

WhLMSC WEBSITE REPORT

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Abstract: This deliverable summarises the website-related statistics and metrics pertinent to the project and its goals.

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This document is intended for the use of the "*Whole Life Management of Sustainable Construction*" project partners. It may be distributed by that project partners as required.

Keyword List: Website, hits, dissemination, report

PARTNER ORGANIZATIONS

Beneficiary: Whole Life Consultants
(UK) Limited



Partner 1: PPP Centar Ltd.
(Croatia)



Partner 2: Frederick University
(Cyprus)



Partner 3: Asociación Centro de
(Spain) Intervención Cultural y
Educativa DOCTUM



Partner 5: FOR SAS di Paolo Tubino&C.
(Italy)



WhLMSC – Website Statistics

The WhLMSC Project’s Website was monitored using Google Analytics, which enabled the consortium to keep tabs on the number and origin of visits, content that seemed to attract the visitors’ interest, fluctuation of visits in relation to other activities undertaken by the Partners etc., allowing the Consortium to devise strategies to attract more interest and improve the usability of the website.

Below are presented a number of figures and tables regarding the website. They will help to illustrate the ways in which the website aided the Partners in promoting the purposes of the project, as well as illustrate the global outreach that the project achieved.

The main metric which was monitored in relation to the website, was the number of visits; as stated in the Application Form, the goal of the Partners was to have a monthly average of at least 400 visits, during the last 6 months of the project (Apr-14 – Sep-14). This report will also display how this goal was exceeded, despite the fact that the monitoring period included the summer holidays in the partner countries.

From 1st March 13 to 30 September 2014

Presented in Figure 1 are data regarding the visits the website has received over the period of its existence (from its upload on 1 March 2014 to the end of the project on 30 September 2014). The figure shows the increased interest in the website as the project moved forward and gained momentum, with spikes occurring around the various training and dissemination events organised by the Partners.

Also noteworthy is the average visit duration which is just below 3 minutes, indicating that the majority of the traffic comprises visitors who spent time in the website, rather than chanced upon it.

