



D2.9

# SHIFT-HUB WEBSITE LAUNCH

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- **Author:** Giuseppe Fabio Ursino  
*IPPOCRATE AS SRL*

## SHIFT-HUB: D2.9 SHIFT-HUB Website launch

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Abstract
The current document provides a detailed description of the SHIFT-HUB website, outlining the content to be found on each section. The website consists of six sections: Home, About, Consortium, Services, Resources, News & Events. SEO optimisation implemented to the SHIFT-HUB website and its monitoring will be furtherly explained and clarified.
Keywords
EU, European Union, e-Health, website, smart, healthcare, innovation, ICT, community.

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## 1. SHIFT-HUB website

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The SHIFT-HUB website is available at [www.shift-hub.eu](http://www.shift-hub.eu). The initial version of the website was developed in M3 of the project and will be regularly updated by the IPPOCRATE AS Communication Manager throughout the project's lifetime. The SHIFT-HUB website has been thought to be user friendly, with easy navigation and with a responsive layout - running on all mobile devices. It has been designed to be in line with the official brand identity and to be visually oriented, intuitive and interactive, with a friendly tone of voice - in order to target firstly all identified involved groups and stakeholders and secondly the generic public not strictly addressed within the project.

The website contains general information on the project, mainly project's key points, project's outputs, thus products and materials made available and for free to download as well as several call to action available through the following website sections:

- **Home** - This website section represents an overview of the project, SHIFT-HUB Consortium logos, key numbers (project partners, involved countries, duration, grant), main contacts, a call to action to the project's newsletter, main contacts and a contact form through which all interested parties will be able to get in contact with the SHIFT-HUB consortium (See Figure 1, 2, 3, 4, 5 below).
- **About** - This website section provides and outlines the rationale behind SHIFT-HUB project, by illustrating the background information from which the Project arised, the SHIFT-HUB concept, its objectives, and the expected results.
- **Consortium** - This website section will display SHIFT-HUB project partners' logos, description of project partners' profile, and role and contribution within SHIFT-HUB.
- **Services** - This website section will show the service offer for each category of stakeholders in the target groups.
- **Resources** - This website section will make accessible to the target groups, stakeholders and generic audience all the public resources developed throughout the SHIFT-HUB project lifespan.
- **News and Events** - This website section contains all the news and the dissemination material developed during the whole life of the project (newsletters, press releases, etc), as well as news concerning the field of interest of the project written both by project partners (ideal for SEO reasons) and third parties (inserted in the website with a short introduction by project partners).

The content of the website will be displayed using the different channels, such as LinkedIn and newsletters. The SHIFT-HUB website statistics will be regularly monitored by the Communication Manager.

The publication of news in the website, together with the publication on SHIFT-HUB on LinkedIn, will follow a strategic editorial plan prepared by IPPOCRATE AS and with the contribution by all partners. Therefore, the website will also be an updating vehicle of news, analysis, examples of good practices, information on themes tackled by the projects, etc.

The website complies with the GDPR standards on data security and privacy. The privacy policy is included on the footer of the website.



