walk	1