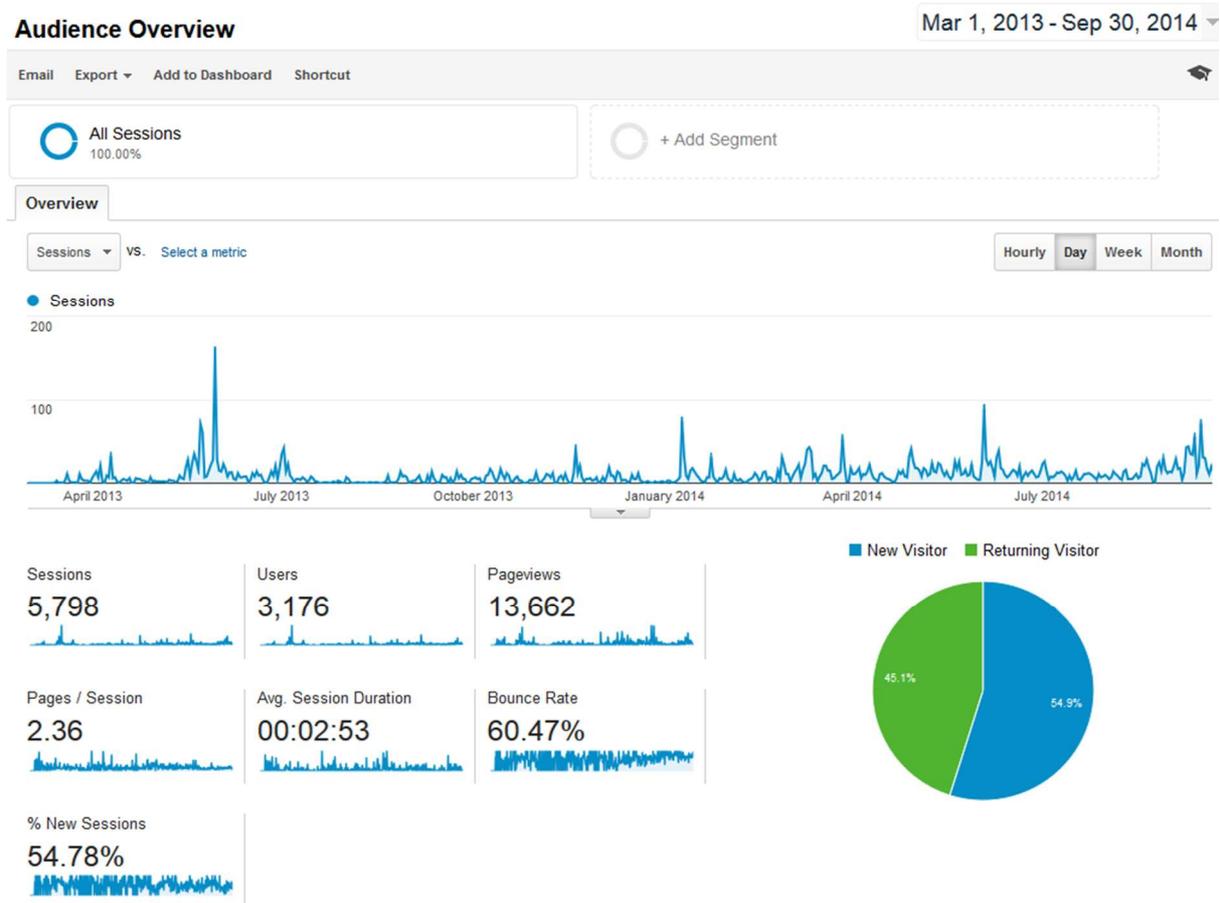


Figure 1: Number of visits (1 Mar 13 - 30 Sep 14)

The origin of the visitors doesn't hold many surprises, as seen in Figure 2, mainly originating from the partners' countries.

Demographics	Country / Territory	Sessions	% Sessions
Language	1. 🇨🇾 Cyprus	2,535	43.72%
Country / Territory	2. 🇬🇧 United Kingdom	868	14.97%
City	3. 🇪🇺 Croatia	592	10.21%
System	4. 🇮🇹 Italy	389	6.71%
Browser	5. 🇪🇸 Spain	252	4.35%
Operating System	6. 🇧🇷 Brazil	180	3.10%
Service Provider	7. 🇲🇹 Malta	177	3.05%
Mobile	8. 🇬🇷 Greece	151	2.60%
Operating System	9. 🇷🇴 Romania	95	1.64%
Service Provider	10. 🇺🇸 United States	89	1.54%
Screen Resolution			view full report

Figure 2: Origin of visitors by country (1 Mar 13 - 30 Sep 14)

What did come as a surprise however, is that the website was visited by users in almost 100 countries worldwide, covering more than 80% of the countries in Europe (Figure 3). The truly global outreach of the project serves to illustrate the widespread interest in Sustainability in Construction, and indicates the existence of opportunities for further exploitation and dissemination of the project’s legacy.

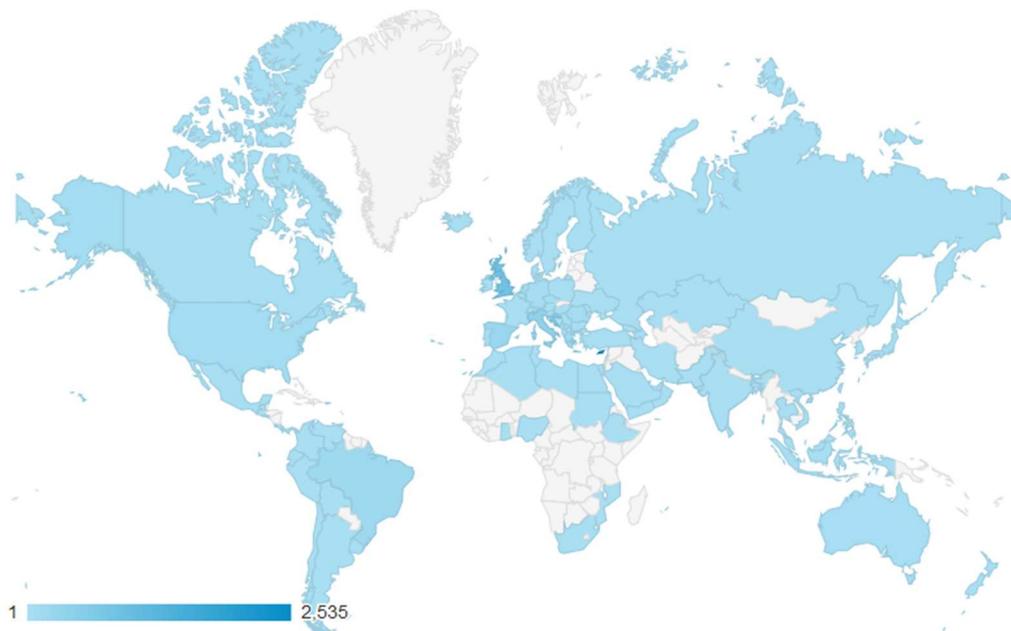


Figure 3: Origin of visitors (1 Mar 13 - 30 Sep 14)

Monitoring Period: 1 April 2014 – 30 September 2014

Looking more closely at the website's 6-month monitoring period, a lull of activity can be discerned during July and August, as expected due to the summer holidays (Figure 4 and Table 1).