Figure 1

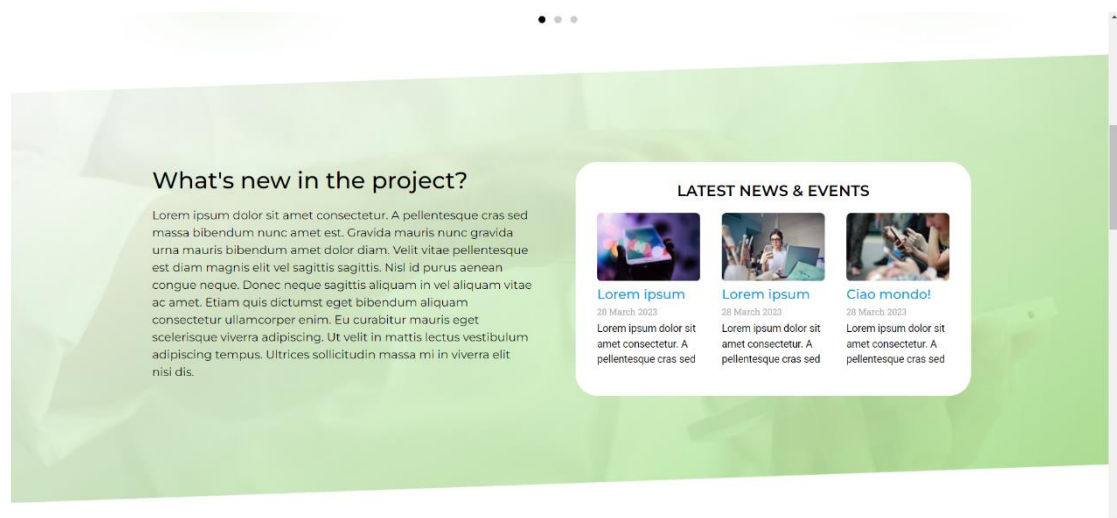


Figure 2

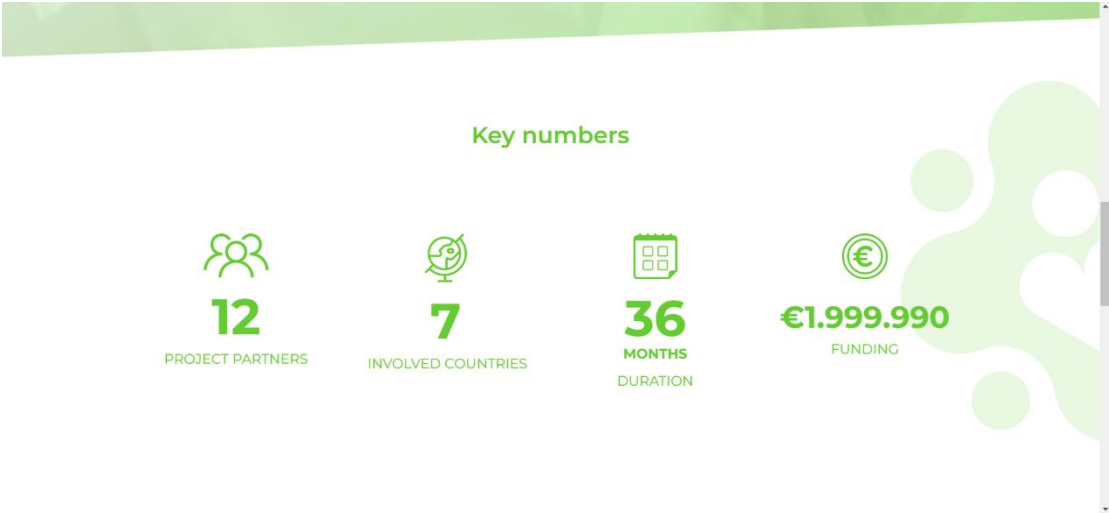
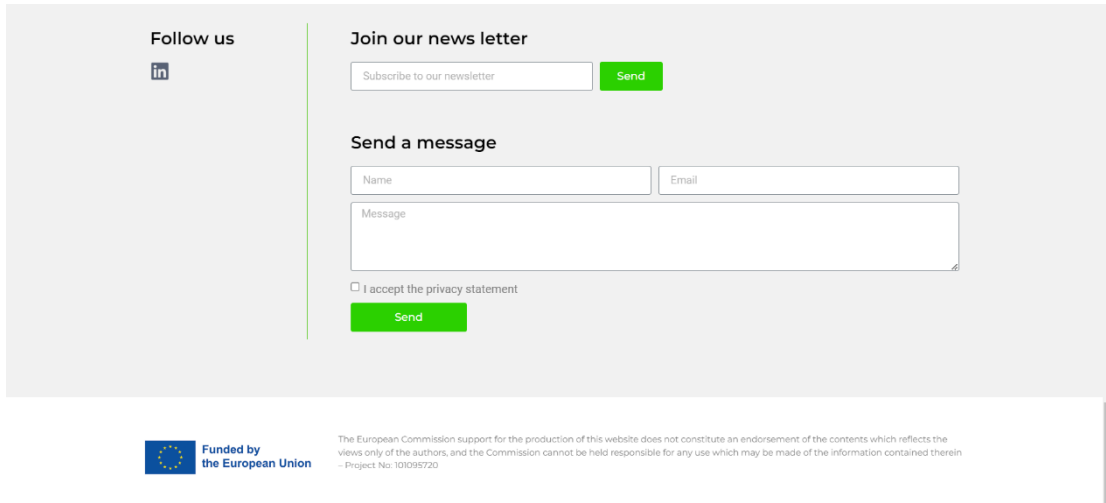


