



EGI-InSPIRE

REVIEW OF THE WEBSITE

EU MILESTONE: MS207

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Abstract

This review aims to report the progress of the EGI website's design, structure and content during EGI-InSPIRE first quarter (May to August 2010).

This document will describe how the website's design has been updated with a new skin to accommodate the colours and style of EGI's new corporate branding. It will also report that although the root structure of the website has remained stable, significant changes are planned for the second quarter. The review details recent improvements on the website's content and the areas where future work will focus. Finally, the document presents an overview of the website's metric during the first quarter.



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II. DELIVERY SLIP

	Name	Partner/Activity	Date
From	Sara Coelho	EGI.eu / NA.2	1/10/2010
Reviewed by	Moderator: Steve Brewer Reviewers: Rosette Vanderbroucke	EGI.eu/SA3 BeGrid	28/09/2010
Approved by	AMB & PMB		21/11/2010

III. DOCUMENT LOG

Issue	Date	Comment	Author/Partner
1	1 October	First draft	Sara C
2	13 October	Second draft	Sara C
3	15 October	Final	Sara C

IV. APPLICATION AREA

This document is a formal deliverable for the European Commission, applicable to all members of the EGI-InSPIRE project, beneficiaries and Joint Research Unit members, as well as its collaborating projects.

V. DOCUMENT AMENDMENT PROCEDURE

Amendments, comments and suggestions should be sent to the authors. The procedures documented in the EGI-InSPIRE “Document Management Procedure” will be followed:

<https://wiki.egi.eu/wiki/Procedures>

VI. TERMINOLOGY

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



PROJECT SUMMARY

To support science and innovation, a lasting operational model for e-Science is needed – both for coordinating the infrastructure and for delivering integrated services that cross national borders.

The EGI-InSPIRE project will support the transition from a project-based system to a sustainable pan-European e-Infrastructure, by supporting ‘grids’ of high-performance computing (HPC) and high-throughput computing (HTC) resources. EGI-InSPIRE will also be ideally placed to integrate new Distributed Computing Infrastructures (DCIs) such as clouds, supercomputing networks and desktop grids, to benefit user communities within the European Research Area.

EGI-InSPIRE will collect user requirements and provide support for the current and potential new user communities, for example within the ESFRI projects. Additional support will also be given to the current heavy users of the infrastructure, such as high energy physics, computational chemistry and life sciences, as they move their critical services and tools from a centralised support model to one driven by their own individual communities.

The objectives of the project are:

1. The continued operation and expansion of today’s production infrastructure by transitioning to a governance model and operational infrastructure that can be increasingly sustained outside of specific project funding.
2. The continued support of researchers within Europe and their international collaborators that are using the current production infrastructure.
3. The support for current heavy users of the infrastructure in earth science, astronomy and astrophysics, fusion, computational chemistry and materials science technology, life sciences and high energy physics as they move to sustainable support models for their own communities.
4. Interfaces that expand access to new user communities including new potential heavy users of the infrastructure from the ESFRI projects.
5. Mechanisms to integrate existing infrastructure providers in Europe and around the world into the production infrastructure, so as to provide transparent access to all authorised users.
6. Establish processes and procedures to allow the integration of new DCI technologies (e.g. clouds, volunteer desktop grids) and heterogeneous resources (e.g. HTC and HPC) into a seamless production infrastructure as they mature and demonstrate value to the EGI community.

The EGI community is a federation of independent national and community resource providers, whose resources support specific research communities and international collaborators both within Europe and worldwide. EGI.eu, coordinator of EGI-InSPIRE, brings together partner institutions established within the community to provide a set of essential human and technical services that enable secure integrated access to distributed resources on behalf of the community.



The production infrastructure supports Virtual Research Communities (VRCs) – structured international user communities – that are grouped into specific research domains. VRCs are formally represented within EGI at both a technical and strategic level.

VII. EXECUTIVE SUMMARY

This review documents the progress and development of the EGI website's design, structure and content during EGI-InSPIRE first quarter (May to August 2010).

The **design of the website** has been updated with a new skin to match the colours and style of the new EGI logo. The root menu has been shifted from its original position under the banner to the left-hand side of the screen. The width of the body text has been reduced to improve readability and an editable column has been introduced to the right-hand side.

The **root structure** of the website has remained stable. However, significant changes are planned for the second quarter. The changes will be implemented to streamline user experience of the website and include the creation of additional root menu sections (such as press, publications or policy).

The website's **content** has been substantially improved over the past quarter. Examples are the policy pages, EGI-InSPIRE subsection and the press room.

Future work will be concentrated on expanding the 'About EGI.eu', 'User Support', 'Technology' and 'Operations' sections, as well as on the development of an archive of research case studies and virtual organisations / virtual research communities profiles.

The Google Analytics **metrics** for the first quarter show that the website had approximately 2,300 visits per month, with 93,325 pageviews, at an average of 5.19 pages viewed per visit.



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1 INTRODUCTION

The EGI website provides a one stop shop for core information about EGI, EGI.eu, EGI-InSPIRE and the other projects that EGI.eu is involved in. This information has to be balanced against the detailed, project specific and user related information contained on other websites. In general, the content on the EGI website provides a broad overview and introduction to these topics with content that remains fairly static while dynamic information specific to an activity that needs to be updated on a regular basis will be added to the wiki site. A small number of areas on the main website will be frequently updated, such as the press area, news feed and events calendar. Using the EGI website as a jumping off point, users, the public, press, project members and other stake holders should be able to gain access to the information that they need easily and transparently.

The roles and responsibilities of website maintenance (site administrators, web support, content management and administration), the website infrastructure and the list of associate websites (AppDB, document server, the EGI wiki, training services) were the subject of a previous milestone document (MS201; R1).

This document reports the progress and development of the EGI website's structure and content during EGI-InSPIRE's first quarter (May to August 2010). It will also include the first statistics on number of visitors and website usage, as well as future work.



