

# Deliverable D7.2

## Project website

<b>Lead Beneficiary</b>	<b>OEE</b>
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[www.nemmo.eu](http://www.nemmo.eu)  [@NEMMO\\_Project](https://twitter.com/NEMMO_Project)  [info@nemmo.eu](mailto:info@nemmo.eu)

## Document Information

<b>Grant Agreement Number</b>	815278
<b>Project Acronym</b>	NEMMO
<b>Work Package</b>	WP7
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<b>Deliverable</b>	D7.2
<b>Title</b>	Project website
<b>Author(s)</b>	Amy Parsons, Ocean Energy Europe (OEE)
<b>File Name</b>	Website available at <a href="http://www.nemmo.eu">www.nemmo.eu</a>

## Change Record

Revision	Date	Description	Reviewer
1.0	2019-06-30	Final deliverable D7.2 to EC	EC

## Domain name

The domain name [www.nemmo.eu](http://www.nemmo.eu) was chosen for its simplicity. The .eu extension reinforces the message that this is an EU-funded project.

A SEO (Search Engine Optimisation) plugin is integrated into the website in order to improve the results when a search engine is used to find relevant keywords.

## Website function

The website will act as the key online platform and repository for the project. The website will, be the main source of news on the project, provide an overview of the project's objectives, activities and partners, and host the public deliverables and reports generated.

Communication via other channels (social media, email, press etc.) will aim to direct people to the website, where the most extensive content will be hosted.

The website will also complement the visual identity package produced as part of D7.1 to position and promote the NEMMO brand among internal and external stakeholders.

## Staff

The Communications Coordinator (OEE) will be the main person responsible for the updating and maintenance of the website. The Project Coordinator (Tecnalia) will be provided with access to the website admin as a backup.

## Metrics & analytics

The website is connected to Google Analytics in order to track site usage and user profiles. These statistics will be used to measure the impact metrics of the website.

The impact metrics associated with the website are as follows:

- **Project website:** 20,000 visits from 60 countries
- **Press release views online:** 9,000 views
- **Reports (public deliverables):** 200 downloads, 1,000 views
- **Success story publication:** 100 downloads

## Website pages

### Header/menu & footer

The header directs visitors to sign up for the mailing list, access the project's social media accounts and search the website. The footer contains the acknowledgment of EU funding, a privacy policy and another mailing list sign-up bar.

### Homepage

The homepage is the 'shop window' of the project, and is designed to summarise the project aims, highlight the latest news and events and introduce the partners. It is the most design-focused page, in order to give a strong first impression to visitors.

### About NEMMO page

This page will summarise the goals and activities of the project.

### Project Partners page

This page will profile each of the consortium partners, providing some basic information, logos and locations of each organization. It will highlight the geographical diversity of the consortium.

### News & Events

These pages showcase the latest news from the project (primarily related to results, report, deliverables etc.) and inform visitors of the project's events.

### Activities & Results

This section includes two sub-pages. The **Work Packages page** provides a brief summary of each work package and its public deliverables. The **Reports & Deliverables page** will provide a brief summary and download link for each of the public deliverables. The latter page will be made visible when the first of these reports becomes available.

### Contact us

This page provides the contact details and main contact names (Project Coordinator & Communication Coordinator).

### Other features

**Categories** are used to define news, events, work package elements etc. These can be used to view all content of that type on the website. **Topic tags** are used to easily identify the keywords associated with news items, reports, work packages etc. – clicking on these also displays all of the items on the site related to a given topic.