

Skills4Retail
Building sustainable growth

Co-funded by the Erasmus+ Programme of the European Union

D5.2

European Retail Skills Platform

D5.2 European Retail Skills Platform | Fionnuala Mahon

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About the Skills4Retail project

The Skills4Retail project focuses on fast-tracking the 'Triple Transition' of Green, Digital and Resilience in the Retail sector, helping retailers to embrace ecommerce and ensuring their new business models are sustainable from the start. The project's goal is to design a new Retail Skills Strategy and VET Training Programme that will address the urgent and emerging skills needs of retailers in the key areas of Digital, Green and Resilience. It will focus on training fresh new talent for the sector through training programmes in VET Schools and Higher Education Institutions, and the reskilling of the existing workforce via work-based learning and short-term modular courses.

Deliverable

European Retail Skills Platform - setup and build the online European Retail Skills Platform to support promotion, adoption of training materials, and exchange of best practice among training providers.

The Skills4Retail Consortium

The Skills4Retail consortium is an Erasmus + Partnerships for Innovation Funded project, bringing together 30 partners, will focus on fast-tracking the 'Triple Transition' of Green, Digital and Resilience in the Retail sector, helping retailers to embrace ecommerce and ensuring their new business models are sustainable from the start.

No	Partner	Acronym	Country
1	JA Europe	JA Europe	Belgium
2	Junior Achievement-Young Enterprise Latvija	JA-YE Latvia	Latvia
3	Profesionalas Izglitibas Kompetences Centram Rigas Valsts Tehnikums	RSTS	Latvia
4	Matrix Internet Applications Limited	Matrix Internet	Ireland
5	Karlínská obchodní akademie	Karlínská	Czechia
6	Schuman Associates SCRL	Schuman	Belgium
7	Junior Achievement Austria – Unternehmerische Praxis- und Kompetenzbildung	JA Austria	Austria
8	Scoala Superioara Comerciala Nicolae Kretzulescu	SSCNK	Romania
9	Wirtschaftskammer Österreich	WKO	Austria
10	Universitatea din Bucuresti	UB	Romania
11	Digital Technology Skills Limited	DTSL	Ireland

12	Escola Profissional de Vila do Conde	EPVC, Vila di Conde	Portugal
13	Junior Achievement Magyarország Oktatási, Vállalkozásszervezési Alapítvány	JA Hungary	Hungary
14	Aprender a Empreender - Associação de Jovens Empreendedores de Portugal	JA Portugal	Portugal
15	Asociatia Junior Achievement of Romania	JA Romania	Romania
16	Skillnet Ireland Company Limited by Guarantee	Skillnet	Ireland
17	Vállalkozók és Munkáltatók Országos Szövetsége	VOSZ	Hungary
18	Szent Gyorgy Hang - Es Filmmuveszeti Technikum	SZGYF	Hungary
19	Junior Achievement, OPS	JA Czech	Czechia
20	Junior Achievement Young Enterprise Malta Foundation	JA Malta	Malta
21	Junior Achievement Young Enterprise Ireland	JA Ireland	Ireland
22	OTB Europe	OTB Europe	Portugal
23	Accenture SA	Accenture SA	Belgium
No	**Associated Partner**	**Acronym**	**Country**
1	Intel Technology Poland Spółka z ograniczoną odpowiedzialnością	INTEL Poland	Poland
2	JMH, SGPS, S.A.	JerónimoMartins	Portugal
3	EuroCommerce	EuroCommerce	Belgium
4	SPAR Österreichische Warenhandels AG	SPAR	Austria
5	Svaz obchodu a cestovního ruchu České republiky	SOCR CR	Czechia
6	Szegedi Tudományegyetem	USZ	Hungary
7	UNI Europa*	UNI Europa	Belgium

* joined as Associated Partner on Oct. 30th 2023

Document Control Information

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1	26.01.2024	Fionnuala Mahon, Matrix Internet	First draft
2	01.02.2024	Brian Cochrane, Schuman Associates	QA Review

Social media channels



LinkedIn

The LinkedIn Page Skills4Retail (https://www.linkedin.com/company/skills4retail/) has been setup and will be updated with regular posting of project updates, partner news and interesting information relevant to Skills4Retail. The posting style will blend informative articles with visually appealing graphics. The content will aim to strike a balance between thought leadership and actionable insights, catering to education and training professionals and potential learners, more specifically students. Interactive posts, including thought-provoking questions and engaging polls, intend to foster a sense of community and encourage meaningful discussions among followers.

Instagram and Facebook

A suite of design assets sized for Instagram and Facebook are available to all partners to allow for sharing on partner accounts.

Email Newsletter

Brevo was selected as the Skills4Retail email newsletter solution based on its service offerings and EUDPR compliancy.

The official Skills4Retail newsletter is set up on Brevo. It will be issued every second month, starting from year 2 and in an ad-hoc manner, when needed. It will be used to send updates about the project's progress and results, and key related topics.

Website visitors can subscribe to the newsletter via an embedded form on the footer of all pages of the project website www.skills4retail.eu.



WP5 leader Matrix manages the Skills4Retail newsletter editorial line to ensure consistency. Partners are encouraged to submit interesting and related content directly to Aoife O'Driscoll (aoife@matrixinternet.ie) to be promoted in the newsletter.

- Partners' own content related to the topics of the project
- Third-party content that partners find suitable and interesting for our target audiences (e.g. evergreen content, hot topics content)

All partners can already subscribe to the Skills4Retail newsletter. To promote the newsletter, partners are encouraged to share it with their network.

GDPR norms will be respected while handling all mailing lists.

Communication Channels & Tools

As outlined in D5.1 Communication Strategy, the table below provides an overview of the main communication tools that will be used for the dissemination and outreach activities of the Skills4Retail project, as well as their respective characteristics of communication:

Tool	Channel	Characteristic
Skills4Retail Website	Portal for LMS	Official, informative, welcoming
	Blog articles	Semi-formal, informative, narrative, engaging
Social media	LinkedIn**	Professional, informative, visual, engaging, interactive
	Twitter **	Semi-formal, informative, interactive
	Facebook**	Informal, informative, visual, engaging
	Instagram**	
Mailing	Project email newsletter	Official, informative, narrative, promotional
	Partners' email newsletter	
	Direct mailing/message	Informal, informative, promotional
Press & media	Press releases	Official, informative, storytelling
	Press articles	
Events/Webinars	Project events	Official, informative, storytelling, promotional
	External representations	
Visual assets	Online and offline communications	Official, informative, visual, engaging
Partner communcations channels	Social media, websites and email newsletters.	Official, informative, narrative, promotional

These tools are presented in more detail in the below sections while developing the rationale, objectives, contents, and use.
** Dissemination will be on partner platforms initially with S4R channels created as required.