2 STRUCTURE AND DESIGN

2.1 Design changes

The design of the website was recently updated with a new look and feel to match the colours and style of the new EGI logo (Fig. 1; Fig. 2). The graphical details of the new logo and other branding information, such as corporate colours and font are detailed in the milestone MS203 Dissemination Handbook (R2). The implementation of the new skin coincided with other design modifications:

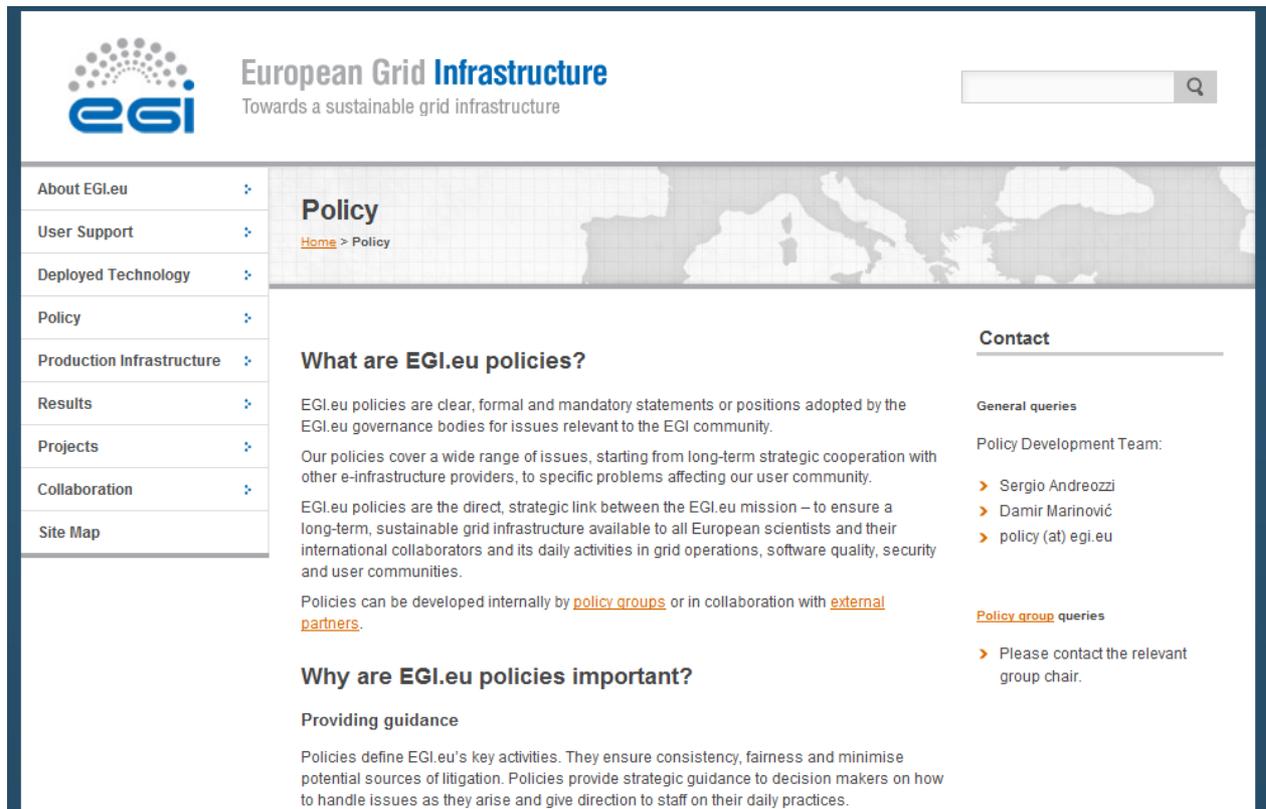
- 1) The **root menu** was moved to the left-hand side of the screen, from its original horizontal orientation placed beneath the banner.
- 2) The basic template now includes the option of adding a **right-hand side column** (Fig. 2) to the body text. This space will feature images, links, contact details, and similar “immediate” content that should be given a high prominence. It can also be left empty, thus creating a white right-hand side margin to enhance readability.



The screenshot shows the EGI.eu homepage. At the top left is the EGI logo with the tagline 'European Grid Infrastructure Towards a sustainable grid infrastructure'. A search bar is located at the top right. A left-hand side menu lists various categories: About EGI.eu, User Support, Deployed Technology, Policy, Production Infrastructure, Results, Projects, Collaboration, and Site Map. The main content area features a large map of Europe and a 'Welcome to EGI.eu' message. Below the map, there are three columns: 'Links' with a 'New vacancies available' link, 'Latest News' with two news items (one about Switzerland and one about the European Desktop Grid Initiative), and 'Events' with a calendar view for Wednesday, October 13, and Thursday, October 14.

Fig. 1 – EGI’s current homepage featuring the new graphic elements (logo, fonts, colours) and left-hand side menu).

- 3) The space allowed for text in the previous design encompassed 100% of the website’s width. With the introduction of the left-hand side menu and the right-hand side column, this width is now reduced to approximately 60% of the width. The addition of the extra white space represents a major improvement in the website’s readability.



European Grid Infrastructure
Towards a sustainable grid infrastructure

Policy
[Home](#) > Policy

What are EGI.eu policies?

EGI.eu policies are clear, formal and mandatory statements or positions adopted by the EGI.eu governance bodies for issues relevant to the EGI community.

Our policies cover a wide range of issues, starting from long-term strategic cooperation with other e-infrastructure providers, to specific problems affecting our user community.

EGI.eu policies are the direct, strategic link between the EGI.eu mission – to ensure a long-term, sustainable grid infrastructure available to all European scientists and their international collaborators and its daily activities in grid operations, software quality, security and user communities.

Policies can be developed internally by [policy groups](#) or in collaboration with [external partners](#).

Why are EGI.eu policies important?

Providing guidance

Policies define EGI.eu's key activities. They ensure consistency, fairness and minimise potential sources of litigation. Policies provide strategic guidance to decision makers on how to handle issues as they arise and give direction to staff on their daily practices.

Contact

General queries

Policy Development Team:

- > Sergio Andreozzi
- > Damir Marinović
- > [policy \(at\) egi.eu](mailto:policy@egi.eu)

Policy group queries

- > Please contact the relevant group chair.

Fig. 2 – Example of a content page, with the newly implemented right-hand column area.