Figure 3



Figure 4





The screenshot shows the footer of the SHIFT-HUB website. On the left, under 'Follow us', there is a LinkedIn icon. In the center, under 'Join our news letter', there is a text input field for 'Subscribe to our newsletter' and a green 'Send' button. Below this, under 'Send a message', there are input fields for 'Name', 'Email', and a larger 'Message' field, followed by a checkbox for 'I accept the privacy statement' and another green 'Send' button. At the bottom left is the 'Funded by the European Union' logo. At the bottom right is a disclaimer: 'The European Commission support for the production of this website does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein - Project No: 101095720'.

Figure 5

## 1.1 Search Engine Optimisation (SEO) and Monitoring

In order to reach the target groups, the website must be designed and implemented according to SEO's rules: every element of the website will be optimised before being published.

As to understand users' behaviour and test the effectiveness of what has been published and set, it is very important tracking the traffic on the website.

It is possible to divide the SEO actions in two steps:

1. Actions made before and during the website's implementation;
2. Actions made after the website publication.

The main objective of SEO (Search Engine Optimization) is ensuring the website will be shown by Google to the target groups of the project. This means that the goal is making SHIFT-HUB resources visible not only to those that already know the project, but to those who "type on Google" the keywords related to the project's goals.

It has already been run - and will be run also during the project - a keyword research analysis to find the most valuable words that are most likely to be searched by SHIFT-HUB target groups. This analysis will be run using the most powerful tools for this field.

Once the keywords will be defined, the website text will be written around them:

- Setting for every single page the Meta Titles and Meta Descriptions, which are the ones that will be shown in Google's SERP. Each Meta Title will be long no more than 55 characters and Meta Description no more than 155 characters;
- Setting for every single page the H1 (the page's title) that will contain the main keyword for that specific section;
- Setting for every single picture that will be put in the website the so-called Alt-Text (the equivalent of meta title and description for images);

- Minimising all the website's static elements (like json, css and javascript elements) to ensure a good website's speed.

Immediately after the website's publication, the sitemap will be sent to Google through Google Search Console.

As anticipated, the website will be linked to a Google Analytics account, one of the most powerful tools for monitoring and analysing traffic on the website. It provides many information about who is visiting the site, what people are looking for, and how they are getting to the website. In particular, this kind of data is important to monitor dissemination results.

In order to understand if the actions taken are capturing the interest of SHIFT-HUB target groups, an analysis of all the channels through Google Analytics will be periodically performed. In this way, it will be possible to investigate if something is going wrong and, in this case, adjust it.

At the end of every month data coming from Google Analytics will be collected and quarterly reports for traffic and visitors monitoring will be produced by IPPOCRATE AS and shared with all partners.

For this purpose, the metrics that will be taken into account will be:

**Number of visits:** this general number will be a signal of our project's impact.

**Where our visitors are coming from:** very important if we are targeting a specific audience.

**Bounce Rate:** the percentage of visitors to a particular website who navigate away from the site after viewing only one page. The higher this percentage the higher the probability that the contents are not interesting for our target groups; in this case elements will be modified to make them appealing for users and thus lowering the bounce rate.

**Average time spent on a page:** this metric allows us understanding how deeply interested are our viewers; the higher the time spent on a page the higher the quality of the contents for our target groups;

**Landing Pages specific evaluations:** we will analyse the number of users for every single page and related sub-metrics to understand what are the most performing ones. In this way it will be possible to align the others to the best ones.

**How our visitors found our website:** this is very important for determining which of our efforts are paying off. It shows if visitors found our site directly, through a referral from social pages (ex: Twitter, Facebook), or from search engines.

**What keywords were used by visitors in the search engines to get to our website and landing pages:** this is very crucial for SEO. Knowing which keywords people are searching to find our resources determines if we are on the right track, considering that they will be adjusted with the use of particular keywords.

**Users' behaviour:** we will track users' movements into the website to understand their interests.

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## D2.9

# SHIFT-HUB Website launch



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Project: 101095720