Preventing HLB epidemics for ensuring citrus survival in Europe

[D9. 2] Project website – Communication Platform

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Linked Task/s Title	Digital Marketing Strategy deployment				
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Deliverable version	1				

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1. 1. Executive Summary

The present report describes the website (**www.prehlb.eu**) and delineates the motivation behind their concepts.

The PRE-HLB website is the main Dissemination and Communication tool of the project, which will reflect news, advances, and results of the investigation of this project, and the rest of communication actions and the exploitation of the results. Therefore, its design, management, maintenance and generation of content are key activities. It will showcase the content of sections and defines the expected impacts for the project consortium and the final aim of the investigation of this project.

This website is an informative page and a media hub for all the public interested in the subject of the project. According to this strategy, messages will be shaped and delivered in an effective manner using Digital Marketing strategies: SEO, creation of content and Social Media channels will be the three pillars to achieve the best results.

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2. Website

2.1. Introduction

The PRE-HLB platform has been created to serve as a project content management system. With this aim, the website provides the following content, guidelines and recommendations of the European Commission:

Main menu:

- Home (access)
- ABOUT – general information about the project: Description, Operational Objectives and Consortium
- MEDIA CORNER: Press releases, Newsletter, Resources, Documents and Gallery. All will be focused scientific and non-scientific public, general audience and media.
- EVENTS AND NEWS: News, Videos and Affected zones map
- LEGISLATION – general rules of the agricultural and rural area when researching the bacteria: Factsheets, Protocols, Synthoms data base, Bibliography.
- GOOD PRACTICES
- CONTACT

Footer:

- Appropriate acknowledgment and reference to the funding by European Union's Horizon 2020 Framework Programme.
- Privacy policy, cookie policy, terms and conditions in compliance with the EU General Data Protection Regulation (GDPR).
- Recent tweets widget.
- Subscription to our newsletter.
- Send the contribution piece of news
- Recent posts
- Main menu

2.2. Dissemination and Communication Activities

PRE-HLB goal is to develop and implement a holistic contingency plan to protect the citrus sector in the EU from HLB disease drivers and to co-create new solutions to manage the disease through a multidisciplinary approach and in collaboration with experienced partners from America and Asia.

The EU citriculture is threatened by the emerging disease Huanglongbing (HLB, also known as Greening), currently considered the most devastating citrus disease due to its rapid dispersal, severity and fast progression of symptoms, huge losses in fruit production and quality, cost and difficulty of preventing new infections, lack of resistant commercial citrus varieties and economically feasible treatments for infected trees, and absence of durable control mechanisms. HLB is generating multimillion economic losses to most citrus industries worldwide. Now is the time to start research in the EU because the vector T.erytreae has been detected and is spreading in Spain and Portugal.

For that PRE-HLB will be:

- Maintaining a dynamic website, all kind of contents will be periodically updated. The website will count with technical articles, investigation papers, public deliverables, pieces of news and policies of the sector, initiatives related to the European Commission, events created by this project or other projects with the same objective, workshops, etc. With this methodology it will improve positioning in Google searchers, and while sharing the content through social networks and the newsletter, more visitors will be attracted to the website.
- The PRE-HLB website is one of the main communications and dissemination tools of the project. To maximize the scope of the project, different strategies of digital marketing will be established.
- SEO – (Search Engine Optimization): the traffic of visits to the PRE-HLB website will increase progressively throughout the course of the project thanks to the implementation of strategies oriented to organic traffic, always considering the keywords identified for it.
- Social networks: the information hosted in the PRE-HLB website, will be used in the social media channels in a way to increase visits and attract newcomers to the project.
- Newsletter: A quarterly newsletter will be distributed between the consortium and the public including achievements and innovations of the project that redirect to the website. Newsletter will be also uploaded to the website in a specific section just for them.
- Link building: It will be able to create synergies between the PRE-HLB website and the partners' websites, as well as with other relevant agents of the sector, Horizon 2020 projects in the same field encouraging the exchange of links. Instruction to the rest of the partners will be offered with this aim.

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2.3. Technical characteristics

2.3.1 Full responsive content website

Responsive web design allows the PRE-HLB website to be visible in all devices and platforms (desktops, tablets and phones). The incorporation of the state-of-the-art techniques in design also creates a quick and intuitive user experience while browsing the website.

2.3.2 CMS WordPress

This is the more used platform when creating the websites. It allows:

FLEXIBILITY
Every system needs to be able to handle custom demands from the customer without the development period extending to the extreme.

EASY TO USE
The website is easy to use. The website works and can be easily worked. Its completely customizable and maintainable by the customer concerning the content. None the less, it has a lot of resources that are easy reading, fact that invites the user of the webpage to stay browsing for a longer time.

PERFORMANCE
A website always needs to work properly. To guarantee a good performance we take all possible issues into account from the start. Everything needs to work as it should. And this website has the correct HTML and CSS to make the maintenance easy and the visualization attractive and practical.

2.3.3 Images Optimized for a better load

Website compression makes it possible to reduce the file size of a web file to about 30% or less of its original size before these files get sent to the browser of a user.
This compressed file is then served to the browser of the user which decompresses it automatically to load the full original file in the browser again. Enabling compression is great for improving page speed because the visitors will need to download much smaller web files as the original ones when browsing web pages, which speeds up the download process of these files.

2.3.4 Connection and Data Exchange protected under SSL certificate

SSL stands for Secure Sockets Layer; this is a global standard security technology that enables encrypted communications between a web browser and a web server. It is utilized by 1 million online business and individuals to decrease the risk of sensitive information.