2.2 Structure changes

The EGI.eu website structure currently is composed of eight root sections (Fig. 1):

Title of section	Description	Subsections
Homepage	Introduction to EGI.eu website, calendar and news feed	--
About EGI.eu	Overview of EGI.eu and links to the intranet services for project members	Mission; News; Events; Governance; Policy (new); Glossary (relocated); Staff; Jobs; Press; FAQ; Contact; Intranet
User Support	Information on training, support teams and services and a link to the applications database	Requesting support; Support teams; Support services; Training; Applications database
Deployed technology	Technology roadmap and information about technology providers as well as	Technology Roadmap; Technology Providers; Assessment Criteria

	assessment criteria	
Production infrastructure	Covers the current status of the production infrastructure, usage figures and links to the NGI individual sites	Current Status; Usage Figures; Resource Providers (renamed)
Results	Links to articles about EGI, project newsletters, presentations press releases and reports	Articles; Newsletters; Presentations; Technical Reports; Director's letters (new)
Projects	Links to the EGI-InSPIRE project website, the EGI-DS website and websites for the three phases of EGEE.	EGI-InSPIRE; EGI-DS; EGEE-III; EGEE-II; EGEE-I
Collaborations	Links to collaborations with infrastructure, technology, community and other projects.	Infrastructure projects; Technology projects; Community projects; Other projects; Partners

The basic structure remains the same as reported in the MS201 milestone (R1), although some subsections were expanded and/or relocated. The main design and structural changes observed in the past quarter are:

- A new **Policy** subsection was added to the About EGI.eu section.
- The **Glossary** has been moved from the Results section and added to the About EGI.eu section.
- The **Director's Letters** area has been moved from the Newsletters subsection in Results and upgraded to an independent subsection within the same section.

2.3 Upcoming structure changes

The website is still a work in progress and we anticipate a number of structural changes in the coming months to accommodate the evolution of the project. The root menu will be modified to include the following sections:

- Homepage
- About
- User Support
- Technology (Renamed)
- Operations (Renamed)
- Policy (New)
- Projects
- Press (New)
- Publications (Renamed)



- Contact
- Site map
- Intranet

Additional comments to upcoming changes:

- 1) The **homepage will be redesigned** to accommodate new elements, alongside the current ones. The new homepage will include:
 - **Left-hand side menu**, listing the 12 root sections of the website.
 - **Welcome box**, with link to EGI's video presentation, in a preeminent location in the homepage. The aim of the welcome box is to tell all visitors, no matter their background, what EGI is for. The message should be kept simple and focus on the ultimate purpose of EGI (to provide reliable computing services to European scientists). It should be no more than 20 words.
 - **News box**, with an RSS feed of the latest articles published in our website. Each item should include linked title, thumbnail and subtitle.
 - **Events box**, with the embedded events calendar, driven by Google.
 - **(New) "Call for action" box**, ideally in a prime location of the homepage, with links corresponding the main needs of visitors to the site, such answering the visitor's questions. Examples may include:
 - Get started > Link to starting guide
 - Get help > Link to user support
 - Register for an event > Link to the event
 - **(New) Placeholder** for images and videos.
- 2) The **creation of an independent Policy section**, as the material is currently hosted as a subsection of About EGI.eu. This will enable the policy team to create and develop its own web presence, with freedom to accommodate the needs of their on-going work within their pages. The new policy section will also host the material listed previously under Collaborations.
- 3) **Upgrading the Press subsection to the main menu**. The Press Room is meant to be the first port of call for journalists, reporters and freelancers and, as such, should be as visible as possible.
- 4) **Renaming three of the sections:**
 - Deployed Technology > Technology
 - Production Infrastructure > Infrastructure
 - Results > Publications

These changes are designed to improve the readability of the main menu for lay visitors. They will also increase the main menu's similarities with the websites of other large-scale,



international research organisations that showcase their outputs in a “Publications” section (e.g. CERN, EMBL, EMBO).

- 5) The **addition of a Gender Action subsection** to the EGI-InSPIRE area of the website to feature the gender equality strategies of EGI.eu and its project partners, as well as statistics, links and policy documents.



