

# University of the Highlands and Islands

## 2021 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 commercial CMS - T4 - as part of an approach known as One-Web. This report summarises One-Web activity during 2021.

## 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 7.3 million views** of One-Web pages (down 11% on 2020), representing an estimated **£680k of value**<sup>1</sup>. In particular, the One-Web sites facilitated 4.7k+ clicks out to UCAS (48% down), 153k Internal Application clicks (down 4.3%) and 254 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 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 2021 non-project spend across One-Web sites was approximately £115k, spread across T4 (Live and Dev environments, £61.5k), Funnelback Site Search (£21.5k) and PPC advertising (£32k).

### Facebook/Instagram

We invested £25.5k in Facebook family 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 2021, we spent £2.7k on Twitter paid-for.

### 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 returning value.

### Youtube

Youtube has returned value in terms of more general awareness raising now that we are beginning to generate more video content. We invested £3.75k on the Google Ads platform for YouTube.

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<sup>1</sup> '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).

## Technology

We run our One-Web sites on Terminalfour Sitemanager - T4.

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

SAMS are also live on T4 with [www.sams.ac.uk](http://www.sams.ac.uk) and [www.srsl.com](http://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 4000 emails came into [webteam@uhi.ac.uk](mailto: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 up 14% from 2020 :

- Large volumes of interactions around COVID comms and big online recruitment drives.

### **COVID / Emergency Communications**

Continued support was given to a range of colleagues in communicating issues related to COVID. This was delivered as business as usual support and through the Marketing and Communications Practitioners Group.

### **Cyber incident**

The One-Web infrastructure was unaffected by the cyber incident, continuing to operate without interruption and supporting communications to stakeholders. We were also able to host temporary pages for Sabhal Mòr Ostaig UHI when their non-One-Web service was disabled during the incident.

### **Shetland UHI**

The Shetland UHI website was launched on the first working day after the vesting date of the new organisation. Signposting pages was provided on the old NAFC UHI web addresses.

### **Staff Training**

Numerous CMS training sessions have been held over the past year to introduce colleagues to T4.

### **Recruitment Activity**

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

### **Design**

We have continued to monitor the accessibility of our sites using a tool which is part of our search engine to assess our sites. We have continued to keep the number of reported errors as close to zero as possible.

### **Search Engine**

In addition to search, Funnelback includes tools to check accessibility, broken links, duplicate content and common typos. 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.

### **Video**

The volume of video being provided in response to marketing and recruitment objectives has stayed steady with perhaps a small increase. These videos are often closely co-ordinated with campaigns and local variants / customisations are taken into account at the early planning stages. We have also used PPV advertising through Google to maximise the value of our video content.

### **Rural and Islands Merger**

Webteam quickly delivered a website to support the work around the proposed merger.

### **Golf Facility booking system**

North Highland College UHI have a new indoor golf facility in Dornoch featuring state of the art equipment. This equipment is to be made available for booking to members and guests as an income stream for the college. Webteam began preparing an online booking system in late 2021 with a view to launching in early 2022.

## **Looking ahead to 2022**

- We expect significant work from the new Brand and visual identity work in early 2022.
- University restructuring will both directly affect the webteam and potentially reframe business objectives and priorities for our websites.
- The pandemic is very much still impacting on the life of the university in many ways. Adjustments back to 'old normal' or forward to 'new normal' are expected to impact on the websites and in particular, recruitment.

## Appendix 1 – Webteam

The Webteam is based within Marketing and Planning as part of Executive Office. Webteam supports the main university website, 10 partner websites, ThinkUHI.com 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 LIS with network and infrastructural issues.

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

*\*Note : the Digital Marketing Assistant post is vacant from 28 Jan. A vacancy is live and we hope to have a new colleague in post from Easter.*