We are continually creating evergreen and thematic content for the project communication channels, scheduled and planned in a content calendar.

A shared content calendar will be available to all partners on the project SharePoint, to plan, organise, and schedule the creation and distribution of content across various platforms and channels. It will serve as a strategic tool for the communications team and all Skills4Retail partners to maintain a consistent and cohesive content strategy.

A content calendar is an essential tool for outlining the content that needs to be created, when it should be created, and where it should be published. This helps ensure that the right messages reach the target audience at the right time. It also helps to prevent content gaps, and is a useful tool for managing resources efficiently, and maintaining a steady flow of engaging and relevant content.



Deliverable - website

A dedicated project website was setup to support promotion, adoption of training materials, and exchange of best practice among training providers. It will showcase the training programmes and material, available for download/access in open data formats, allowing for customisation and localisation as needed. It is a user-friendly website with comprehensive information for each user type. The Skills4Retail website is available at www.Skills4Retail.eu.

The website has two main purposes:

- Informative: it informs stakeholders about the project — through a narrative-based user experience — make all public project results available.
- Collaborative: it will host/link to the Skills4Retail Digital teaching resources for students and trainers.

The website uses a WordPress CMS to allow content updates and collaboration across the consortium partners.
The website will be developed in two phases:

- Brochure website: a static website with basic pages, a contact form and blog posts. (launched 17/01/2024)
- Full version: reflecting course content and integration of the resource section (due date: dependant on completion of course content)



Website Domain

We nominated and purchased the following domain name for the Skills4Retail project website: www.Skills4Retail.eu

Technologies Used

The selected website platform for the project website is the WordPress content management system (CMS).

WP5 leader Matrix Internet has created or worked on over 900 WordPress sites, and Matrix has also integrated custom plugins for WordPress. WordPress is the world's most widely used and capable CMS. It allows role-based access and administration and is fully extensible to facilitate advanced feature development and custom integrations, to operate in line with the processes of the organisation. WordPress provides a rich and easy-to-follow experience when creating and editing content. Our main criteria for a choice of a content management system for this specific project is:

- Security
- Reliability
- Ease of operation
- Scalable for the future
- Cost

WordPress is used on over 450 million websites, and its ubiquity ensures it will be a popular CMS for many years.

Future scoping: WordPress has a vast range of external plugins designed to meet the functional needs of most businesses, thus reducing development time and costs. Plugins are also built in a manner that enables Matrix Internet to build custom modules tailored to precise requirements. This ensures seamless integration of potential functionalities if needed later.

Website Administration

WP5 leaders Matrix Internet are administrators of the website.

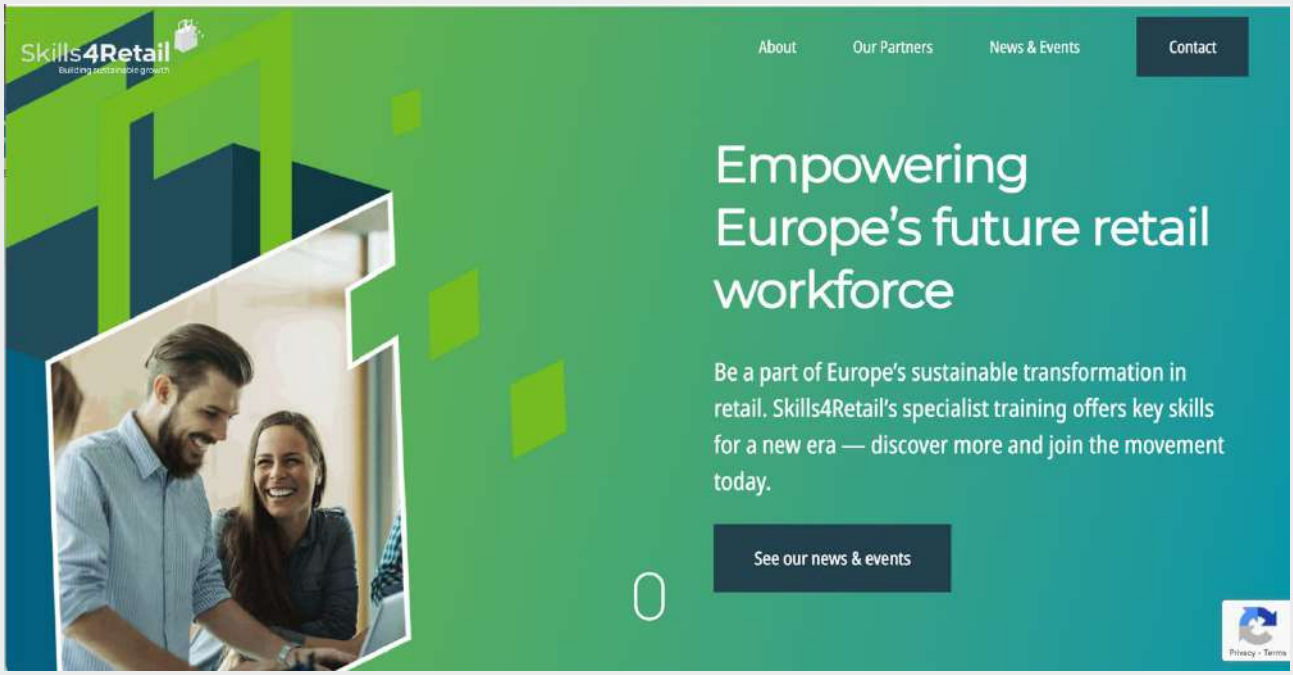
Additional user accounts with relevant access will be setup in the future so that Consortium Partners can contribute to the website content and moderate or process user registration if necessary.