To create this secure connection, an SSL certificate is installed on a web server and serves to functions:

- It authenticates the identity of the website
- It encrypts the data that's being transmitted

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2.3.5 SEO Friendly site and Content

At a fundamental level, a SEO-friendly site is one that allows a search engine to explore and read pages across the site. Ensuring a search engine is the first step to establish PRE-HLB visibility in the search engine results page.

A disclaimer with the information related to the GDPR compliance will be adhere the contact questionnaire and at the footer of the webpage.

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2.4. Structure of the website

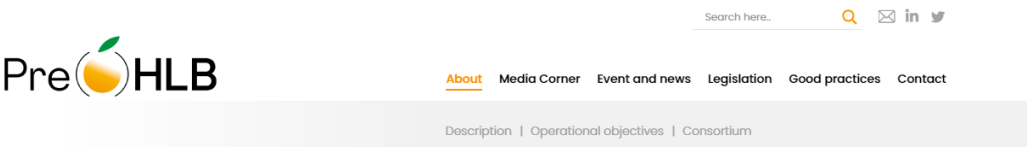
PRE-HLB project is the main online tool to present and disseminate all the results and events under the framework of the project. It will be regularly updated to provide the latest news with the collaboration of all the partners, relevant results and breakthroughs.

The website is carefully designed to address the public and the people interested in the research activities this project is going to do, in the most effective way. It is the easiest way to ensure the visibility of the project for the EU as well for all the public.

PRE-HLB website was designed as an interactive tool, as well as a training and learning one, for public information and communication among the partners and the people invested in the project. It will also be a repository for public documents, materials and useful information related to the project.

The structure and design of the website used during the lifetime of PRE-HLB might be modified to be adapted to needs and the future outcomes of the project. This is the PRE-HLB website structure:

2.4.1 MENU



2.4.2 HOME

The homepage is designed to attract the attention of the viewer with the firs visual impact. The users get an overview of the project and of the whole consortium. The project logo is clear and visible, and everything is designed with the same colours theme. In this first page the user will find a short and sharp description of the project (What is PRE-HLB), a clear presentation of the Latest News of the project, the affected zones map (AFFECTED ZONES MAP) and the Action Plan (OBJECTIVES) and Consortium (CONSORTIUM).

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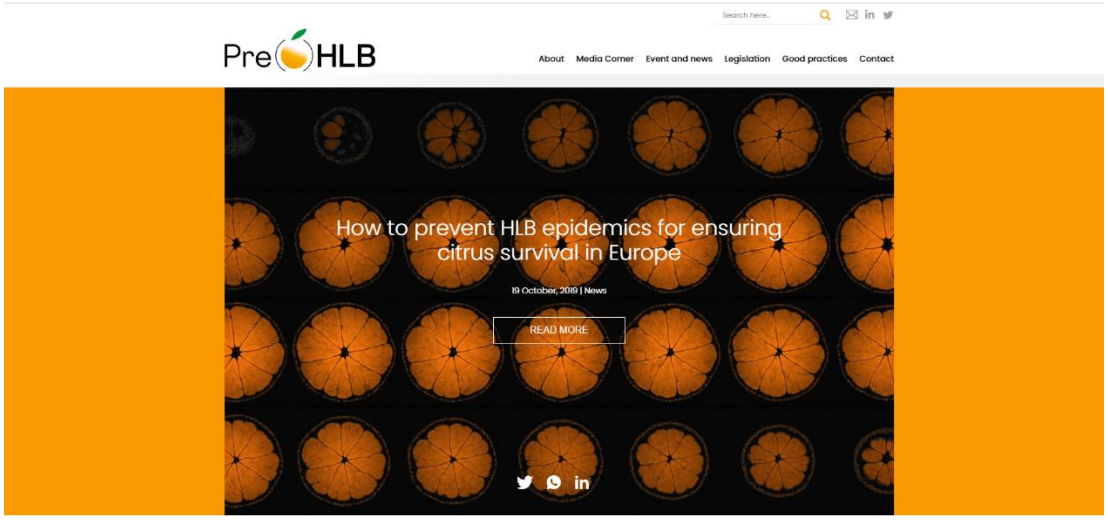