The table also displays the average monthly visits to the website, the figure being 452 of the target of 400.

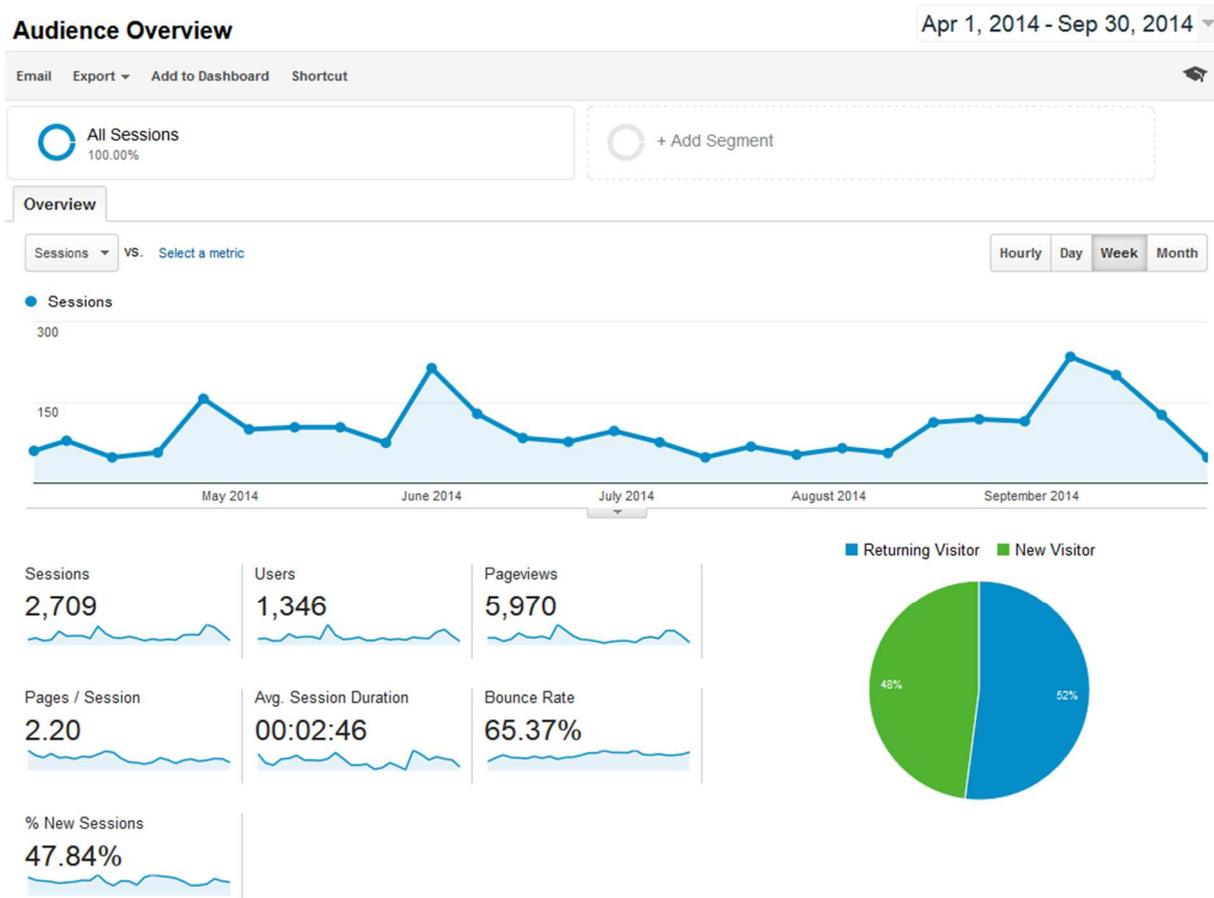


Figure 4: Number of visits (1 Apr 14 – 30 Sep 14)

Table 1: Monthly and total visits & Average for the monitoring period

Month	Visits
Mar-13	49
Apr-13	177
May-13	602
Jun-13	291
Jul-13	190
Aug-13	78
Sep-13	142
Oct-13	189
Nov-13	213
Dec-13	149
Jan-14	310
Feb-14	208
Mar-14	491
Apr-14	350
May-14	434
Jun-14	526
Jul-14	307
Aug-14	380
Sep-14	712
Total	5,798
Average for Monitoring Period	452

Figure 5 shows the origin of visits during the last 6 months of the project, with the partner countries featuring prominently, but also with significant interest from Brazil, Malta and Greece, reinforcing the impression of the project’s global outreach.



Figure 5: Origin of visitors by country (1 Apr 14 - 30 Sep 14)