Website Pages

Homepage

The homepage introduces the Skills4Retail programme and the main navigation links to:

1. Home
2. About Skills4Retail
3. Our Partners
4. New & Events
5. Contact us

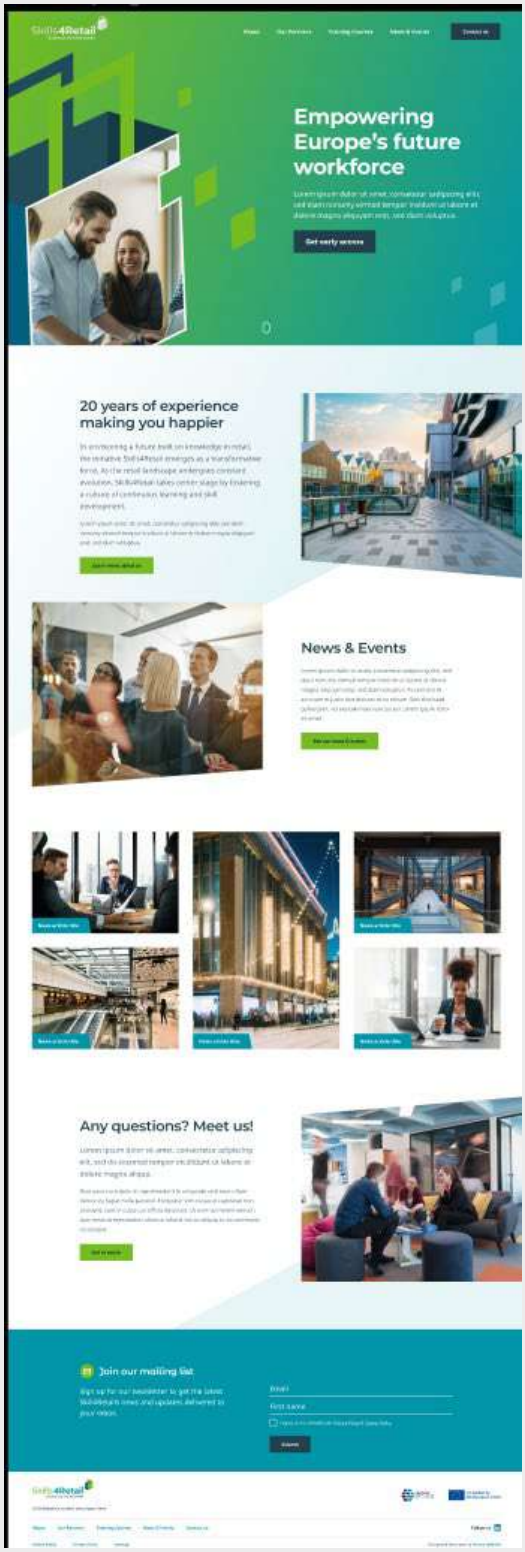


The homepage content is a quick introduction, with a shortcut to a summary about the masters, which links to the latest news and events. It highlights the number of partners involved, and their respective countries.

The homepage displays the latest news and events and displays photographs of real people related to the project. There is a call to action to contact the Consortium if users have any questions.

It contains the email newsletter signup with GDPR opt-in.

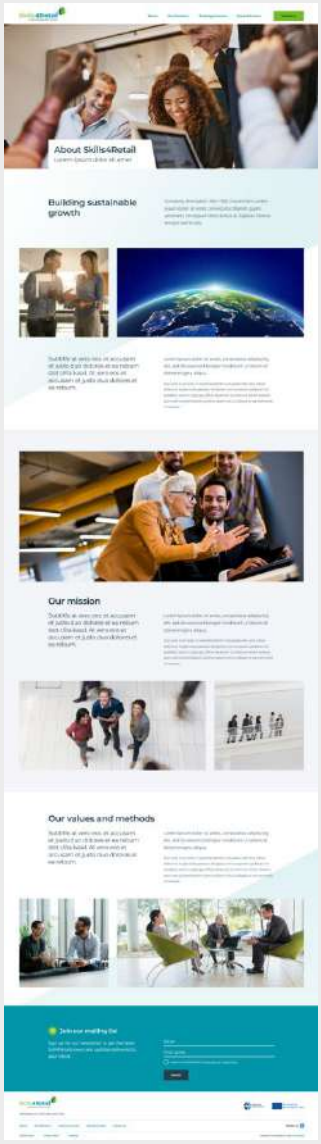
Design mock-up of homepage:



About Skills4Retail

This page offers a detailed overview of Skills4Retail and highlights Our Mission and Our values and methods. It includes photos of partners who attended the project kick-off meeting, so content is relatable and real. These images will be updated as the project progresses.

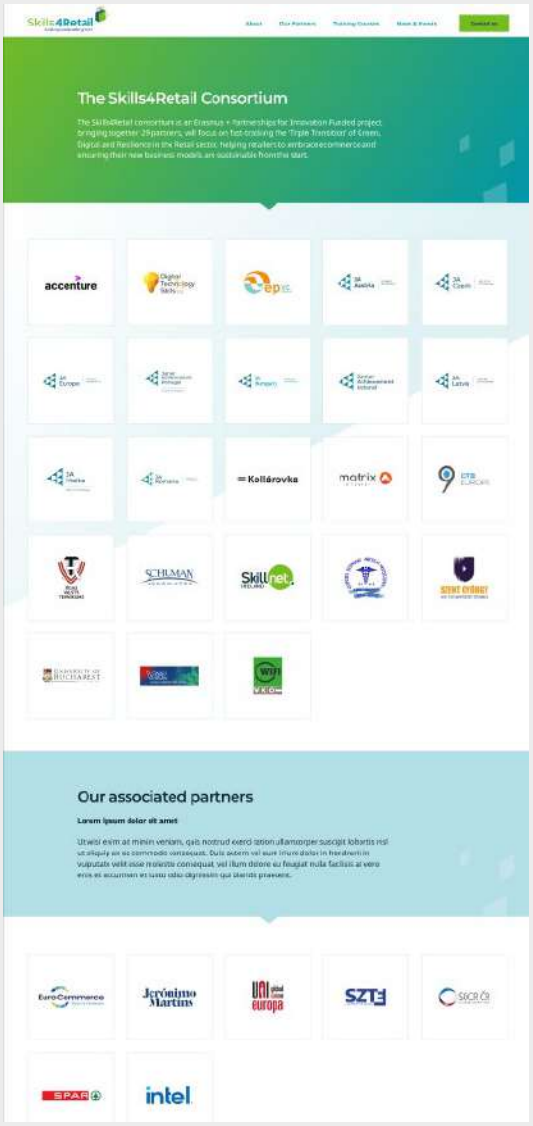
https://skills4retail.eu/about/



Our Partners

This page lists all Consortium partner and associated partners logos in alphabetical order. The logos link to a dedicated page for each partner on the project website.

https://skills4retail.eu/our-partners/



Dedicated Partner Page on Project Website

Matrix Internet has streamlined the workload for other partners by creating templates, guides, prompts, instructions, graphics and suggestions. For the dedicated individual Partner page for the project website, Matrix created an initial sample page for Matrix and shared the format, with detailed guidelines:

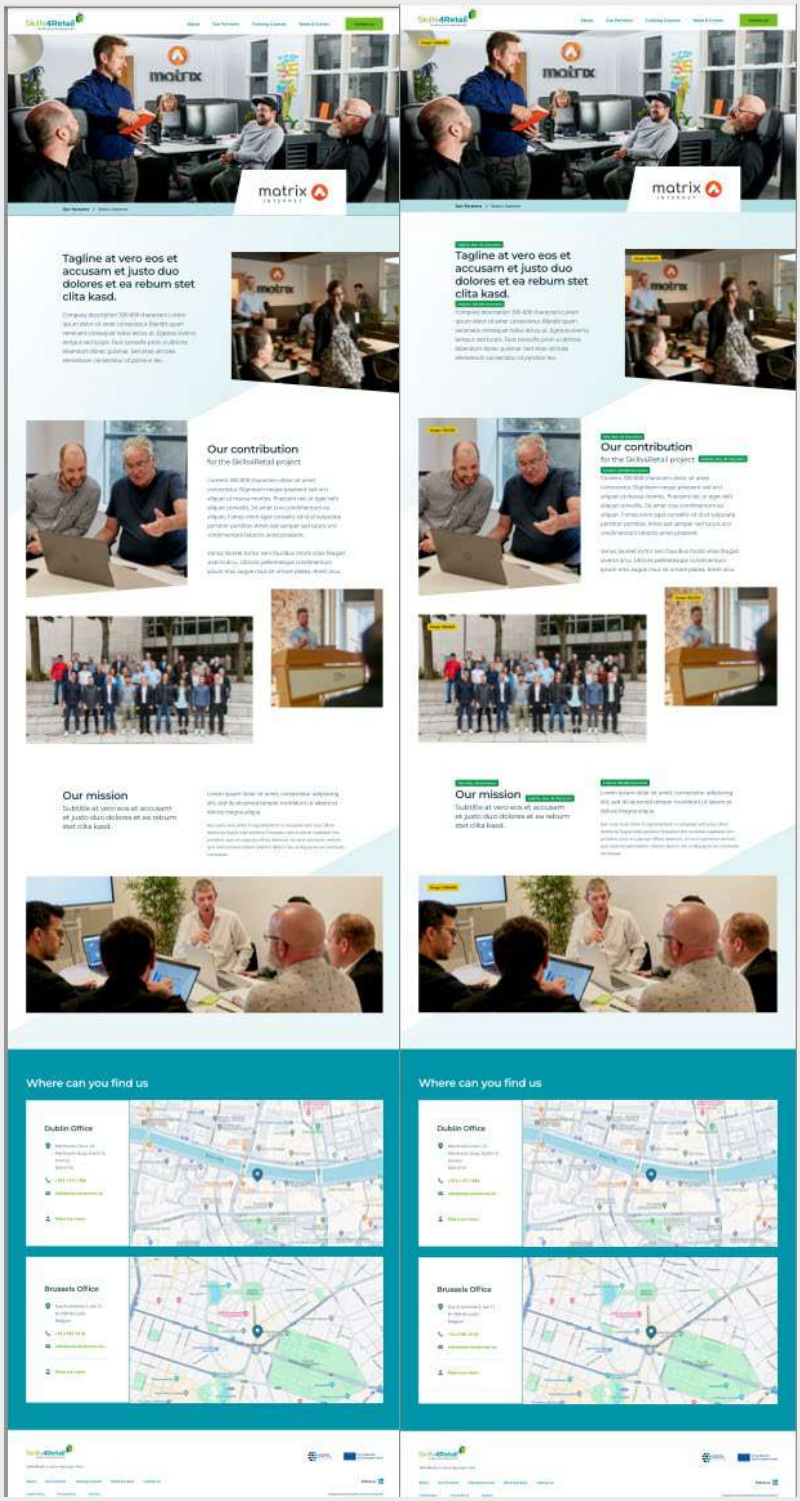
Each Partner page contains:

Partner tagline: max 80 characters

- Partner bio: 300-800 characters
- Partner country:
- Partner contribution to Consortium content: 300-1,500 characters
- Partner mission tagline: max 80 characters
- Partner mission content: 300-1,500 characters
    - Contact details
    - Partner address and Google Maps embed code
    - Nominated Partner contact number
    - Nominated Partner email for project contact
    - Partner website URL
- Each Partner was given guidelines on image dimensions and guidelines for images on their dedicated page. Each Partner selected imagery that was on brand for their organisation, university, agency or company, and also aligned with the project website.



Sample Partner page

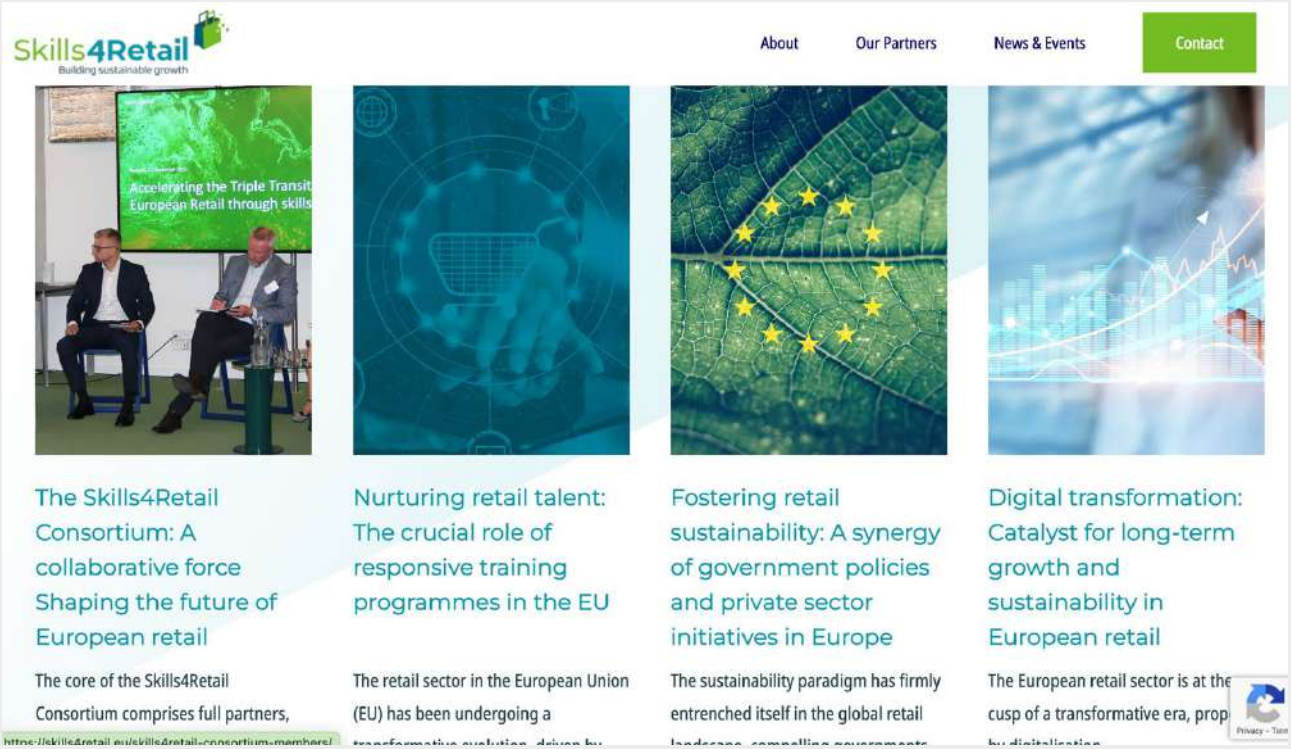

Tagline at vero eos et accusam et justo duo dolores et ea rebum stet clita kasd.
Our contribution
for the Skills4Retail project
Our mission
Subtitle at vero eos et accusam et justo duo dolores et ea rebum stet clita kasd.
Where can you find us
Dublin Office
Brussels Office