Figure 1 Website Homepage

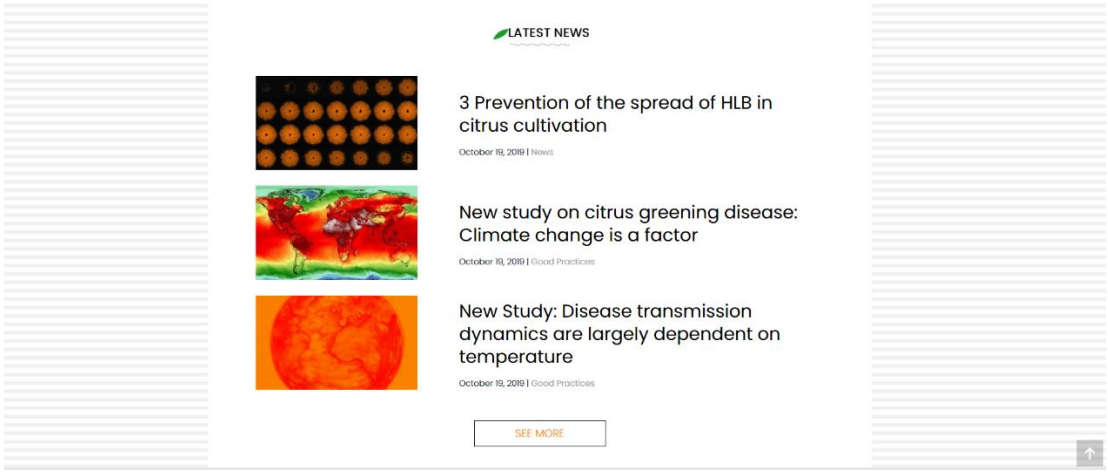

Figure 2 Website Homepage

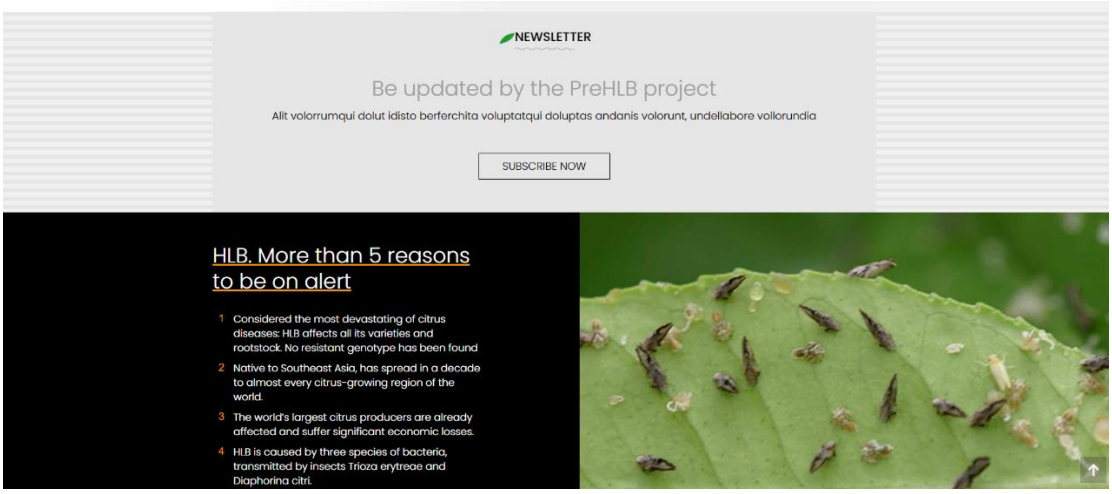

Figure 3 Website Homepage

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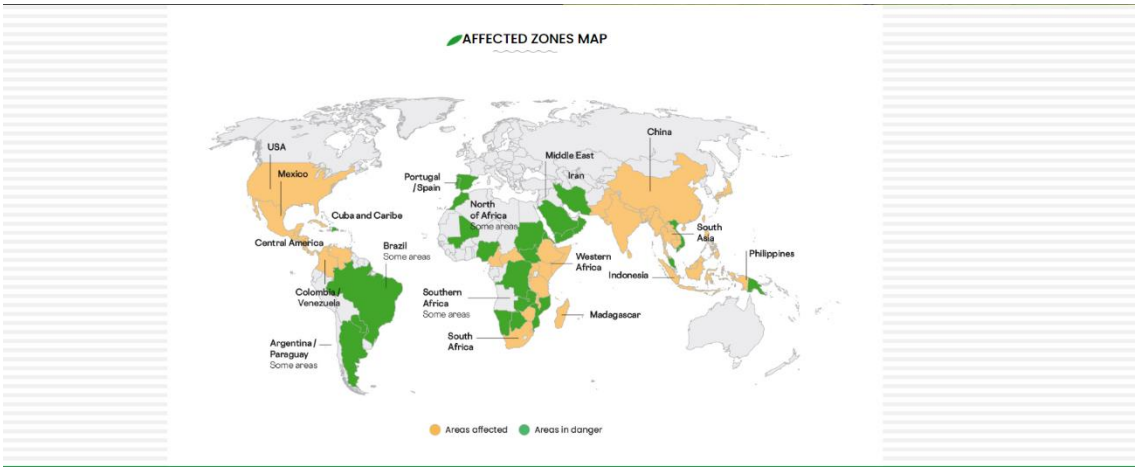

