University of the Highlands and Islands

2019 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 2019.

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 (within 1% of 2018; **note** also that course page views are up 13% on 2018), representing an estimated **£955k of value**[1]. In particular, the One-Web sites facilitated 6.6k+ clicks out to UCAS (17% up), 161k Internal Application clicks (9.8% up) and 460 international application form downloads (dropping drastically for the second year in a row following 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. Throughout 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 2019 non-project spend across One-Web sites was approximately £107.1k, spread across T4 (Live and Dev environments, £60k), Funnelback Site Search (£21.5k) and PPC advertising (£25.6k).

Facebook

We invested £23k in Facebook paid-for activity (including spend on behalf of others). 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.

Twitter

In 2019, we spent £2.6k 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 (£1), 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, no opportunities were identified.

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.

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 2570 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 17% from 2018; it is hoped that this is due to:

- All T4 users undergoing training delivered by webteam.
- The continuing evolution of http://www.t4help.uhi.ac.uk
- A number of staff now having years of experience working on our websites.
- T4 being continually updated and developed to improve the user experience.

Staff Training
Numerous CMS training sessions have been held with relevant staff over the past year to introduce them to T4.

Digital Roundup
The digital roundup is a monthly email sent to anyone who has expressed an interest in digital matters. It continues to be well-received and will continue into 2020. It is used for a mix of tips, best practice, communications and canvassing opinion.

2019/20 Recruitment Activity
Webteam have been continuing to directly support 2019/20 recruitment activity with PPC, web statistics and dedicated landing pages.

Design
This year, the majority of work has been behind the scenes to improve the accessibility of our sites. We have been using a tool which is part of our search engine to assess our sites. Starting from a position of having hundreds of thousands of reported errors, we have trended this down to near-zero and used the lessons learned to inform design, training and the Digital Roundup content.

Image Library
The image library has been flagged by LIS as running on an outdated server. Webteam attended a webinar showcasing upgraded library software and will be looking to make the upgrade during 2020.

Search Engine
Funnelback (including tools to check accessibility, broken links, duplicate content and common typos) has been live for almost 2 years. We monitor these reports as 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).

Research data
We have successfully integrated PURE data into T4 on our development server and will be looking at how to move that live. SAMS are also interested in this work.

Staff Changes

Webteam have had one staff member move on and another retire this year so recruitment has been a key activity. We have decided to restructure the team slightly with an increased focus on digital content and support for our Digital Marketing Officer.

Looking ahead to 2020

- Accessibility will continue to be a focus as we work in line with the published legislation and standards.

- We expect to have significant work to do in line with outcomes from the ongoing Branding Project.

- Our new Web Officer has multimedia skills so we will be considering if those can be put to use to support webteam or wider marketing objectives.

Appendix 1 – Webteam

The Webteam is based within Marketing and Planning as part of Executive Office. Webteam supports the main university website, 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 5FTE and is supported by the Web Engineer (Piotr Wiatrowski) from LIS.

Role	Name	Location
Web Manager	Duncan Ireland	Ness Walk
Web Officer	Paul Walker	Institute for Northern Studies, Kirkwall
Web Officer	Llewelyn Bailey	Ness Walk
Digital Marketing Officer	Jessica Taylor	Ness Walk
Digital Marketing Assistant	Sophie Macfarlane	Ness Walk