



EGI-Engage

The website is reviewed

M2.6

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Abstract

This milestone describes the changes and revisions underwent by the EGI website throughout the second project year.



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TERMINOLOGY

A complete project glossary is provided at the following page: <http://www.egi.eu/about/glossary/>

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1 Background information

The [EGI website](#) is the main communication channel of EGI and its management is part of the NA2.1 task (Communications & Events) of the EGI-Engage project.

In the deliverable M2.3 we identified a professional need of completely revamping the EGI website and described the process of restructuring it as well as how to accomplish this goal.

As such, we saw that the old EGI website needed a full overhaul because:

- The navigation structure of the website was out of line with current trends in online communication.
- The website was targeted at too many groups and tried to convey too many messages.
- The website was not structured in a way that allows comfortable browsing in mobile devices.
- The website content was burdened by five years of legacy that, in many cases, no longer reflected the current EGI community, nor the EGI strategy.

To address these problems, the Communications team decided in conjunction with the Managing Director to build a new website. Therefore, in late 2015, we chose a communication& design agency to help us renovate the EGI online presence. We worked together during 2016 to deliver a brand new website in September 2016.

This milestone will provide a current state of the art of the new website.

2 The new EGI website

2.1 Aims

The new website is very generic; it is about EGI, its services and supported users as a whole.

The main aims of the website are:









- To showcase our services
- To increase service awareness
- To establish EGI as a leading data and computing e-infrastructure for science
- To give visibility to the stakeholders
- To showcase what scientists are accomplishing using the EGI services
- To promote news & events from the EGI Community

2.2 The new look & feel

The Communications team suggested a new ‘look and feel’ that was further implemented in the the CMS platform Wordpress.

The new design is therefore clean, simple, eye-catching and mobile-friendly and it respects the EGI branding guidelines (colours, fonts, etc.). The navigation of the website is user-friendly and in line with current online trends.

All the functionalities and the available content are chosen with the clear purpose of establishing the EGI website as an efficient communication channel and focused on the service offer.

<div style="background-color: #0056b3; color: white; padding: 5px; margin-bottom: 10px;">Compute</div> <div style="margin-bottom: 10px;">  <p>Cloud Compute Run virtual machines on demand with complete control over computing resources</p> </div> <div style="margin-bottom: 10px;">  <p>Cloud Container Compute BETA Run Docker containers in a lightweight virtualised environment</p> </div> <div>  <p>High-Throughput Compute Execute thousands of computational tasks to analyse large datasets</p> </div>	<div style="background-color: #0056b3; color: white; padding: 5px; margin-bottom: 10px;">Storage and Data</div> <div style="margin-bottom: 10px;">  <p>Online Storage Store, share and access your files and their metadata on a global scale</p> </div> <div style="margin-bottom: 10px;">  <p>Archive Storage Back-up your data for the long term and future use in a secure environment</p> </div> <div>  <p>Data Transfer Transfer large sets of data from one place to another</p> </div>
<div style="background-color: #0056b3; color: white; padding: 5px; margin-bottom: 10px;">Training</div> <div style="margin-bottom: 10px;">  <p>FitSM training Learn how to manage IT services with a pragmatic and lightweight standard</p> </div> <div>  <p>Training infrastructure Dedicated computing and storage for training and education</p> </div>	

2.3 The new content

The new website has comparatively less content than the old website and it showcases the EGI service catalogue.

The content is structured as follows:

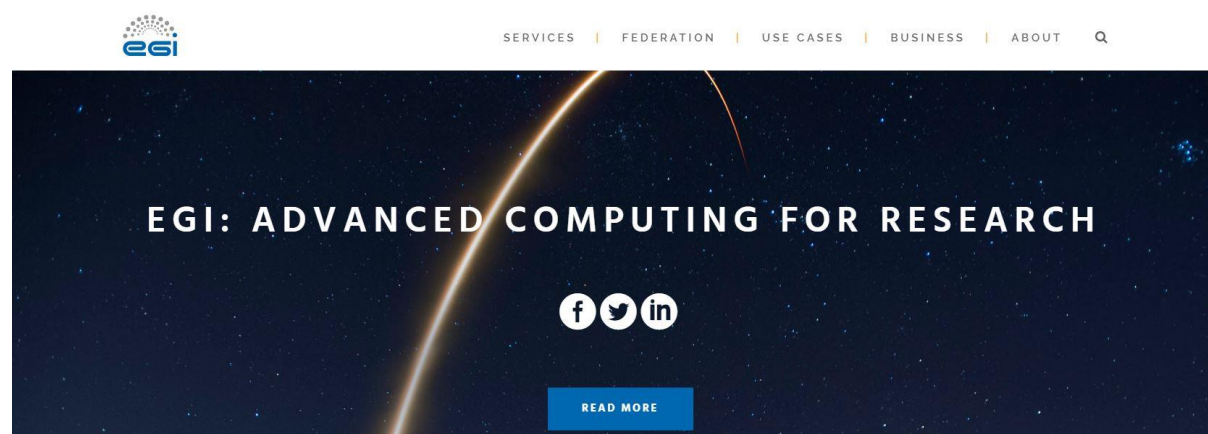
1. Homepage

The [homepage](#) is the first point of contact with the EGI community and potential users.

It is focused on providing key information about the EGI organisation; it highlights the EGI services and how to access them; it gives visibility to the EGI Council and endorses news and events from the EGI community.

The main menu of the homepage is made of and leads to the following key webpages/areas:

2. Services
3. Federation
4. Use cases
5. Business
6. About



The [Services webpage](#) provides a clear overview of the EGI service catalogue. There are dedicated webpages for each service, where visitors can find service descriptions, information on providers and access policy and they can fill in forms to request a service or ask for more information. The [Service Request form](#) and the [Ask for more information form](#) are new communication tools on the EGI website and are both unique ways of interacting with readers.

The [Federation webpage](#) describes the EGI Federation as a whole and gives visibility to the EGI service providers: the EGI Federated Cloud and the EGI Federated data centres.

The [Use Cases area](#) is a place for showcasing the work and scientific accomplishments of researchers that use EGI services. It is made of several subpages dedicated to collaborations with

RIs, scientific applications powered by EGI and research stories unveiling scientific work made possible via our services.

The [Business webpage](#) is dedicated to creating a close relationship with the business sector. Some of the EGI services can be used by businesses, especially SMEs, and so this area is entirely devoted to engaging with them and presenting them our service offer.

The [About section](#) is the EGI corporate area. It contains information about the EGI Foundation and the people behind it, the EGI Council and internal services and it represents a space to store news, publications and generic information about EGI projects and collaborations.

Overall, the new website is much better structured than the old one; it has a neat content and a fresh look & feel.

2.4 Website analytics

The EGI website reached a total of 37000 unique views since the launch of the website (September 2016 to March 2017). The most visited pages are the Homepage with around 9000 visits, the Services webpage with about 3000 visits and the About section with around 1500 visits.

The most viewed services are [Cloud Compute](#) with a total of 1000 unique views, the [FitSM training](#) service with 750 unique views and the [High-Throughput Compute](#) service with 350 unique views.

The [Service Request form](#) reached about 400 views since the website went live.

The [Research stories](#) webpage has had around 800 unique visits since the launch of the website, with the [CTA story](#) reaching 160 views and the [HESS story](#) attaining 120 views.