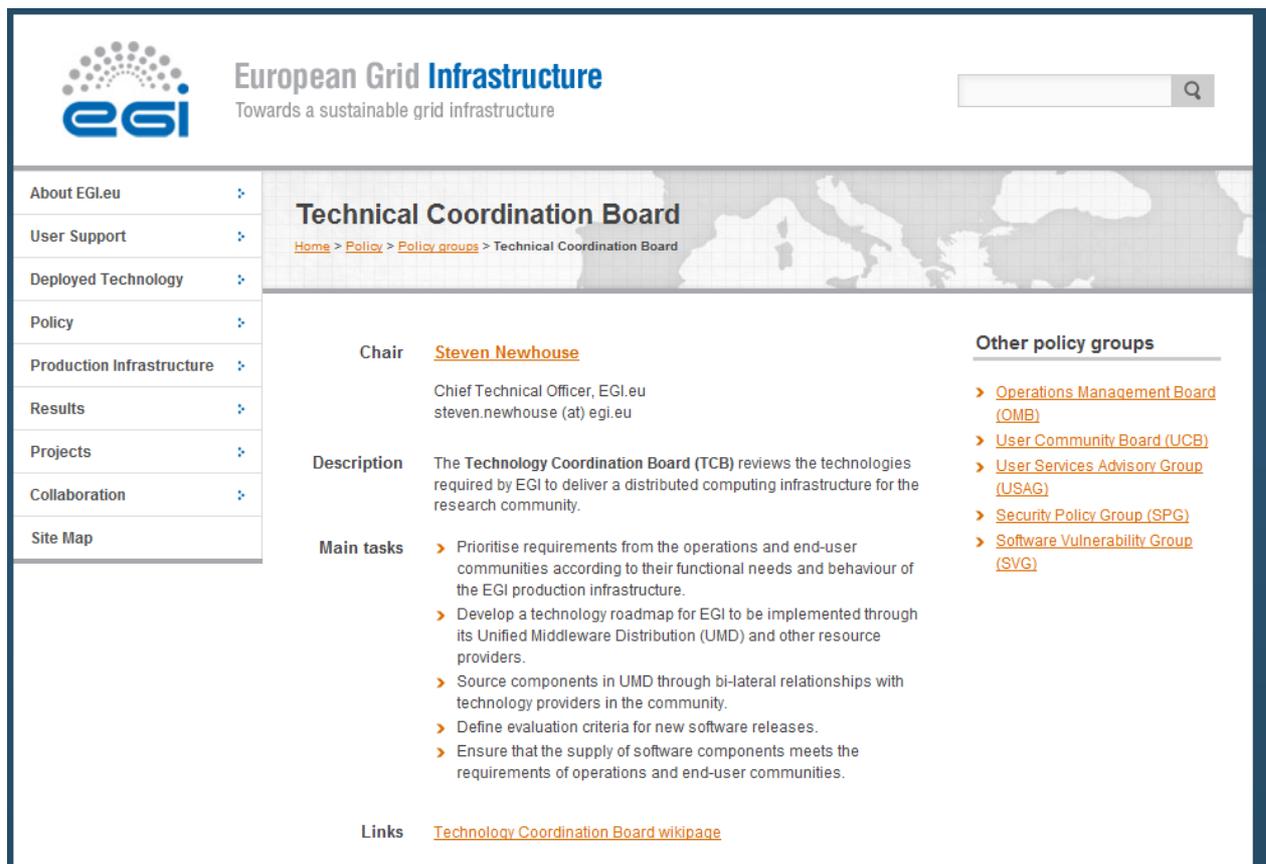
3 CONTENT

The content of the website has been considerably expanded since the start of the project in May 2010, as the different teams start to work on their remits.

3.1 Recent content improvements

- 1) (Regular Updates) The **News subsection** has been regularly updated with news items about the build up to the EGI Technical Forum and general project news. We aim to increase the publication frequency and the scope of new articles in the coming months to include not only events and project-related news, but also scientific achievements supported by work using the grid infrastructure.
- 2) (Regular Updates) The **Events calendar** is now populated with events relevant to the e-Infrastructure community around the world. The calendar now lists at least one event per week for the next four months. In time, we aim to establish the EGI events calendar as a reference point for upcoming conferences and meetings.
- 3) (NEW) The **Policy subsection** was added to the About EGI.eu menu and is poised to become an independent section in the near future. Milestone MS205 (Establishing the policy area of the website; R3) contains additional details. The policy pages are subdivided as follows:
 - **Policy homepage.** This page (Fig. 2) includes what EGI defines as policies, their importance to the institution as a whole and EGI's policy-making principles. The section also outlines the distinctions between policies produced by internal policy groups and external collaborations, established, respectively, by Terms of Reference and Memoranda of Understanding. The page also specifies contact details for the policy team.
 - **Policy groups page.** This page elaborates the concept of policy groups, what they are, how are they constituted and their working procedure. The page includes a list of the policy groups currently at work. Each group has (or will have) its own webpage, with contact details of the group's Chair, group description, main tasks, links to documents and deliverables, and additional information where appropriate.
 - Technology Coordination Board (TCB) (Fig.3) (webpage created)
 - Operational Tools Advisory Group (OTAG)
 - Operations Management Board (OMB) (webpage created)
 - Operations Automation Team (OAT)
 - User Community Board (UCB) (webpage created)
 - User Services Advisory Group (USAG) (webpage created)
 - Security Policy Group (SPG) (webpage created)
 - Software Vulnerability Group (SVG) (webpage created)

- Security Coordination Group (SCG)
- **External collaborations page.** The page describe the importance of external collaborations to the vision of EGI, the EGI policy on external collaborations and a list of potential partners. The page will be updated with details on individual collaborations as EGI signs agreements with different partners.



The screenshot shows the EGI website's 'Technical Coordination Board' page. The header includes the EGI logo and the text 'European Grid Infrastructure Towards a sustainable grid infrastructure'. A search bar is located in the top right. The left navigation menu lists: About EGI.eu, User Support, Deployed Technology, Policy, Production Infrastructure, Results, Projects, Collaboration, and Site Map. The main content area features a breadcrumb trail: Home > Policy > Policy groups > Technical Coordination Board. The 'Chair' section identifies Steven Newhouse as the Chief Technical Officer. The 'Description' section states that the TCB reviews technologies for the research community. The 'Main tasks' section lists five bullet points: prioritising requirements, developing a technology roadmap, sourcing components in UMD, defining evaluation criteria, and ensuring software supply. The 'Other policy groups' section lists: Operations Management Board (OMB), User Community Board (UCB), User Services Advisory Group (USAG), Security Policy Group (SPG), and Software Vulnerability Group (SVG). A 'Links' section at the bottom provides a link to the 'Technology Coordination Board wikipedia' page.

Fig. 3 – The policy groups pages, represented here by the TCB page.

- 4) (Updated) The **glossary** has been expanded with the feedback provided by the different teams. New glossary terms are added by project members contacting glossary@egi.eu. All terms used in milestones and deliverables should be added to the glossary through this route.
- 5) (Updated) The **Staff page** (Fig. 4) has been updated as new colleagues join the EGI.eu team in Amsterdam and redesigned to include a photograph, job title and contact details for each team member. The evolution from the previous bullet point list to the current design is meant to solidify the image of EGI's staff as an approachable, accountable and professional



team. In due time, we aim to create individual staff pages to detail the specific functions of each team member within the organisation.