News & Events

News & Events is a blog section with the latest updates on the project and related topics — positioning Skills4Retail as the leader and expert in its field. It will include:

- Informative articles on the project's milestones, activities and output progress/release
- News on related European projects and initiatives
- Announcement of all Skills4Retail events
- Evergreen content and hot topics content on retails skills, digital transformation and the 'Triple Transition' — green, digital and resilience skills

https://skills4retail.eu/news-events/



Contact Us

Website visitors can contact the Skills4Retail Consortium through a contact form, which is accessible on all pages, with a prominent CTA (Call-to-Action) button in the top right corner. This reassures users that Skills4Retail is available to respond to any queries.



The form is GDPR compliant with an obligatory opt-in to our privacy policy so we can collect responses and respond accordingly

The relevant fields are set to obligatory, so we capture the details we need to reply.

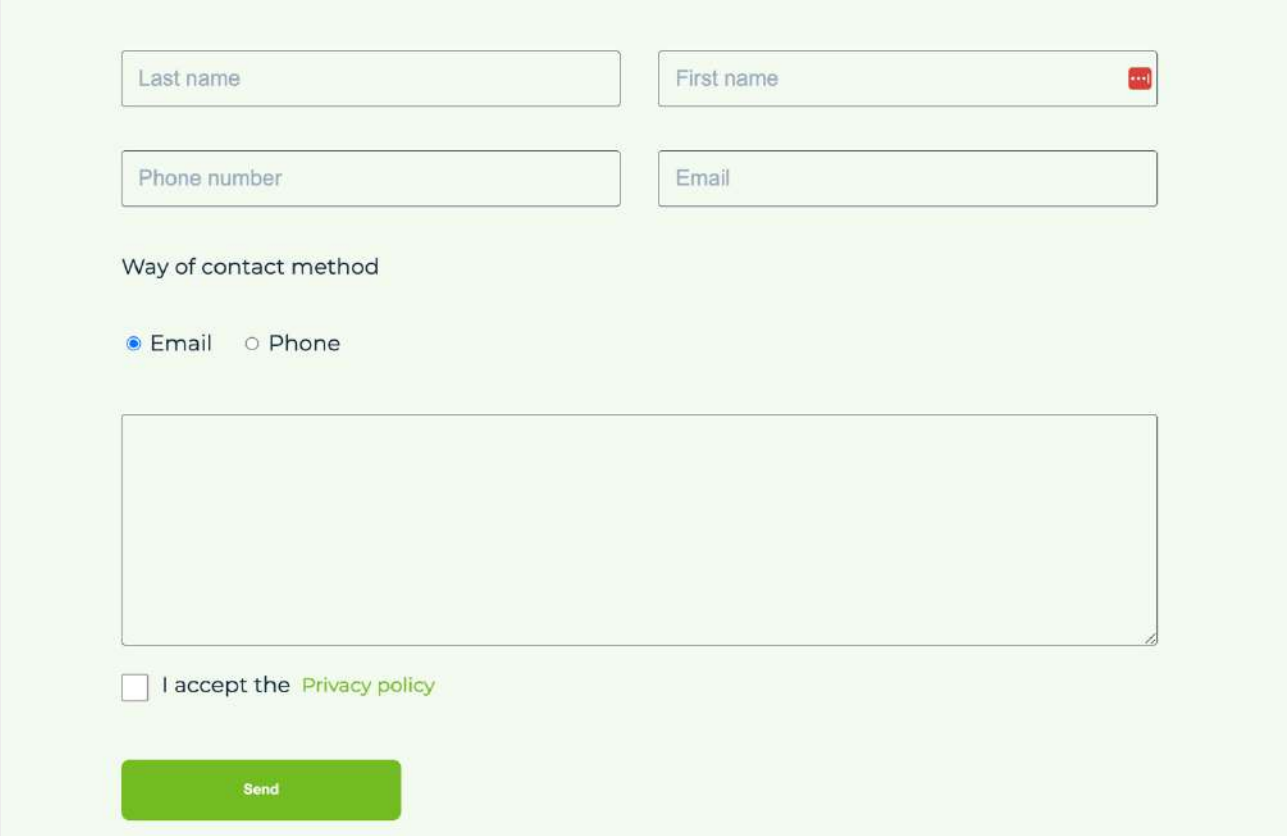
Input field titles must be visible on all states.

Any obligatory field must have (*) at the end of the input field title.

reCAPTCHA v3 verification is setup as a SPAM filter.

All submissions to the form are sent to admin@Skills4Retail.eu which is monitored and responded accordingly by WP5 leaders.

In Phase 2 we will add additional fields if required with the inclusion of user registration and plan who will moderate at this stage based on requirements.



https://skills4retail.eu/contact/

Footer

The footer appears on all website pages.

It also displays the co-funded by the European Commission's Erasmus+ Programme that is be displayed on all related materials of co-funded projects.



It contains links to our Contact Us page and LinkedIn social media page – the other pages will be linked to as they are rolled out.

It contains links to our Cookie Policy, Privacy Policy and Sitemap.

Privacy Policy

Displays the website's privacy policy, written by the nominated WP5 DPO: Richard Domegan

https://skills4retail.eu/privacy-policy/

Cookie Policy

This page details the website's cookie policy and displays which cookies are active (automatically updated by Cookiebot) and where users can view and update their cookie preferences: https://skills4retail.eu/cookie-policy/

Sitemap

This page lists the website pages and the relationships between them. Search engines can read this file and crawl the website more efficiently for indexing and ranking on their related search engine platforms: https://skills4retail.eu/sitemap/

Newsletter Signup

The newsletter signup is embedded in the bottom of the homepage.



