



CALL 2022 ROUND 1 KA2

KA220-ADU - COOPERATION PARTNERSHIPS IN ADULT EDUCATION | ERASMUS+

2022-1-IT02-KA220-ADU-000085004

“CULTURAL E-COMPETENCIES IN OPEN AIR”



## PRESENTATION OF THE WEBSITE

### WP4\_Website Presentation

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## Summary

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## INTRODUCTION

Information structure and navigability are key elements in creating a website aimed at ensuring a positive user experience.

The *www.e-competencies.online* website was developed as part of the European Cultural **E-Competencies project**, funded by the Erasmus+ programme. Its structure reflects the five *work packages* that make up the project, each with specific objectives and timelines. The objectives of its creation include project management, content creation, digitisation and communication of results with the aim of promoting the integration of digital and cultural skills.

WordPress **was used for its creation**, one of the most popular platforms for creating websites. *WordPress* was chosen for its ease of use and adaptability in content management. Thanks to its plugins, it was possible to implement a responsive design, ensuring that it could be navigated on different devices.

Structurally it is equipped with:

- **Static pages** for institutional content
- **dynamic pages** for publishing updates and resources.
- A **training platform** aimed at the development of digital and interdisciplinary skills.

Through courses, digital resources and interactive toolkits, it offers educational tools and promotes the replicability of the project at a social and cultural level.

## INFORMATION STRUCTURE AND WEB DESIGN

The **information structure of a website** tells visitors how to move around the site. Starting from the study of the key elements for the creation of a structure optimized for search engines (SEO) and well organized and intuitive, a linear structure was chosen, with navigation elements such as **menus, internal links, forums and reserved area**. The information was created to emphasize the principles and methodologies present in the project.

The site menu, located at the top of the homepage, offers a clear and immediate overview of all the content present.

The "*Homepage*" is designed to provide an overview of the project, with sections dedicated to a brief explanation of the project, activities and future events through the use of images and short texts.

The "*Project plan*" section describes the activities and steps to create a new outdoor museum experience focused on skills development.

The "*Priorities and Objectives*" pages provide information about the concept of the "Open-Air Museum of Culture Builders" and its objectives. The user is informed about the development of transversal skills, the promotion of active citizenship, the goal of connecting young people to their local realities by enhancing their cultural heritage through the use of advanced digital technologies.

The "*Work Packages and Results*" (WP) section is dedicated to the five project phases and their respective results. This page, constantly updated and dynamic, provides a detailed description of each WP, illustrating the activities carried out. Each phase has **links**, where it is possible to consult the scientific works produced by the project partners as reports and questionnaires. In this way, it is possible to constantly monitor the state of the art and the progress of research.

To inform users about meetings and project events, the "*Project Meetings*" section has been created where it is possible to find, constantly updated, the calendar of Transnational Project Meetings (TPMs), while in "*Sustainability and Replicability*" the Multiplier Events are indicated.

The website also hosts a page dedicated to project "*Partners*" and a "*Reserved Area*" accessible via credentials and intended for students, teachers and secondary stakeholders. Within this area, users have direct access to the e-learning platform and a forum where the community has the opportunity to learn and exchange opinions through articles, external links or video insights. Data

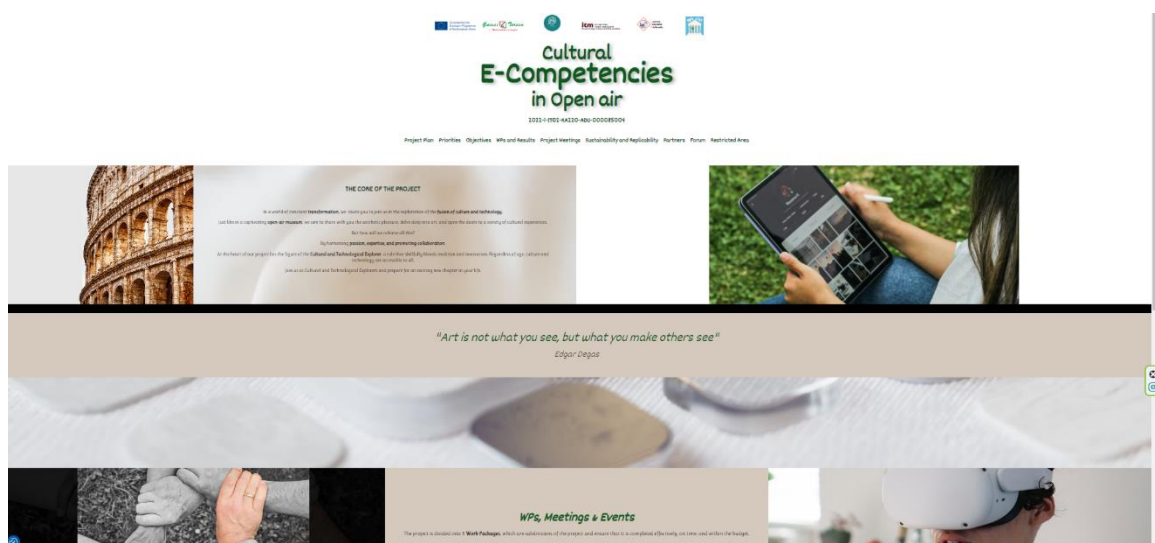
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**monitoring** enables the analysis of **accessibility** and digital growth. Credentials can also be issued during events to expand the network of users involved in the project.

The **web design** has been designed to offer a *user-friendly* interface characterized by a color palette based on two main shades: beige and green and a clear and readable typography. The focus is on accessibility and functionality to quickly track down all project information, and visuals, multimedia, and sections have been structured to make the site dynamic. The synthetic texts have been designed to make the content immediately understandable, while the direct language to be intuitive and focused on the development of new skills.

From a technological point of view, for the design and creation of the pages, the Elementor plugin was used, a visual page builder equipped with a wide range of widgets and styling options. Internal links have been created between the different pages to improve navigation and indexing. In addition to *Elementor*, additional plugins **have been installed** to customize the general settings of WordPress in the management of *privacy and cookies* regulations, in particular the GDPR (General Data Protection Regulation); making the site compliant with the regulations in force.

Finally, the site has been designed to be "**Mobile friendly**"; Currently, responsive *design* ensures easy navigation on mobile devices such as smartphones or tablets, optimizing the site itself and improving its search engine rankings.



## ANALYSIS OF VISUALIZATION AND NAVIGATION DATA

The analysis of visualization and navigation data and monitoring is based on **Google Analytics** with which it is possible to evaluate:

- Number of visitors
- Bounce rate: to understand if the design and content are in line with user expectations.
- Average time on page: to assess the interest generated by the various sections, especially those on work packages or events.
- Geographical origin: to check if the site reaches the European target set by the project.

An analysis of web traffic data paints a clear picture of viewing trends throughout the year, with peaks in three specific periods: February, May, and September. The site recorded a good number of overall visits, with an average session duration of 1m 15s which demonstrates a fair amount of user engagement. Another relevant aspect is the improvement in the Bounce Rate, which has shown a consistent decrease in recent months, signaling a greater ability of the website to retain visitors and encourage them to explore more content.

The analysis of the Breakdown still shows a positive sign, namely a clear prevalence of *new visitors* compared to regular ones. In addition, 89% of visits come from users who use the website from desktop devices, while only 19% from mobile devices, a figure that is on the rise and encouraging as mobile has been "under construction" for longer in order to optimize their display and navigation.

Visitatori nuovi in confronto a quelli di ritorno



Breakdown del dispositivo