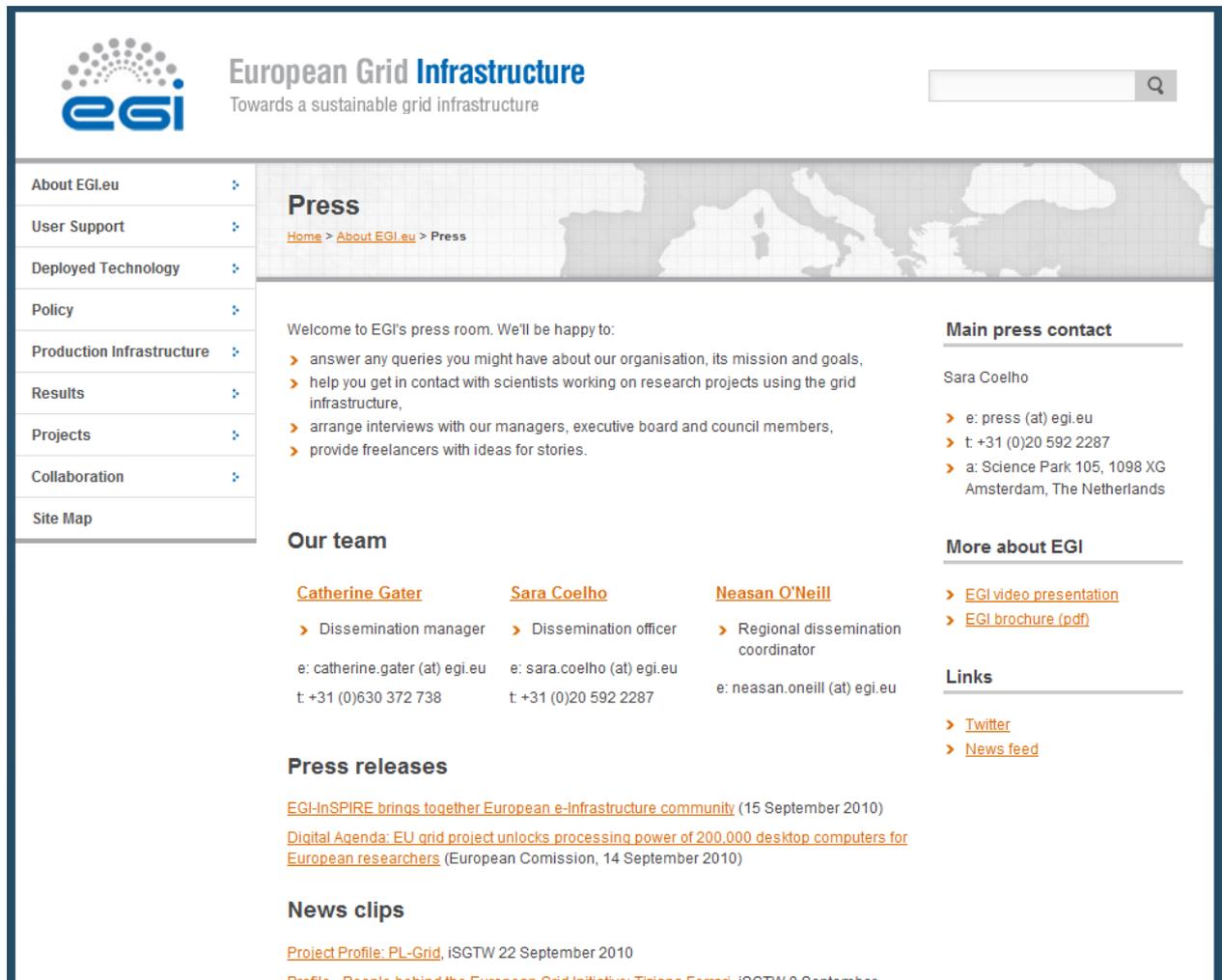
6) (Updated) The **Press page** (Fig. 5) has been expanded and redesigned to provide useful information to members of the media, including:

- The list of services provided by the press office;
- The main press contact;
- Contact details for the dissemination team;
- Links to EGI press releases;
- Selected news clips; and
- Approved, downloadable version of the EGI logo

As the project progresses, we aim to add information about research applications, success stories and other case studies likely to be of interest to the media.

About EGI.eu	<h2>Staff</h2> <p>Home > About EGI.eu > Staff</p>   <p><u>Steven NEWHOUSE</u> EGI.eu Director director (at) egi.eu</p>  <p><u>Sergio ANDREOZZI</u> Policy Development Manager sergio.andreozzi (at) egi.eu</p>  <p><u>Stephen BREWER</u> Chief Community Officer steve.brewer (at) egi.eu</p>  <p><u>Michel DRESCHER</u> Technical Manager michel.drescher (at) egi.eu</p>  <p><u>Tiziana FERRARI</u> Chief Operations Officer tiziana.ferrari (at) egi.eu</p>  <p><u>Céline BITOUNE</u> Project Finance Officer celine.bitoune (at) egi.eu</p>  <p><u>Sara COELHO</u> Dissemination Officer sara.coelho (at) egi.eu</p>  <p><u>Karolis EIGELIS</u> User Community Support Officer karolis.eigelis (at) egi.eu</p>  <p><u>Nuno FERREIRA</u> User Community Support Officer nuno.ferreira (at) egi.eu</p>
User Support	
Deployed Technology	
Policy	
Production Infrastructure	
Results	
Projects	
Collaboration	
Site Map	

Fig. 4 – The new staff page.



The screenshot shows the EGI Press room website. At the top left is the EGI logo and the text 'European Grid Infrastructure Towards a sustainable grid infrastructure'. A search bar is on the top right. A left sidebar contains a navigation menu with items: About EGI.eu, User Support, Deployed Technology, Policy, Production Infrastructure, Results, Projects, Collaboration, and Site Map. The main content area is titled 'Press' and includes a breadcrumb trail: Home > About EGI.eu > Press. The main text welcomes visitors and lists three bullet points: answer queries, help contact scientists, and arrange interviews. Below this is the 'Our team' section with profiles for Catherine Gater, Sara Coelho, and Neasan O'Neill, each with their role and contact information. To the right, there are sections for 'Main press contact' (Sara Coelho), 'More about EGI' (links to video and brochure), and 'Links' (Twitter and News feed). At the bottom, there are sections for 'Press releases' and 'News clips' with links to specific articles.

Fig.5 – The Press room

- 7) (Updated) The **Applications Database page** has been expanded from its original draft, which included only a link to the database's website. Now the page includes a concise and informative introduction on the goals, key features and practical uses of the database. (http://www.egi.eu/user-support/technical_services/AppDB.html)
- 8) (Updated) The **Deployed Technology section**, previously empty, now includes a brief introduction to its three subsections: Technology roadmap, Technology providers and Assessment criteria. This is one of the main areas within EGI and we anticipate that this section will be considerably expanded as the project develops.
- 9) (Updated) The **Production Infrastructure section** is likewise a work in progress. The main update is a comprehensive list of **resource providers**, including links to their respective NGIs.



- 10) (Regular Updates) The **Articles page** has been updated with the latest news clips about EGI and EGI-InSPIRE

- 11) (NEW) The **Newsletter** subsection now includes a **digital issue of Inspired** (Fig. 6), to complement the .pdf version of the newsletter. Each issue will have its own “homepage” with a linked Table of Contents and each article published in Inspired will have its own page (e.g. Fig. 7), which can be customised with links, images or other materials, as appropriate.

- 12) (NEW) The **Director’s letters** now have a designated webpage.