Figure 4 Website Homepage

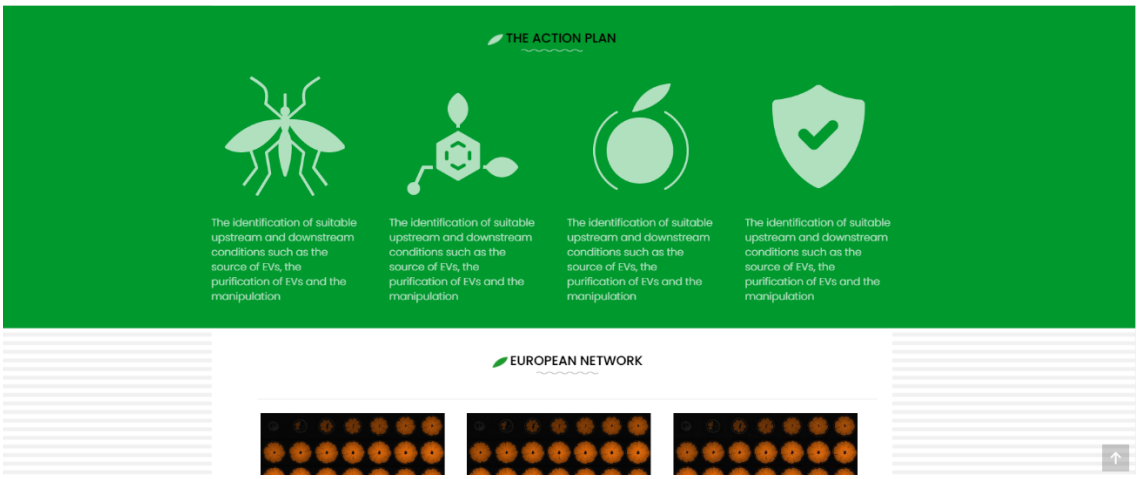

Figure 5 Website Homepage

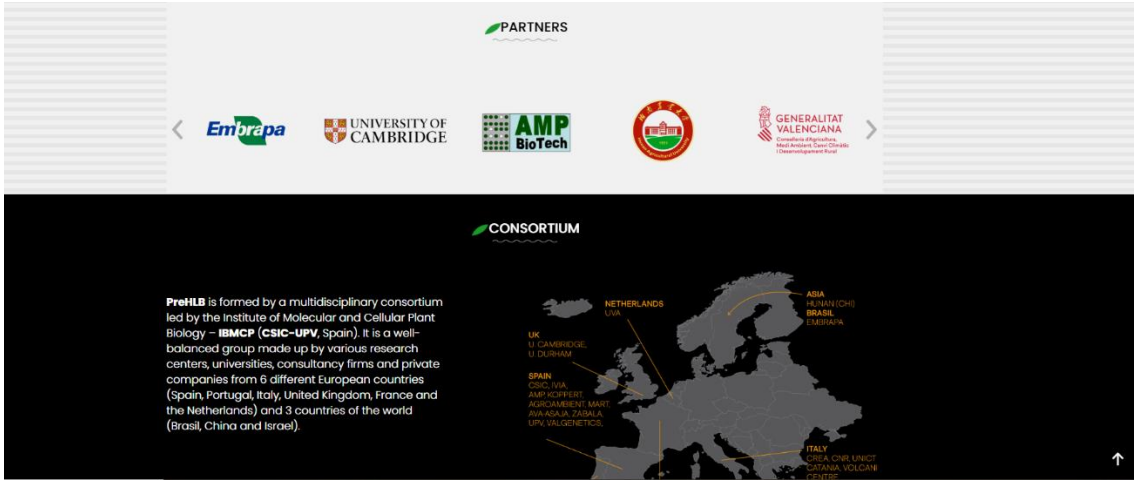

Figure 6 Website Homepage

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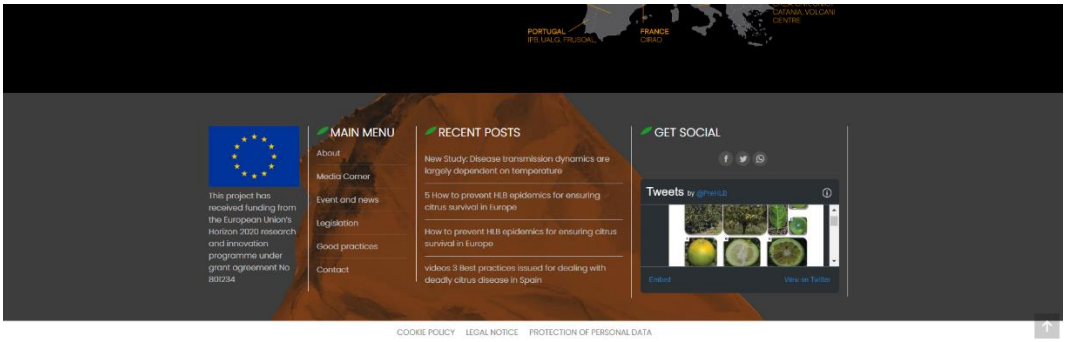

Figure 7 Website Homepage Footer

The reference to Horizon 2020 Programme and the fulfilment with the GDPR is shown on every page of this website in the footer.

2.4.3 ABOUT

This part is where the project it's explained in detail. It distributes itself in different topics:

- Description
- Operational Objectives
- Consortium

2.4.3.1 Description

This section provides a full description of the project and its main objectives in a more focused way, laying out the details that were missed in the general description found in the main homepage. And, explains the importance of the work packages and its main goal and key results.

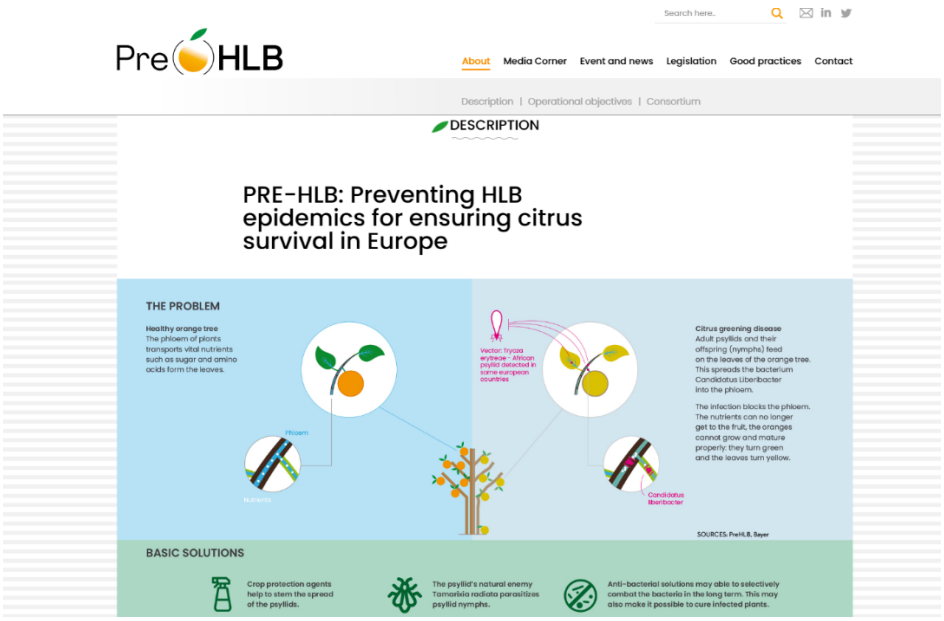

Figure 8 ABOUT

PRE-HLB goal is to develop and implement a holistic contingency plan to protect the citrus sector in the EU from HLB disease drivers and to co-create new solutions to manage the disease through a multidisciplinary approach and in collaboration with experienced partners from America and Asia.

