



### **EMODnet & SEO**

- (b) Some actions have been already done by TRUST-IT on the **EMODnet Central Portal** 
  - (b) site-map implemented
  - (b) SEO tool implemented
  - (b) meta title, meta descriptions and meta keywords continuously set-up on new contents
  - (b) Matomo (former Piwik) set up to test the validity and performance of a given page
- (b) Some other actions are planned in the upcoming months
  - (b) 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 **EMODnet** monitoring

- (b) Helps to check the authority of referring domains and determine which ones are worth
- (b) 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 <sup>38</sup>		
URL	BM scores <sup>39</sup>	Total Mentions	Mentions with backlinks
External Website 1	1-100	#mentions	#backlink
External Website 2			
•••		2	

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# Indicator 6.1.4 – Acquisitions

Provides a snapshot of the Acquisition and Behavior cycle

(b) 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	Date <sup>40</sup>					
SEO assess ment - Acquisi tions	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce rate	Page/sessions	Average duration of the session
Organic Search	#users	%	#sessions	%	#page/session	
Direct		15				
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

(b) 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 <sup>41</sup>	Portal			
Keyword	CPC <sup>42</sup>	Volume <sup>43</sup>	Portal Positioning	Competitor44 1 positioning	Competitor 2 positioning

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### **SEO** assessment



- (b) Brand monitoring

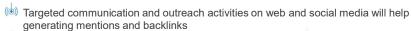
  - EMODnet is mentioned by important Publishers in the field (Nature, Plos or The Oxford Journal) but the number of mentions and backlinks is low

    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
- (b) Acquisition
  - (๑) 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
  - Most of the users come to EMODnet through organic search or direct access. Referral are very low
- ( Performance
  - ( A first set of keywords is under assessment
  - (b) 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



(b) 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)

(b) Implementing a dedicated SEO strategy on each Portal could improve the impact of **EMODnet** 

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