- 13) (Updated) The pages about the **EGI-InSPIRE** have been expanded and now include an overview of the project’s **objectives, governance** structure and **activity** plans. There is an additional page to list **deliverables and milestones (D&M)**. The D&M page (Fig. 8) should list links for the documents referring to the previous quarter. The deliverables and milestones from previous quarters should be detailed in their own pages, which can be archived in the right-hand column of D&M. The documents are held in the DocDB documents server.

- About EGI.eu
- User Support
- Deployed Technology
- Policy
- Production Infrastructure
- Results
- Projects
- Collaboration
- Site Map

Summer 2010

[Home](#) > [Results](#) > [Newsletters](#) > Inspired Summer 2010



EGI Inspired Summer 2010

First issue of the project newsletter, published Summer 2010.

Headlines

[User Community: Applications database is up and running](#)

- > Looking for grid applications to make the difference?

[Operations: Central European ROC evolves into NGIs](#)

- > CE-ROC shut up shop on 31 July, after providing core services in eight European countries for more than six years.

[Operations: Distributed monitoring service is operational](#)

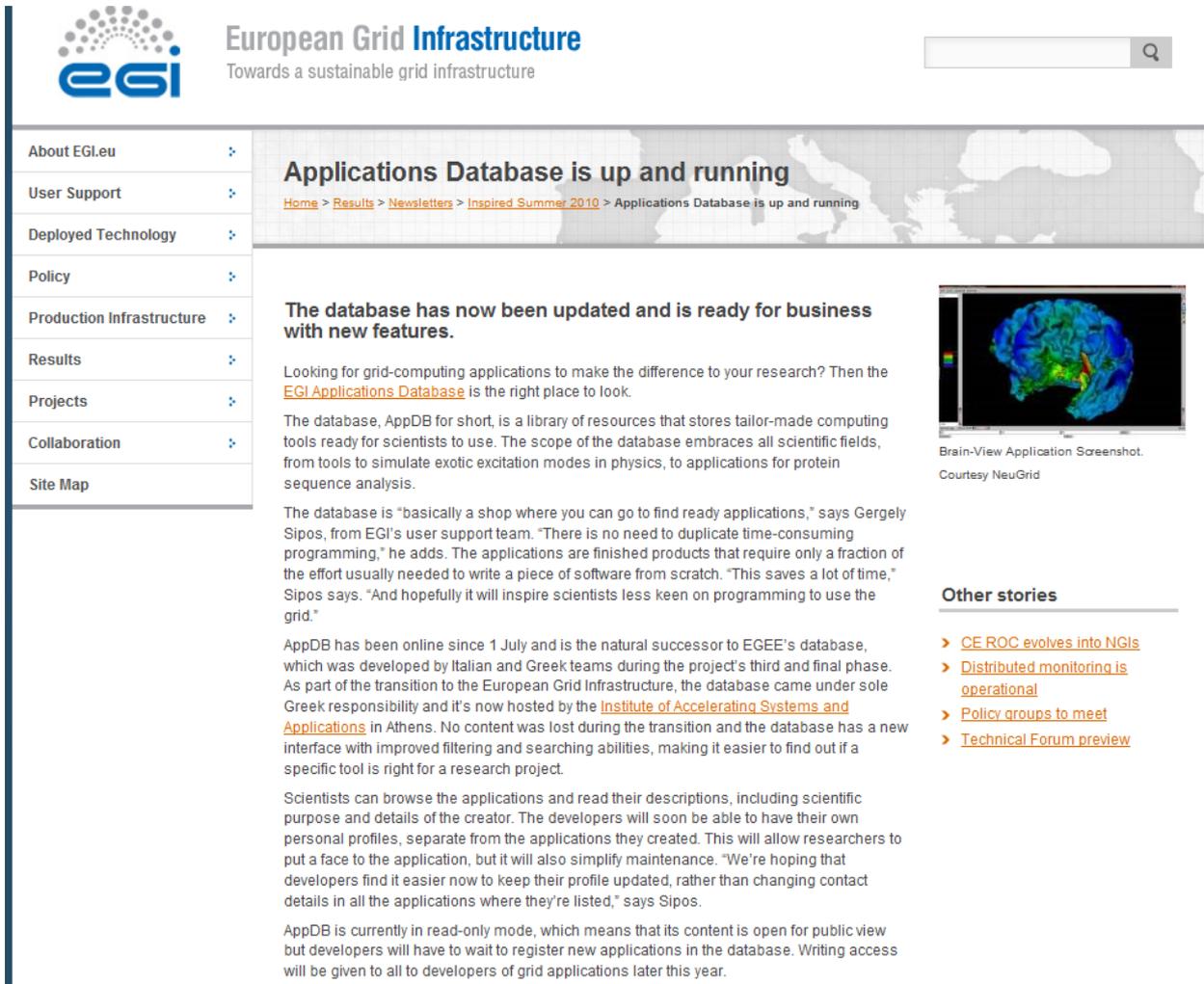
- > Grid monitoring has become the first fully-distributed operational service to enter production within EGI.

[Policy: Policy groups have started to meet](#)

- > Ensuring a sustainable grid infrastructure for European scientists requires collaboration between stakeholders.

[Events: Technical Forum preview](#)

Fig. 6 – Digital issue of EGI Inspired, with linked table of contents.