The EU citriculture is threatened by the emerging disease Huanglongbing (HLB, also known as Greening), currently considered the most devastating citrus disease due to its rapid dispersal, severity and fast progression of symptoms, huge losses in fruit production and quality, cost and difficulty of preventing new infections, lack of resistant commercial citrus varieties and economically feasible treatments for infected trees, and absence of durable control mechanisms. HLB is generating multimillion economic losses to most citrus industries worldwide. Now is the time to start research in the EU because the vector *T. erytreae* has been detected and is spreading in Spain and Portugal.

WORK PACKAGES

1. Coordination
2. Development of Short-term Preventive Measures
3. Bioecology of *Trioza Erytreae* and Potential to Spread
4. Study of *Psyllid-Citrusbacterial*Interactions
5. Predictive Modelling to Develop Pest Risk Assessment (PRA) Tools
6. Development of Psyllid/HLB Management Strategies
7. Looking for Genetic Resistance Against HLB Causing Bacteria
8. Screening and Generating Genetic Resistance
9. Exploitation, Dissemination and Communication Actions
10. Ethics requirements

Figure 9 About and Workpackages

2.4.3.2 Operational Objectives

In Figure 10 we can observe a clear presentation of the 3 main objectives of the project (OBJECTIVES).

Figure 10 Operational Objectives

2.4.3.3 Consortium

This section provides a list of all partners taking part in the project linking to their short descriptions and websites. Every partner is briefly described in terms of research quality and groups participating in PRE-HLB project, as well as their main contribution and leaderships in the work plan.

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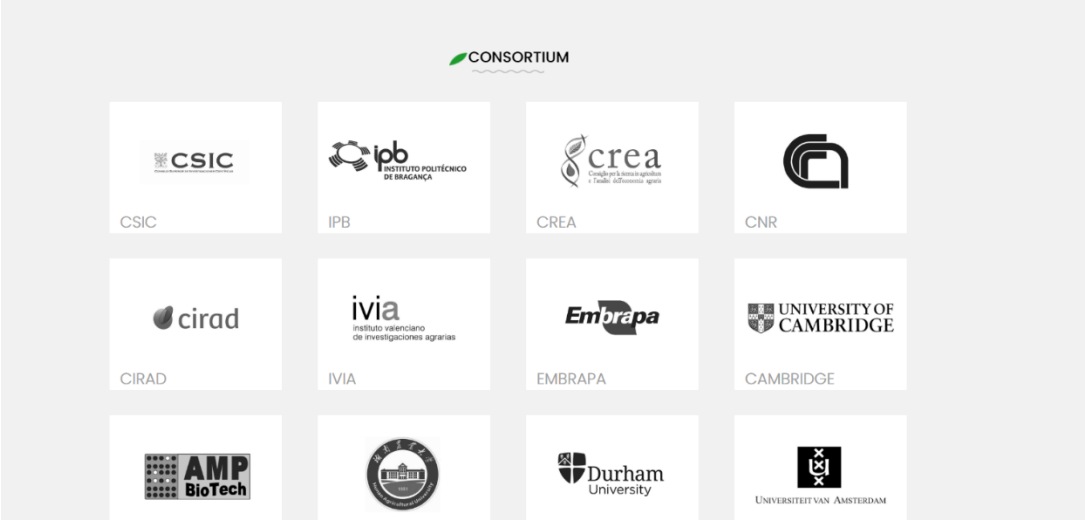

Figure 11 Consortium

Figure 12 Consortium Map

2.4.3.4 Footer

On every page we can find two call-out, the first one to register/subscribe to the newsletter and another one for interested parties to contribute with pieces of news to the website, so in this way, we can create a public platform for every rural and agricultural entity and person who would like to say something about the HLB and the sector.

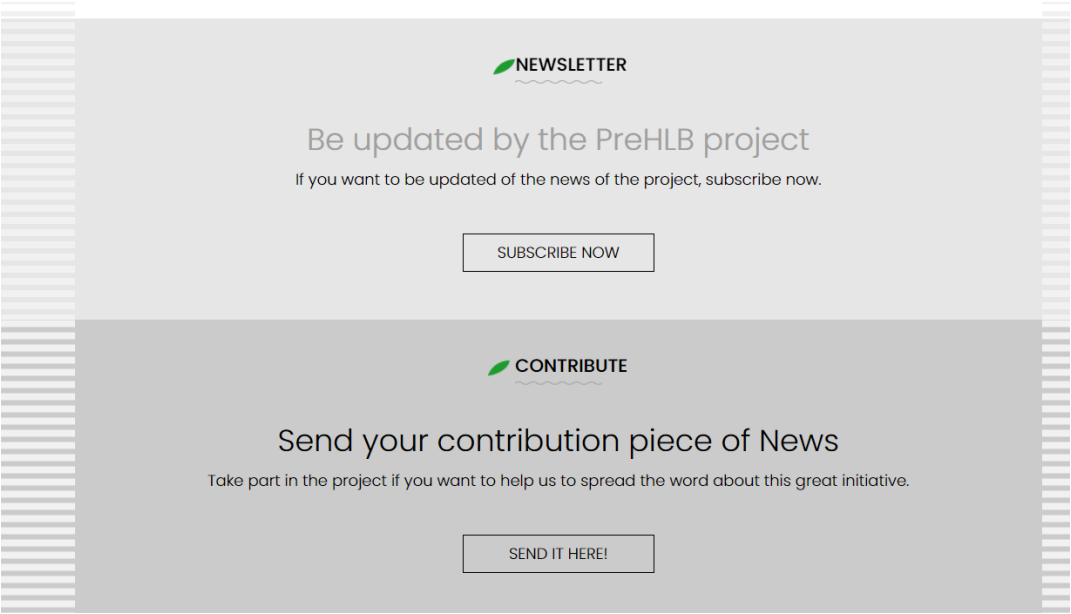

Figure 13 Subscribe and Contribution

Figure 14 Footer

2.4.4 MEDIA CORNER

This section consists in different subsections which documents are all downloadable.