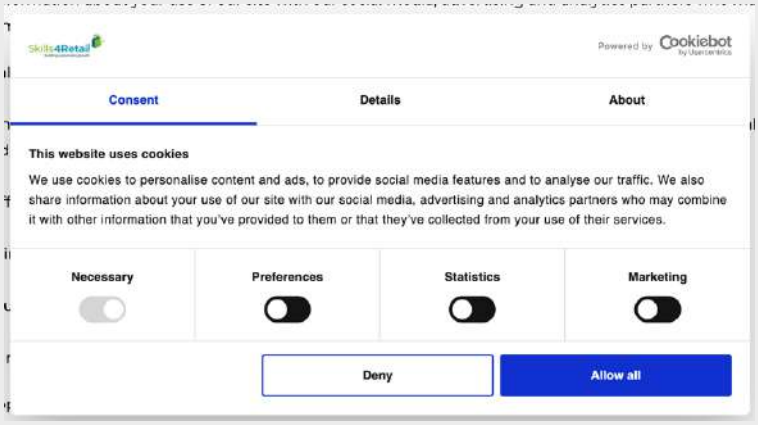
Cookie Script

In line with GDPR requirements, a cookie script was installed on the website.

Cookiebot

We nominated Cookiebot as our cookie script solution to assist with GDPR compliance.

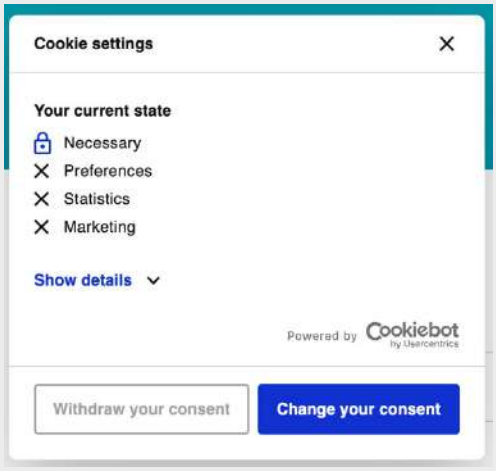
The first time a user clicks on https://skills4retail.eu/ they get a cookie popup to enable them to select their cookie preferences:



The Cookiebot icon is always readily available in the bottom left of all pages, so users can update their cookie preferences at any time:



When users click on the Cookiebot update icon they are presented with their current preferences and the following options:



Cookiebot automatically scans to monitor and report all types of cookies and similar tracking on the project website and updates the cookie policy page accordingly. Our cookie policy is automatically updated and is available to read at https://skills4retail.eu/cookie-policy/

Why Cookiebot?

Cookiebot consent management platform (CMP) is a plug-and-play compliance solution built around an unrivalled scanning technology that detects and controls all cookies and trackers used on a website, and automatically manages end user consents. It is a market leader in the field of CMP.

Cookiebot CMP is a self-serve cloud service provided by the e-privacy company Usercentrics that enables automated compliance with global data privacy laws, in particular EU GDPR.

Cookiebot will enable Skills4Retail to collect, manage and document user consents on the project website to achieve full compliance with global privacy regulations while facilitating high consent rates and building trust with our website users.

Website Analytics

Monitoring website usage is an important consideration for the overall project mission and goals. We needed to set up tracking goals with real-time data monitoring and location tracking of the various users who visit the project website, but first we needed to select the best solution.

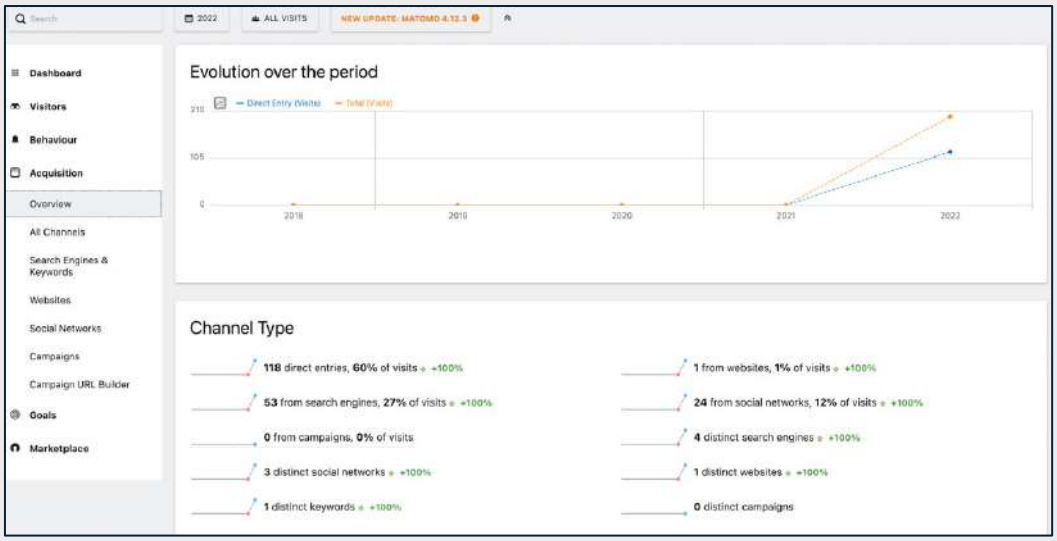
Matomo was selected for the project as it provides a customisable dashboard to personalise views and can be used without consent and is still GDPR-compliant.

Why we chose Matomo

- User-privacy protection — 100% GDPR-compliant
- 100% ownership of the data
- It displays the different search engines and keywords that are used to arrive on a page
- Matomo can help marketers determine pages with a high volume of traffic, and which pages are flopping with the target audience
- Heatmaps are available with the premium subscription
- Matomo offers users the ability to import their historical Universal Analytics data
- It is open source, so functionalities can be highly customised
- There is no sampling

How Matomo tracks

- Matomo offers cookieless tracking by using visitor config_id – a randomly-seeded, privacy-enabled, time-limited hash of a limited set of the visitor's settings and attributes. The config_id or config hash is a string calculated for a visitor based on their operating system, browser, browser plugins, IP address and browser language.
- We can track pageviews, an event, a downloaded file, a click on an external link or for how long a user stayed on the site.



For example, we can track:

- How many users downloaded a document
- How many users watched a video
- How many users clicked on a link from an external website

Matomo provides video analytics to its user and also provides heatmaps (premium subscription) that show how users interact with different pages via colour-coded splotches.

Matomo has its own Google Tag Manager called Matomo Tag Manager

Matamo setup

We installed the WP-Matomo Integration (WP-Piwik) which supports WordPress networks and manages multiple sites and their tracking codes as well as Matomo (Cloud).

A Matomo account has been set up and paired to the website to collect relevant and anonymised data from visitors. The data collected will be then centralised and analysed by the WP5 leader.