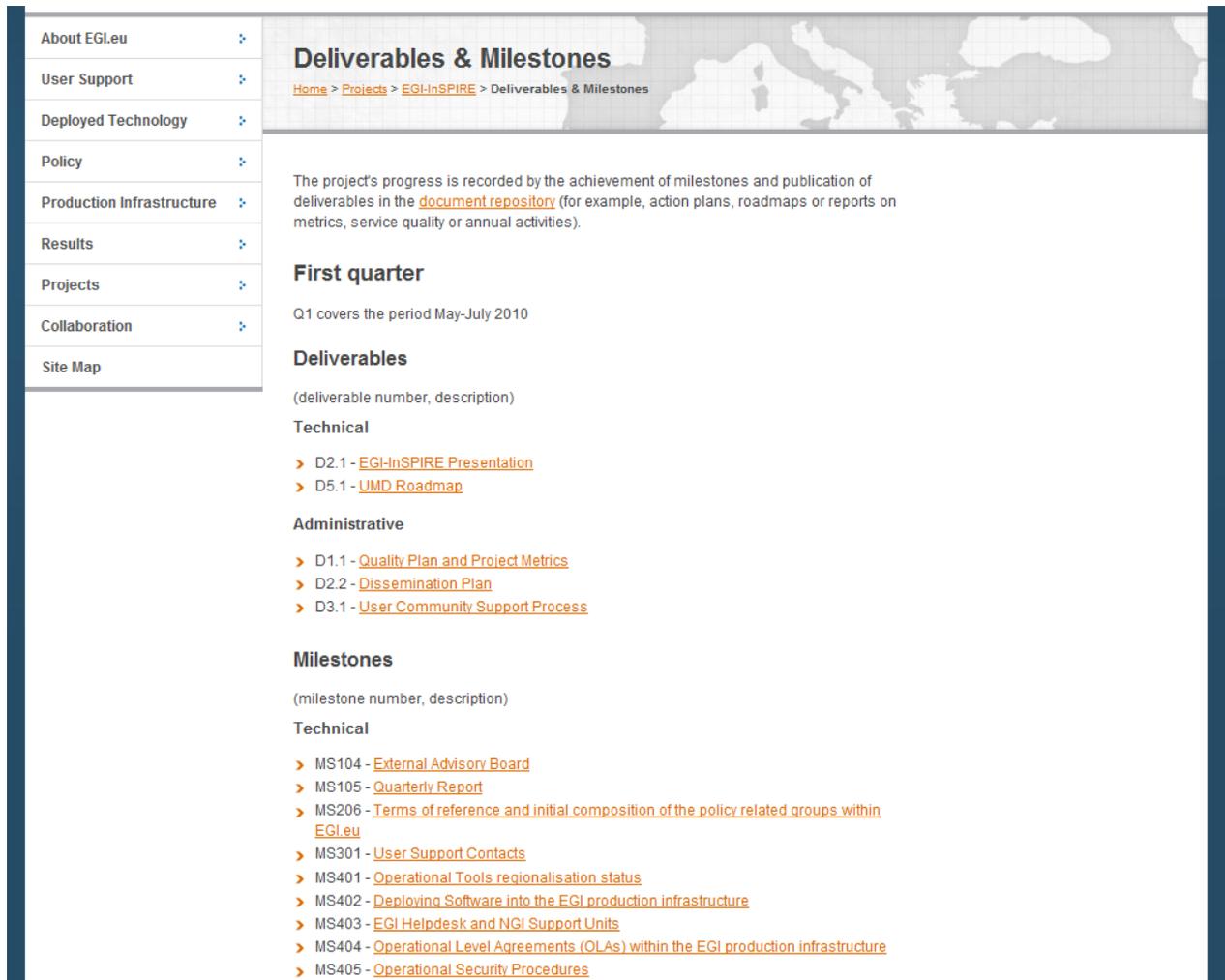
The screenshot shows the EGI website interface. At the top left is the EGI logo and the text "European Grid Infrastructure Towards a sustainable grid infrastructure". A search bar is on the top right. A left-hand navigation menu lists: About EGI.eu, User Support, Deployed Technology, Policy, Production Infrastructure, Results, Projects, Collaboration, and Site Map. The main content area features a headline "Applications Database is up and running" with a breadcrumb trail: Home > Results > Newsletters > Inspired Summer 2010 > Applications Database is up and running. Below the headline is a sub-headline: "The database has now been updated and is ready for business with new features." The article text discusses the transition of the Applications Database (AppDB) to EGI, its features, and its availability. A sidebar on the right includes a "Brain-View Application Screenshot" image and a list of "Other stories" with links to "CE ROC evolves into NGIs", "Distributed monitoring is operational", "Policy groups to meet", and "Technical Forum preview".

Fig. 7 – Example of a story published in the Summer 2010 issue of Inspired.

3.2 Future work

Despite the recent content additions to the website further activity is needed to meet the goals of providing clear information about the project to audiences from the lay visitor to the technical expert, as outlined in the Dissemination Plan. The focus of work on the website’s content will now shift towards populating the following areas over PQ2:

- About EGI.eu
- User Support
- Technology
- Operations



Deliverables & Milestones
Home > Projects > EGI-InSPIRE > Deliverables & Milestones

The project's progress is recorded by the achievement of milestones and publication of deliverables in the [document repository](#) (for example, action plans, roadmaps or reports on metrics, service quality or annual activities).

First quarter
Q1 covers the period May-July 2010

Deliverables
(deliverable number, description)

Technical

- > D2.1 - [EGI-InSPIRE Presentation](#)
- > D5.1 - [UMD Roadmap](#)

Administrative

- > D1.1 - [Quality Plan and Project Metrics](#)
- > D2.2 - [Dissemination Plan](#)
- > D3.1 - [User Community Support Process](#)

Milestones
(milestone number, description)

Technical

- > MS104 - [External Advisory Board](#)
- > MS105 - [Quarterly Report](#)
- > MS206 - [Terms of reference and initial composition of the policy related groups within EGI.eu](#)
- > MS301 - [User Support Contacts](#)
- > MS401 - [Operational Tools regionalisation status](#)
- > MS402 - [Deploying Software into the EGI production infrastructure](#)
- > MS403 - [EGI Helpdesk and NGI Support Units](#)
- > MS404 - [Operational Level Agreements \(OLAs\) within the EGI production infrastructure](#)
- > MS405 - [Operational Security Procedures](#)

Fig. 8 – Deliverables & Milestones home, with the complete Q1 list.

Other areas of content where improvements will be made over the next year:

- A **library/archive of research case studies**, detailing practical applications of the grid infrastructure to specific scientific and research problems. Ideally, the archive should cover the widest possible range of scientific fields and include examples of high-impact research. The case studies should use clear, jargon-free language to convey the usefulness of the grid infrastructure to European science to a lay audience. The case study archive aims to:
 - Provide journalists with a score of examples to use when writing stories about EGI, associated projects or events.
 - Give freelancers a range of feature ideas to explore.
 - Contribute to an overall improvement of the public understanding and appreciation of the added value of e-infrastructures.



- **Profiles of Virtual Organisations (VOs) and/or Virtual Research Communities (VRC)**, detailing what they do and what services they offer to potential users, as well as examples of related research outputs (case studies). This will:
 - Help individual scientists to decide which VO/VRC to join.
 - Help to clarify by example the differences and relationship between the two types of community.
 - Help to build a sense of community within EGI.
- **Stepping up the pace of new articles in the News section.** This will help to build the image of EGI as a dynamic organisation and will guarantee that our RSS and Twitter feeds are frequently updated.
- Develop an **image library**, with up to 20 attractive images available for use in presentations, publications or articles, for example. Copyright information on these images should be clearly stated. The featured images could potentially be “cycled” in the homepage’s image placeholder.

