D4.1: Report on the website

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1 Executive Summary

The Ariadne website was launched in month one of the project.

The project website will be the main access point for information about the project, its research and development programme and events, and for downloading its products in digital format. The website will provide access to the research infrastructure portal from month 18, from which researchers will be able to access datasets, tools and other resources.

MDR maintains and develops the project website with contributions from all partners. The website was introduced to the project partners at the kick-off meeting held in Rome on 7-8 February 2013.

The Ariadne website is built on a modern CMS platform allowing content to be managed effectively and efficiently by project managers and partners.

The frontend makes use of responsive design techniques to enable use of the site across multiple devices and platforms including smartphones and tablets.

Content is consistently marked up with valid and semantic HTML to help increase search engine presence and to ensure content is accessible to screen readers and through other accessibility tools.

News and event content is supplemented with Schema.org metadata to improve search results and machine readability.

There are two registered domain names for Ariadne:

- ariadne-infrastructure.eu
- ariadne-proiect.eu

ariadne-infrastructure.eu is the main domain name, the alternative name (Ariadne-project.eu) redirects to this main domain name.

The website will be linked to the research infrastructure portal, which is being developed by CNR and will be maintained by UoY-ADS, from month 18.
2. **Website Content**

2.1 **Home Page**

The Adriane home page presents an overview of the project with distinctive images from partners, a brief easily readable overview of the project goals and dynamic content showing latest news, events and social network activity from Twitter.

http://www.ariadne-infrastructure.eu
2.2 About

This section of the website provides an overview of the project and includes sub menus for a detailed introduction to Digital Infrastructures for Archaeological Research and information on proposed project activities:

- Community building and dissemination
- Transnational access
- Joint research activities - developing advanced integrated services

ARIAIDNE:

ARIAIDNE brings together and integrates existing archaeological research data infrastructures so that researchers can use the various distributed datasets and new and powerful technologies as an integral component of the archaeological methodology. There is now a large availability of archaeological digital datasets that all together span different periods, domains and regions, more are continuously created as a result of the increasing use of IT. The are the accumulated outcome of the research of individuals, teams and institutions, but form a vast and fragmented corpus and their potential has been constrained by difficult access and non-homogenous perspectives.

ARIAIDNE will enable trans-national access to data centres, tools and guidance, and the creation of new web-based services based on common interfaces to data repositories, availability of reference datasets and usage of innovative technologies. It will stimulate new research avenues in the field of archaeology, relying on the comparison, re-use and integration into current research of the outcomes of past and on-going field and laboratory activity. Such data are scattered amongst diverse collections, datasets, unpublished fieldwork reports (grey literature), and in publications. The latter still being the main source of knowledge sharing. ARIAIDNE will contribute to the creation of a new community of researchers ready to exploit the contribution of Information Technology and to incorporate it in the body of established archaeological research methodology.

To achieve this result the project will use a number of integrating technologies that build on common features of the currently available datasets, and on integrating actions that will build a vibrant community of use.
2.3 Events

http://www.ariadne-infrastructure.eu/Events

Partners are able to recommend events for inclusion on the site through a shared, controlled document, which is subject to a scheduled review. A content administrator then adds new events to the site.

All event content provides a brief overview of the event along with dates and venue. A direct link to the event website is also included.
2.4 Resources

http://www.ariadne-infrastructure.eu/Resources

The resources section of the website includes publications, press and links. Any presentations given about the project by the project partners will also be available for viewing online and for downloading.

In due course, a link to a Standards Registry will also be included along with links to other useful resources as considered appropriate.

2.5 News

http://www.ariadne-infrastructure.eu/News

The news section offers a frequently updated insight to project events and activities, and will be supplemented by content from scheduled newsletters.
2.6 Project Partners

The Partners page presents an overview of all project partners, along with their logos. Full details about the partner and a link to their website is available on individual partner pages.

Partners are encouraged to contribute content to their own pages where appropriate.
2.7 Planned developments – Community section

The project is working on developing a ‘Community’ section of the website to include information on the registration process, and links to social networking sites.