Matamo weekly report

Weekly reports are sent to the WP5 leader, so we are constantly kept informed of website activity. We have included the most recent report for reference here:

Please find below your week report for Skills4Retail.

Date range: January 3 – February 1, 2024

Report list

- All Websites dashboard
- Visits Summary
- Country
- Region
- City
- Language code
- Device type
- Browsers
- Visits by day of the week
- Actions - Main metrics
- Referrers Overview
- Channel Type
- All Channels
- Search Engines

All Websites dashboard

Website	Visits	Actions	Pageviews	Revenue	Conversions	Ecommerce Orders	Product Revenue
Skills4Retail	386	3,713	3,697	€0	0	0	€0

Visits Summary



Name	Value
Visits	386
Actions	3,713
Maximum actions in one visit	320
Actions per Visit	9.6
Avg. Visit Duration (in seconds)	00:15:06
Bounce Rate	36%

Country

Country	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Greece	150	2,482	16.5	00:27:17	21%	€0
Ireland	73	624	8.5	00:13:09	42%	€0
United States	38	48	1.3	00:00:13	89%	€0
Poland	36	219	6.1	00:12:09	19%	€0
Argentina	18	52	2.9	00:02:55	50%	€0
Norway	12	33	2.8	00:02:05	17%	€0
United Kingdom	10	56	5.6	00:00:50	40%	€0
France	8	47	5.9	00:07:41	38%	€0
Germany	8	11	1.4	00:02:15	63%	€0
Spain	8	10	1.3	00:00:20	75%	€0
Belgium	6	46	7.7	00:05:26	0%	€0
Romania	5	44	8.8	00:24:18	40%	€0
Italy	4	19	4.8	00:01:52	0%	€0
Russia	2	8	4	00:00:32	50%	€0
Türkiye	2	2	1	00:00:00	100%	€0
Australia	1	2	2	00:00:06	0%	€0
Austria	1	3	3	00:00:58	0%	€0
Canada	1	1	1	00:00:00	100%	€0
Latvia	1	1	1	00:00:00	100%	€0
Malta	1	3	3	00:00:47	0%	€0
Slovakia	1	2	2	00:00:04	0%	€0

Region

Region	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Attikí, Greece	148	2,475	16.7	00:27:39	20%	€0
Unknown	55	201	3.7	00:04:53	38%	€0
Leinster, Ireland	53	574	10.8	00:17:20	38%	€0
Texas, United States	23	24	1	00:00:16	96%	€0
Buenos Aires, Argentina	13	40	3.1	00:03:52	54%	€0
Wielkopolskie, Poland	13	123	9.5	00:21:49	15%	€0
Oslo, Norway	11	27	2.5	00:01:38	18%	€0
Catalunya [Cataluña], Spain	7	9	1.3	00:00:23	71%	€0
Munster, Ireland	7	13	1.9	00:00:59	71%	€0
Oregon, United States	6	6	1	00:00:00	100%	€0
București, Romania	5	44	8.8	00:24:18	40%	€0
Virginia, United States	4	4	1	00:00:00	100%	€0
Vlaams Gewest, Belgium	4	32	8	00:02:55	0%	€0
Córdoba, Argentina	3	9	3	00:00:43	33%	€0
Gloucestershire, United Kingdom	3	25	8.3	00:00:32	33%	€0
Ulster, Ireland	3	3	1	00:00:00	100%	€0
West Berkshire, United Kingdom	3	14	4.7	00:01:24	67%	€0
Brussels Hoofdstedelijk Gewest, Belgium	2	14	7	00:10:28	0%	€0
Hessen, Germany	2	3	1.5	00:00:01	50%	€0
Lombardia, Italy	2	8	4	00:00:59	0%	€0
Mendoza, Argentina	2	3	1.5	00:00:02	50%	€0
Missouri, United States	2	4	2	00:00:04	0%	€0
Abruzzo, Italy	1	2	2	00:00:05	0%	€0
Others	14	56	4	00:01:23	29%	€0

City

City	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Athens, Attikí, Greece	110	1,650	15	00:23:15	25%	€0
Unknown	55	201	3.7	00:04:53	38%	€0
Kallithea, Attikí, Greece	37	815	22	00:41:24	5%	€0
Dublin, Leinster, Ireland	34	497	14.6	00:24:30	35%	€0
San Antonio, Texas, United States	18	18	1	00:00:00	100%	€0
Buenos Aires, Buenos Aires, Argentina	13	40	3.1	00:03:52	54%	€0
Zalasewo, Wielkopolskie, Poland	13	123	9.5	00:21:49	15%	€0
Oslo, Oslo, Norway	11	27	2.5	00:01:38	18%	€0
Barcelona, Catalunya [Cataluña], Spain	7	9	1.3	00:00:23	71%	€0
Trim, Leinster, Ireland	7	33	4.7	00:03:28	29%	€0
Swords, Leinster, Ireland	6	25	4.2	00:10:03	17%	€0
Boardman, Oregon, United States	5	5	1	00:00:00	100%	€0

Bucharest, București, Romania	5	44	8.8	00:24:18	40%	€0
Cloyne, Munster, Ireland	5	7	1.4	00:01:02	80%	€0
Decatur, Texas, United States	5	6	1.2	00:01:14	80%	€0
Ashburn, Virginia, United States	4	4	1	00:00:00	100%	€0
Bailieborough, Ulster, Ireland	3	3	1	00:00:00	100%	€0
Bream, Gloucestershire, United Kingdom	3	25	8.3	00:00:32	33%	€0
Córdoba, Córdoba, Argentina	3	9	3	00:00:43	33%	€0
Drogheda, Leinster, Ireland	3	3	1	00:00:00	100%	€0
Newbury, West Berkshire, United Kingdom	3	14	4.7	00:01:24	67%	€0
Bishopstown, Munster, Ireland	2	6	3	00:00:50	50%	€0
Brescia, Lombardia, Italy	2	8	4	00:00:59	0%	€0
Others	32	141	4.4	00:01:43	28%	€0

Language code

Language	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
English - United States (en-us)	225	2,728	12.1	00:18:48	37%	0%
English - United Kingdom (en-gb)	113	811	7.2	00:12:26	35%	0%
English (en)	24	113	4.7	00:06:21	21%	0%
Unknown (xx)	9	12	1.3	00:00:02	67%	0%
Spanish (es)	5	12	2.4	00:00:26	40%	0%
French (fr)	3	18	6	00:07:22	0%	0%
English - Ireland (en-ie)	2	6	3	00:00:27	50%	0%
English - Canada (en-ca)	1	6	6	00:15:49	0%	0%
German (de)	1	3	3	00:00:58	0%	0%
Greek - Greece (el-gr)	1	1	1	00:00:00	100%	0%
Polish (pl)	1	1	1	00:00:00	100%	0%
Slovak (sk)	1	2	2	00:00:04	0%	0%