4 METRICS

The usage statistics listed below for the first quarter (May-July 2010) were collected from the Google Analytics' report (Fig. 9) on the www.egi.eu website.

A comprehensive review of the website's metrics is out of the scope of the present report. Moreover, the data here presented refers to the project's first quarter and, therefore, cannot be compared to other periods of time.

However, based on the traffic figures outlined below, more work is needed to attract visitors to the website. This will be a continued effort over the next quarters and we expect an increase of traffic as the project develops and as we strengthen our bonds with the community. To meet this objective, the website must become useful to the community and appealing to the lay audience.

Potential paths to increase traffic to the website include:

- Become a hub for the community, hosting:
 - A calendar of grid and distributed computing-related events
 - A comprehensive list of links to portals, dashboards and other tools used on a day-to-day basis
 - A centralised collection of technical reports and documentation
- Build a collection of case studies, profiles and engaging stories about the practical uses of e-infrastructures
- Develop a network of links with associate and partner websites to maximise traffic through referring links
- Produce html versions of dissemination materials (in addition to printed and pdf)

Nevertheless, the current visitors are dedicated and interested in the information provided. Of special interest is the figure on average time spent on the website (over four minutes), as well as the observation that more than a third of visitors stays for more than one minute and about half visits three pages or more.

4.1 Overview

- The website received **17,987 visits**, with an average of **196 visits** per day and **5,834 unique visitors**.
- The website recorded **93,325 pageviews**, at an average of **5.2 pages viewed per visit**.
- The average time spent on the website was **00:04:40**
- The number of visitors is significantly lower during weekends and tends to peak at the beginning of each week.
- The busiest day so far was **Friday 28 May** (with 344 visitors)

- Despite the daily peaks, there is no significant overall trend with the monthly average stabilised around **2,300 visits per month**.

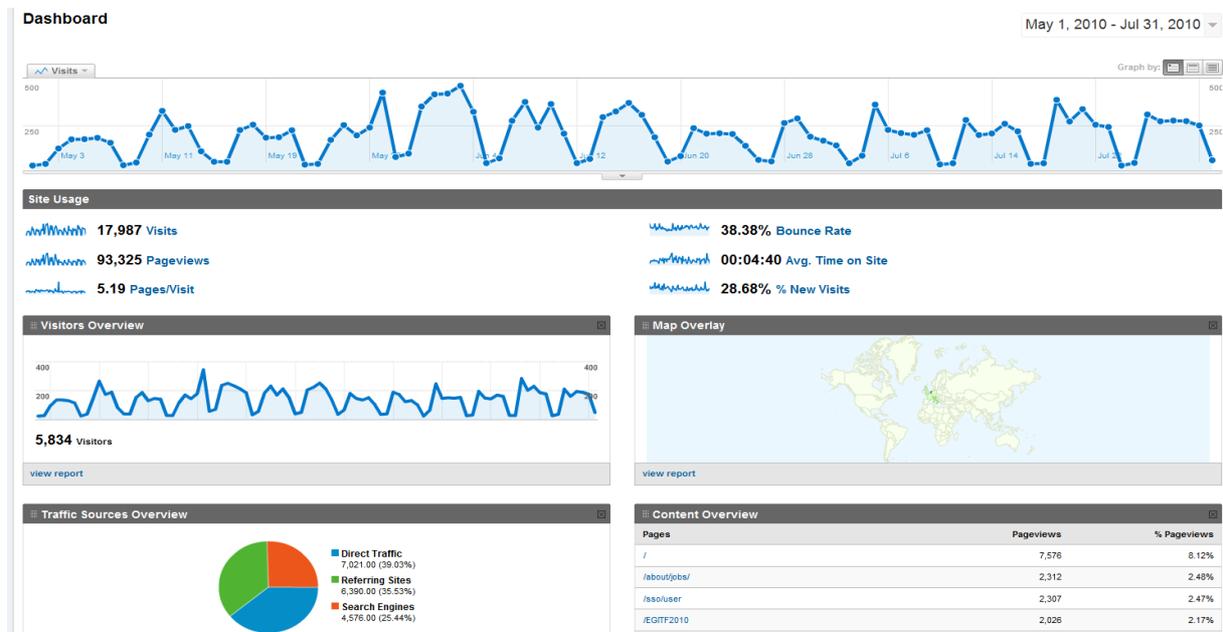


Fig. 9 – Google Analytics overview traffic on EGI’s website. Overall number of visitors (top) and unique visitors (bottom) for the period between 1 May and 31 July 2010.

4.2 Visitors

- Our visitors come mainly from the Netherlands (2932 visits), followed by Italy (1691), and a cluster formed by the United Kingdom, Germany, France and Switzerland (all with an average of around 1300).
- More than a third of our visitors (36.87%) spends more than one minute on the website and about half visits three pages or more.
- 39.03% of the visitors arrive at the website via direct links, whereas Google accounts for 24.70% of visits. Referring sites (top: eu-egee.org and web.eu-egi.eu) are responsible for 35.53% of the traffic.

4.3 Content

- The most popular sections of the website were:
 - Indico (events website) (47.0%)
 - About (14.9%)
 - SSO (14.5)
- Popular pages include Indico pages, Homepage, Jobs, EGI Technical Forum 2010, Intranet, News, Staff.



5 CONCLUSION

The EGI website has been considerably expanded and upgraded during EGI-InSPIRE's first quarter of activity. The main improvements were made in the design and content of the website, namely the changes made to increase readability, the update of the graphical look of the website with new logo, colours and font, as well as expansion of key content areas (e.g. the policy pages).

However, the website is a work in progress and further improvements and developments are expected over the coming months to maximise the website's impact to the dissemination goals of the project.



6 REFERENCES

R 1	MS201: EGI website (https://documents.egi.eu/secure/ShowDocument?docid=126)
R 2	MS203: Dissemination Handbook (https://documents.egi.eu/secure/ShowDocument?docid=145)
R 3	MS205: Establishing the policy area of the website (https://documents.egi.eu/secure/ShowDocument?docid=93)