- Press Releases.
- Newsletters
- Resources
- Documents
- Gallery

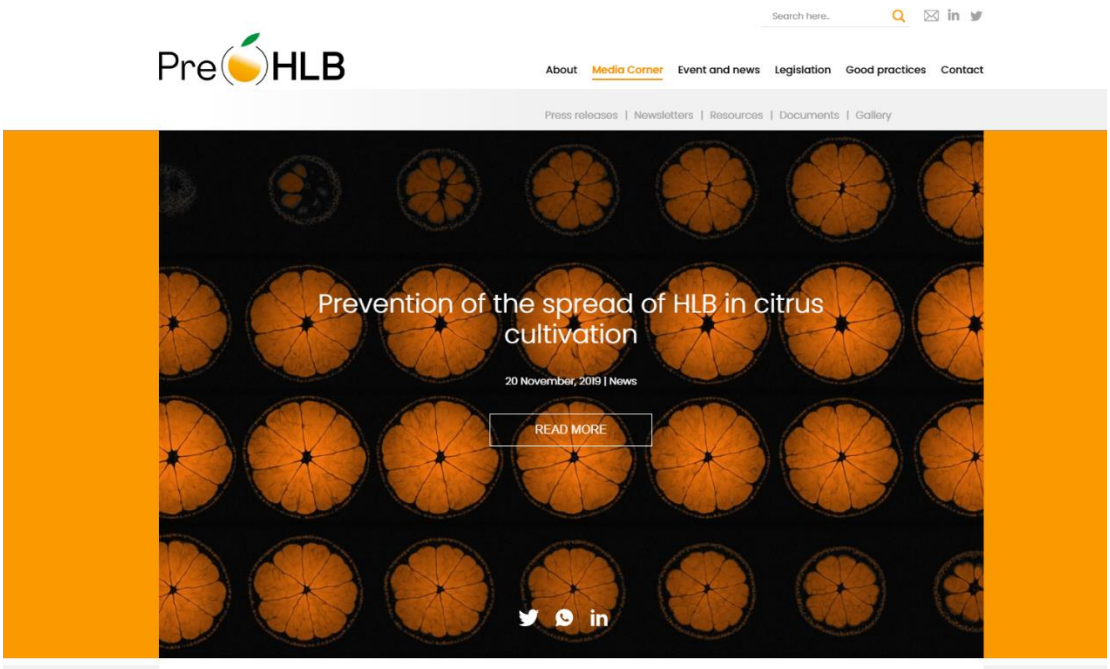

Figure 15 Media Corner

2.4.4.1 Press releases

In this section you can find the press releases made by the project consortium. Posting the press releases made, it is a way of showing the work progress that is being done.

2.4.4.2 Newsletter

A quarterly newsletter is going to be launched putting out feelers of the news that are going to be posted on the website and highlighting the main outcomes of the project, the newsletter is going to be found in this section in a pdf. version to download.

2.4.4.3 Resources

In RESOURCES you can find the PRE-HLB brand resources and useful templates to download.

- Logo and visual guidelines.
- Roll-up design.
- Posters.
- Infographics.
- Templates of the project.
- Other specific campaigns with resources and material.

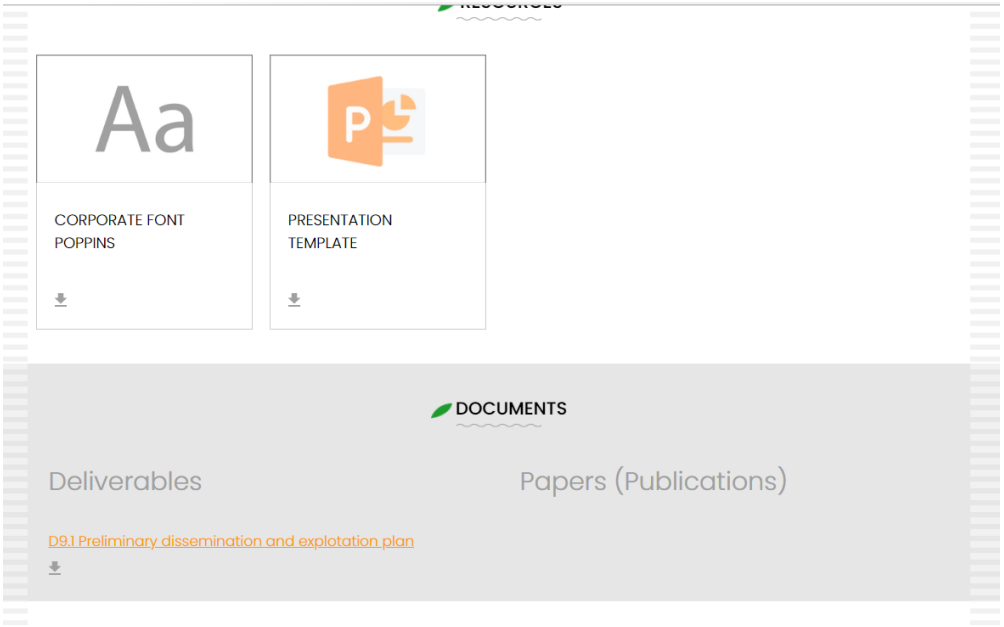

Figure 16 Resources and Documents

2.4.4.4 Documents

In this section you will find public documents with the main outcomes and results achieved by PRE-HLB project. This will allow visibility and transparency for the project. (This section can be seen in Figure 16)