Device type

Device type	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Desktop	300	3,063	10.2	00:17:28	38%	€0
Smartphone	84	627	7.5	00:06:54	30%	€0
Phablet	1	2	2	00:00:04	0%	€0
Tablet	1	21	21	00:10:29	0%	€0

Browsers

Browser	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Chrome	255	2,769	10.9	00:19:48	36%	€0

Chrome Mobile	58	415	7.2	00:06:20	28%	€0
Microsoft Edge	21	82	3.9	00:06:44	38%	€0
Mobile Safari	21	208	9.9	00:09:41	33%	€0
Headless Chrome	13	167	12.8	00:00:24	62%	€0
Safari	6	33	5.5	00:03:44	33%	€0
Firefox	5	12	2.4	00:04:12	60%	€0
Samsung Browser	4	12	3	00:00:20	25%	€0
Firefox Mobile	1	4	4	00:16:01	0%	€0
Google Search App	1	10	10	00:01:16	0%	€0
Unknown	1	1	1	00:00:00	100%	€0

Visits by day of the week

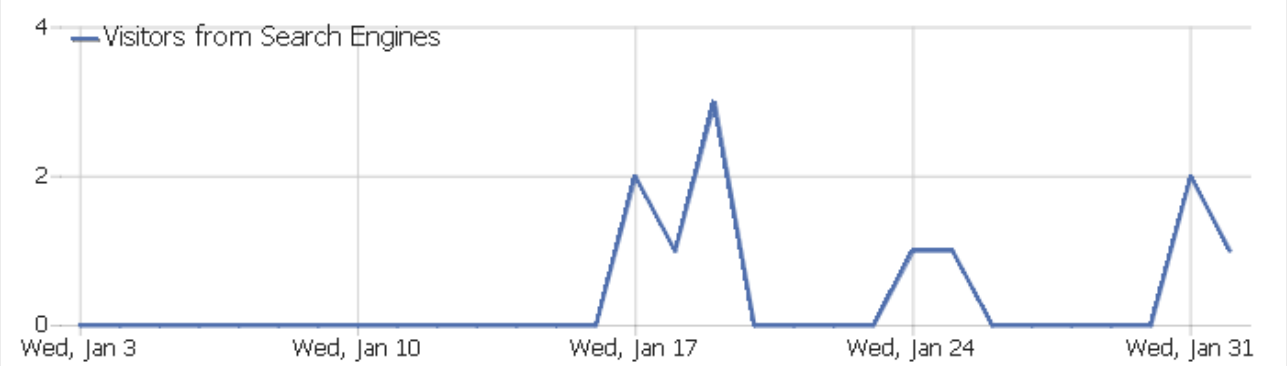
Day of the week	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Monday	35	225	6.4	00:07:45	51%	0%
Tuesday	45	535	11.9	00:21:39	33%	0%
Wednesday	105	1,161	11.1	00:20:57	38%	0%
Thursday	126	1,288	10.2	00:15:41	36%	0%
Friday	60	436	7.3	00:06:09	28%	0%
Saturday	5	19	3.8	00:00:20	20%	0%
Sunday	10	49	4.9	00:03:39	30%	0%

Actions - Main metrics



Name	Value
Pageviews	3,697
Unique Pageviews	1,203
Downloads	0
Unique Downloads	0
Outlinks	16
Unique Outlinks	16
Searches	0
Unique Keywords	0

Referrers Overview



Name	Value
Visitors from Search Engines	11
Visitors from Social Networks	0
Visitors from Direct Entry	354
Visitors from Websites	21
Visitors from Campaigns	0
Distinct search engines	2
Distinct social networks	0
Distinct keywords	1
Distinct websites	6
Distinct campaigns	0
Percent of Visitors from Direct Entry	92%
Percent of Visitors from Search Engines	3%
Percent of Visitors from Campaigns	0%
Percent of Visitors from Social Networks	0%
Percent of Visitors from Websites	5%

Channel Type

Channel Type	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Direct Entry	354	3,352	9.5	00:14:30	37%	€0
Websites	21	127	6	00:04:50	33%	€0
Search Engines	11	234	21.3	00:53:52	18%	€0

All Channels

Referrer	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
statics.teams.cdn.office.net	12	74	6.2	00:03:29	17%	0%
Keyword not defined	11	234	21.3	00:53:52	18%	0%
www.jaeurope.org	5	6	1.2	00:00:01	80%	0%
com.google.android.gm	1	1	1	00:00:00	100%	0%
jaeurope.org	1	6	6	00:06:58	0%	0%
mail.google.com	1	8	8	00:03:18	0%	0%
techsini.com	1	32	32	00:49:30	0%	0%

Search Engines

Search Engine	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Google - Keyword not defined	10	233	23.3	00:59:15	10%	€0
Bing - Keyword not defined	1	1	1	00:00:00	100%	€0



Hosting

The website is hosted on a shared hosting server provided by Blacknight, with guaranteed uptime of 99.5%.

As part of our support (detailed in the next section) we will monitor the resource usage on the server and highlight the requirement to upgrade some or all of the resources before it becomes an issue. We do this to maximise the website's uptime.

SSL

A Let's Encrypt SSL certificate was installed on the server. Let's Encrypt is a free, automated, and open certificate authority provided by the nonprofit Internet Security Research Group (ISRG).

Support

To ensure the project website is kept fully up-to-date and secure and to optimise long-term website performance the website was added to Matrix Internet dedicated support, where technical support and maintenance will be provided for the agreed duration of the project.

CMS and all plugin updates are performed within a month of new releases. Backups are regularly taken to act as website recovery in case of minor or major data loss.

A monthly report detailing current website performance status is sent to nominated people (WP5 working leaders and co-leaders).

Dedicated support team

The WP5 leaders have access to a dedicated support team with rapid response times by emailing support@matrixinternet.ie:

- Within 2 hours during office hours (Monday to Friday).
- Within 4 hours outside office hours on weekdays (Monday to Friday).
- Within 24 hours on weekends or holidays.

Monthly support report

Technical support and maintenance are carried out monthly. To minimise downtime while ensuring the website is fully up-to-date and secure, a dedicated support developer completes the following steps once a month:

- A full copy of the live website files and database are taken
- This is then used to create a fully independent clone of the website and testing environment
- All appropriate updates are performed in appropriate areas and WordPress Core
- Full QA/QC is performed on this cloned website.
- Once verified and tested, these updates are pushed to the live site
- Web server updates are also processed where appropriate
- The live site is also tested to ensure no issues have presented
- A full monthly report is generated and shared with the WP5 working leaders and co-leaders o



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