University of the Highlands and Islands

2018 One-Web Report

Contents

Summary

The university and partner websites (with the exception of Sabhal Mòr Ostaig and SAMS) are managed using a commercial CMS - T4 - as part of an approach known as the One-Web Project. This report summarises One-Web activity during 2018.

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 9.4 million views** of One-Web pages (7% down on 2017; **note** however that course page views are up 4.4%), representing an estimated **£976k of value**[1]. In particular, the One-Web sites facilitated 6600+ clicks out to UCAS (13% down), 146k Internal Application clicks (6% up) and 2700+ international application form downloads (45% down – this figure has dropped drastically with the introduction of online application functionality for International applicants).

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 our dedicated help site at http://www.t4help.uhi.ac.uk/ 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 2018 non-project spend across One-Web sites was approximately £87k, spread across T4 (Live and Dev environments), Funnelback Site Search and PPC advertising.

Facebook

We invested £26k in Facebook paid-for activity (including partner spend). 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 budget for the Centre for History, Personnel and the Work-based Learning Hub.

Twitter

In 2018, we spent just under £4k on Twitter paid for. Twitter is not yet returning as much value as Facebook so our use of it is focussed on areas where we think it will perform best.

Google AdWords

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

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[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).

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 £950 to ensure we kept informed as to the potential in this platform.

Partner Pay-per-click (PPC) Support

We support Inverness College UHI (£2.2k), North Highland College UHI (£1.2k) and Moray College UHI (£6k) 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.

Other PPC use cases

We have worked with the Institute for Northern Studies, 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 run our One-Web sites on Terminalfour Sitemanager - T4. The migration to T4 was completed in May 2018.

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

SAMS are also live on T4 with www.sams.ac.uk and www.srsl.com. 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.

Our search is provided by Funnelback, an enterprise search engine supplied by Squiz.

Selected Tasks

Webteam Calls

In the region of 3100 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. This is down around 14% from 2017; it is hoped that this is due to:

- The greater ease of use of T4 versus Plone
- All T4 users undergoing training delivered by webteam
- The introduction of http://www.t4help.uhi.ac.uk

CMS Migration

This major piece of work mitigating business risk and offering service improvements was completed in early May 2018.

Staff Training

Numerous CMS training sessions have been held with relevant staff over the past year to introduce them to T4 taking trained users to almost 200. The webteam have also undertaken advanced CMS training themselves in T4 and have been trained in the search engine.

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 2019. It is used for a mix of tips, best practice, communications and canvassing opinion.

2018/19 Recruitment Activity

Webteam have been continuing to directly support 2018/19 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 similar, the underlying markup is much improved and will pave the way for simpler maintenance and development in the future.

Features such as 2-column text and drop-down 'accordion' text have been introduced. This has allowed us to retire 'tabs' which were potentially problematic both for accessibility and for small-screen 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 improvements made to the organisation and curation of imagery within the library alongside improved documentation have borne positive results.

Search Engine

Funnelback has now been in place for the majority of the year and is delivering good results. Our search index now updates overnight ensuring it is easier for users to find our content. We are also able to better understand how search engines read our content which has benefits for 3rd party search engines such as Google.

Funnelback also includes some tools to check broken links, duplicate content and common typos. We have worked through this information extensively and trended the number of these errors on our sites close to zero. Monitoring these reports is now part of webteam's business as usual activity.

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).

West Highland College UHI

Webteam are also supporting WHC under an SLA from November through January to cover a period while a new staff member is recruited.

Looking ahead to 2019

- Accessibility will be a focus as we work towards the new 2020 deadline to achieve WCAG 2.1 AA compliance. (This deadline applies via legislation to our 5 public sector bodies, but all One-Web sites will look to attain this standard.) The majority of the One-Web estate is already compliant, but there remain issues to be resolved – especially with content. Webteam will be using the digital roundup email newsletter to highlight and educate around accessibility issues.

- The Plone intranet will be retired. Options for replacement are under investigation.

- We hope to offer integration of research data from PURE with T4.

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