Social Networking

**Twitter : Ariadne Network**
https://twitter.com/Ariadne_Network
A Twitter account has been newly established and tweeting is underway. Tweets are displayed on the homepage.

**Linkedin**
A group has been established for ARIADNE at:
http://www.linkedin.com/groups?home=&gid=4966050&trk=anet_ug_hm

**Slideshare**
A Slideshare account has been established for the project: ariadnenetwork. This channel will be used to share project presentations, reports and other publications.

Slideshare will be used to embed documents on the Ariadne website to enable visitors to browse the full document without the need to download them. Presentations and documents can also be viewed directly from slideshare.

**YouTube**
A YouTube channel will be established for the project. The intention is to use this channel to publish videos about the project, the research infrastructure and its activities.

Other media channels

Flickr       Mendeley       Academia.edu       Zotero       iamResearcher

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2.8 Planned developments – Infrastructure portal

The Ariadne website will be linked to an infrastructure portal which will be designed and implemented within the framework of work packages 12 and 13. The portal will provide access to the content and also to a metadata registry and other tools and resources.

2.9 Partner Area

The partner area provides a section of the site dedicated to storing and sharing project materials, documents and deliverables amongst project partners. Only project partners are given access on login and menu items, and content remains invisible to the public.

2.10 Email addresses

A number of accompanying email addresses have been created that redirect to the appropriate members of the Management team.

- info@ariadne-infrastructure.eu
- network@ariadne-infrastructure.eu
- press@ariadne-infrastructure.eu
- event@ariadne-infrastructure.eu
3. Users, Registration & Roles

The website supports multiple user roles and permissions, allowing project managers to grant subsets of users the right to see and modify areas of the site otherwise restricted to normal users. These are:

- **General users:** can see the public pages of the site.
- **Registered users:** will receive email newsletters etc.
- **Project users:** can log in, view and edit reserved project pages (members area) and the partner pages.
- **News editors:** can log in, view and edit reserved project pages (members area), the partner pages and news pages.
- **Admin users:** can log in, add containers and content etc.

4. Supported language content

Static content of the website will be provided in several languages;

- The main languages to be supported: English, Italian, French, German
- The additional partner languages which may also be included are: Greek, Swedish, Slovenian, Hungarian, Czech, Bulgarian, Romanian and Dutch
5. Web Statistics

The Ariadne project website uses Google Analytics to track and analyse traffic to the website.

Visits to the website since the launch of the website were reported from 36 countries. The number of visits from 9 February to 18 April 2013 was: 935 of which 474 were unique visits. 4,892 pages have been viewed since the start of the project with 3,343 being unique visits.

5.1 Visits by Country

Note: While there are systems in place to prevent visits from site administrators (by IP and by website account), these systems are not 100% reliable and may result in inflated visit counts from the UK.

Google Analytics does not record visits from users with JavaScript disabled. There are no accurate figures for the percentage of users with JavaScript disabled, but it is generally considered to be somewhere between 2\% to 3\%.

Source: Google Analytics

Ariadne – Visits by Country
9/02/2013 – 18/04/2013

Ariadne: Top 20 visits by country
09/02/13 to 18/04/13

United Kingdom: 22.25\%
Netherlands: 10.70\%
Italy: 8.88\%
United States: 8.34\%
5.2 Traffic Sources

The diagram below indicates the percentage of traffic to the website by source.

5.3 Referrals

The total number of visits via referrals since the beginning of the project was 5,283 from 433 referrals. For this reporting period there have been 1,804 visits from 194 referrals. The chart below identifies the top 20 referrals for last 6 months.
6. Conclusions

The project website was successfully launched during the first month of the project. The initial web statistics show that the website is already providing a point of access to information about the project from users in Europe and internationally. Plans are in place to develop the content of the website itself and to develop a presence for the project on social networking channels, and work is underway to design, specify and develop the research infrastructure portal to provide researchers with access to Ariadne datasets.

Over the next year the website will continue to develop both in terms of its content and its user base. Progress will be reported at month 18 in D4.3 the first periodic dissemination report.

7. References

Ariadne Description of Work
D4.2 Ariadne Initial dissemination plan