- Public documents
- Deliverables
- Scientific papers
- Scientific communications

2.4.4.5 Gallery

In this section pictures of the consortium and the events that PRE-HLB will attend to will be posted. All photos will be described with a headline and a short paragraph in a way to let people get into context and are order by Day-Month-Year.

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2.4.5 EVENTS AND NEWS

In this section news and events of interest will be posted. News and events are always going to be up to date with the main outcomes and the related material useful for the consortium and the community of people interested in the project.
Periodically or two times a month we will try to release a piece of news and for that we will count with the help of the project consortium.

The events and pieces of news published in this section will be based on the future advances of the project in the HLB, deliverables, meetings and events partners organise or attend to, workshops, pieces of news related to H2020 project with the same theme and events they organise, politics and new strategies de EC generates related to the theme of the project, events other projects related to PRE-HLB assist, and pieces of news about the value chain of the research field.

Every partner has the obligation of allowing the other member of the consortium know, the pieces of news they generate this being: the attendance to an event or workshop, the publication of a science paper or anything that could be useful to the communication plan of this project. The website will be up to date by posting at least to pieces of news per month.

The internal proceedings of PRE-HLB were described in the *D9.1 Preliminary dissemination and explotation plan* deliverable.

2.4.5.1 Videos

Videos explaining how the innovation has been developed and relevant and interesting videos about the matter in question will be posted in this section.

Figure 17 Videos

2.4.5.2 Affected zones map

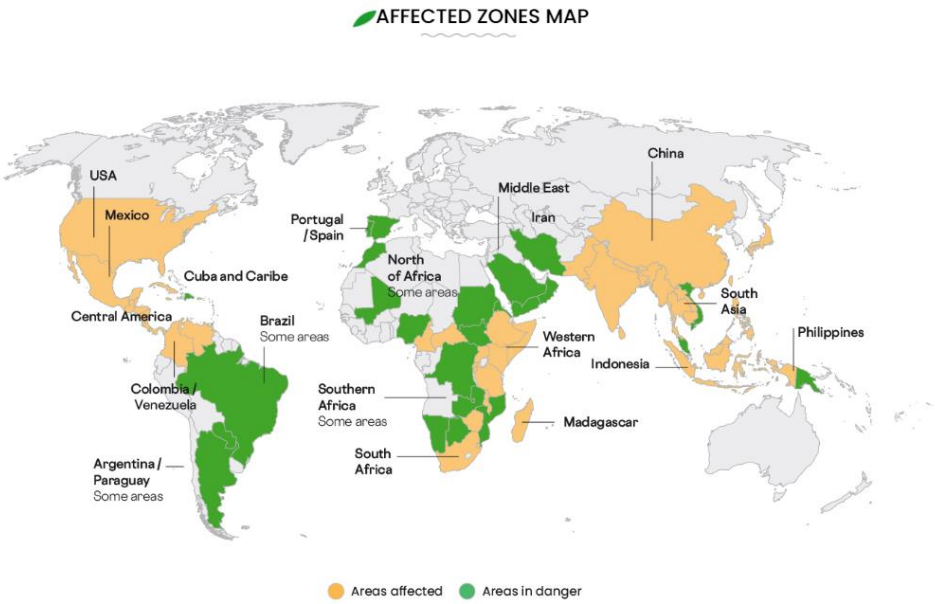

Figure 18 Affected zones map

2.4.6 LEGISLATION

The Legislation section takes part of the "open source platform". This includes a FAQ sections and sections in which papers to learn about the HLB-Disease and short-terms mitigation actions will be posted.

It is formed by:

- Factsheets
- Protocols
- Synthoms data base
- Bibliography

2.4.6.1 Factsheets

In the Figure 19 and Figure 20 we can see how factsheets looks as of today, but we can also see an example with silly text of how it will look once it is filled with information. Factsheets will be the place to showcase a presentation of data in a format which emphasizes the key points of HLB concisely.

