

EMODnet
European Marine
Observation and
Data Network


Your gateway to marine data in Europe

EMODnet - Implementation of Search Engine Optimization

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Importance of SEO and its impact

- ④ Search Engine Optimization is the activity of ensuring a website can be found in search engines for words and phrases relevant to what the site is offering
- ④ The higher a website naturally ranks in organic results of a search, the greater the chance that website will be visited by a user
- ④ A specific Indicator has been introduced in the EMODnet Monitoring system to monitor and assess SEO performances on each Portal in respect to three metrics: branding, acquisition and performances with regards to keywords
- ④ The data will be extracted by TRUST-IT with the support of two tools: Matomo for the data related to web analytics and SEMrush, a tool specialised in SEO analytics


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EMODnet & SEO

- ④ Some actions have been already done by TRUST-IT on the EMODnet Central Portal
 - ④ site-map implemented
 - ④ SEO tool implemented
 - ④ meta title, meta descriptions and meta keywords continuously set-up on new contents
 - ④ Matomo (former Piwik) set up to test the validity and performance of a given page
- ④ Some other actions are planned in the upcoming months
 - ④ A list of best practices aimed to improve the SEO strategy of the EMODnet web portals is provided with D3.3

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Indicator 6.1.3 – Brand monitoring

- ④ Helps to check the authority of referring domains and determine which ones are worth partnering with
- ④ Provides a list of domains and specific url where EMODnet is mentioned, a score for each domain and how many mentions have a backlink to EMODnet Central Portal website.

6.1.3 SEO assessment - brand monitoring	Date ³⁸		
URL	BM scores ³⁹	Total Mentions	Mentions with backlinks
External Website 1	1-100	#mentions	#backlink
External Website 2			
...			

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Indicator 6.1.4 – Acquisitions

- Provides a snapshot of the Acquisition and Behavior cycle
- Displays where users come from, what they do on the website and which is their behavior in terms of number of page per session, average duration of a session and percentage of visitors who enter the site and then leave ("bounce") rather than continuing to view other pages

6.1.4 SEO assessment - Acquisitions	Date ⁴⁰					
	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce rate	Page/sessions	Average duration of the session
Organic Search	#users	%	#sessions	%	#page/session	
Direct						
Referral						
Social						

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Indicator 6.1.5 – Performances

- Provides the positioning of the website with respect to certain keywords in comparison with competitors
- Higher positions for target keywords indicate a successful strategy, and lower positions indicate that the competition is outperforming

6.1.5 SEO assessment - performances	Date ⁴¹	Portal				
	Keyword	CPC ⁴²	Volume ⁴³	Portal Positioning	Competitor ⁴⁴ 1 positioning	Competitor 2 positioning
...						
...						

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SEO assessment

- ④ Brand monitoring
 - ④ EMODnet is mentioned by important Publishers in the field (Nature, Plos or The Oxford Journal) but the number of mentions and backlinks is low
 - ④ There are also mentions from domains not so qualified with a very low BM score and this should be avoided. TRUST-IT is currently investigating how to make the Crawler not to consider those mentions and related backlinks, so that the overall rank of the EMODnet Portals could not be affected by those not-qualified references
- ④ Acquisition
 - ④ overall users' behavior on the EMODnet Central Portal is aligned with the general trends in terms of duration of the sessions, actions per session and bounce rate
 - ④ Most of the users come to EMODnet through organic search or direct access. Referral are very low
- ④ Performance
 - ④ A first set of keywords is under assessment
 - ④ It is not easy to identify the right keywords and the right competitors; each Portal should help TRUST-IT and the Secretariat to set the keywords that are more pertinent to the proper field


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Conclusions & recommendations

- ④ Targeted communication and outreach activities on web and social media will help generating mentions and backlinks
- ④ Dedicated activities of link building can be easily implemented (e.g. all the Organizations involved in EMODnet use cases could be asked to post on their official websites a link to the EMODnet Portals)
- ④ Implementing a dedicated SEO strategy on each Portal could improve the impact of EMODnet

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