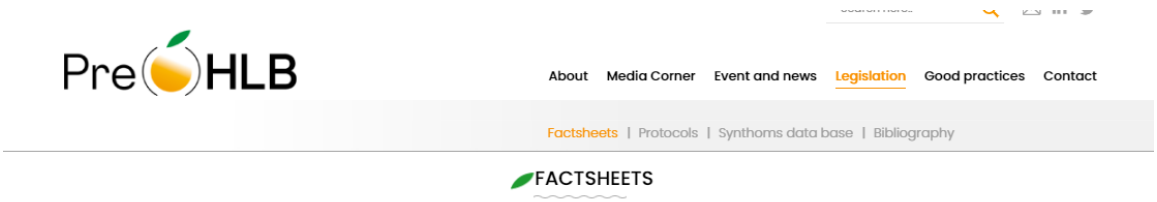

Figure 19 Factsheets

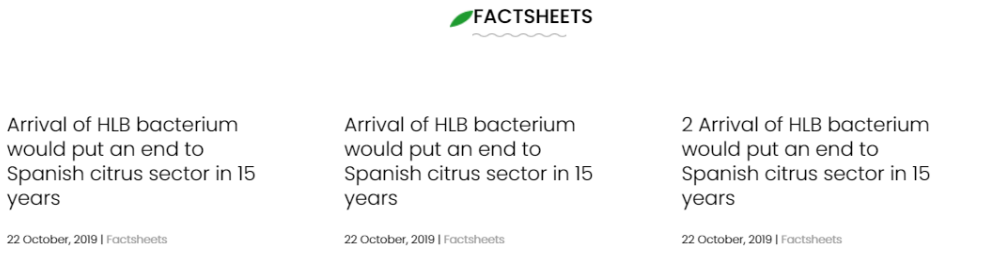

Figure 20 Facthseets silly text

2.4.6.2 Protocols

The protocol section will be filled with the most important rules on how to perform the basic investigations and the laws of the agricultural field.

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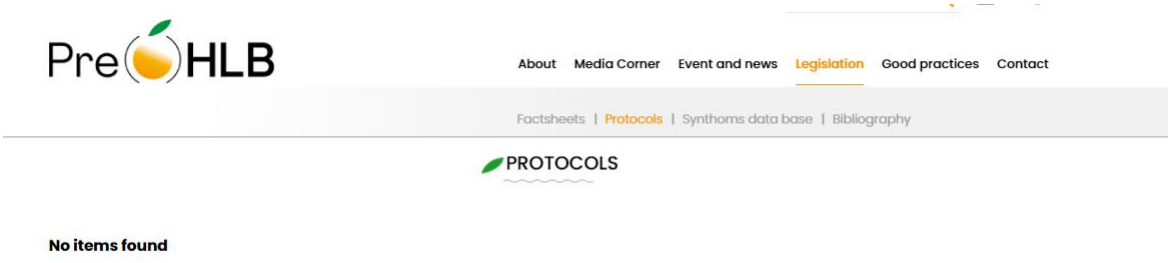

Figure 21 Protocols

2.4.6.3 Synthoms data base

The Synthoms data base, as its name says, will be a place to fill up with the basic Synthoms of the HLB in plants in order to let people know what that should expect when confronting the HLB.

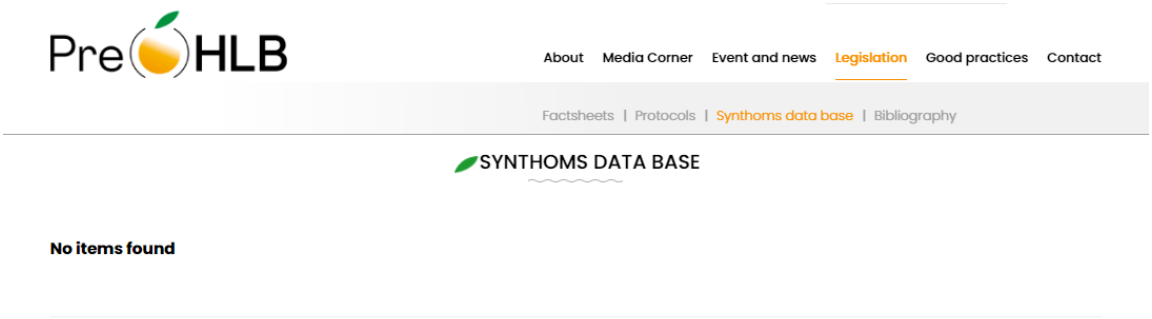

Figure 22 Synthoms data base

2.4.6.4 Bibliography

Bibliography will be the place were all the information necessary for the agricultural section to know about the HLB will be posted, so when in need of information they would have a digital page where they could find everything.

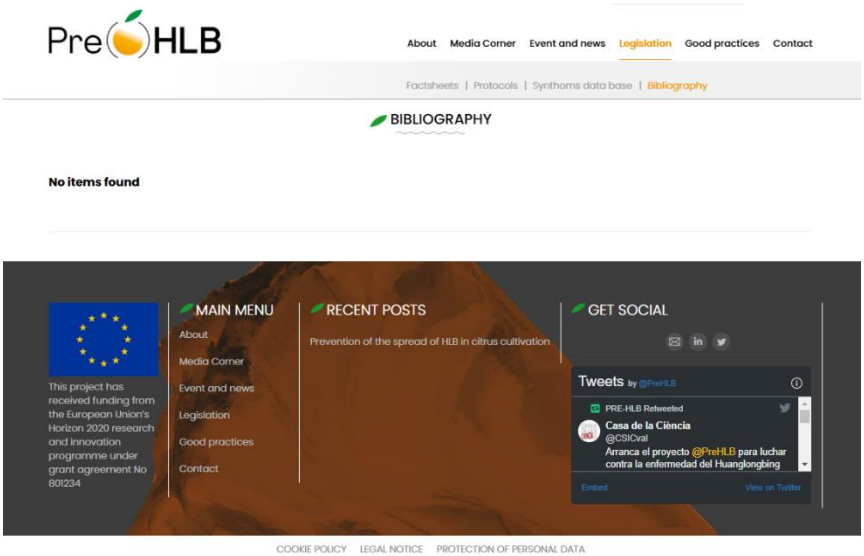

Figure 23 Bibliography

2.4.7 Good practices

In this section of the website we will find cases of good practices that are carried out by entities external to the project or even the good practices of Pre-HLB.

Also, this section will be the open forum where the contributions sent by whoever wants, through the form at the bottom of this page, will be found.

In this section it will be found (videos, manuals, brochures, images, etc.) for:

- farmers
- shops (collectors, etc.)
- exporters
- gardeners
- private owners
- and minor public administration entities

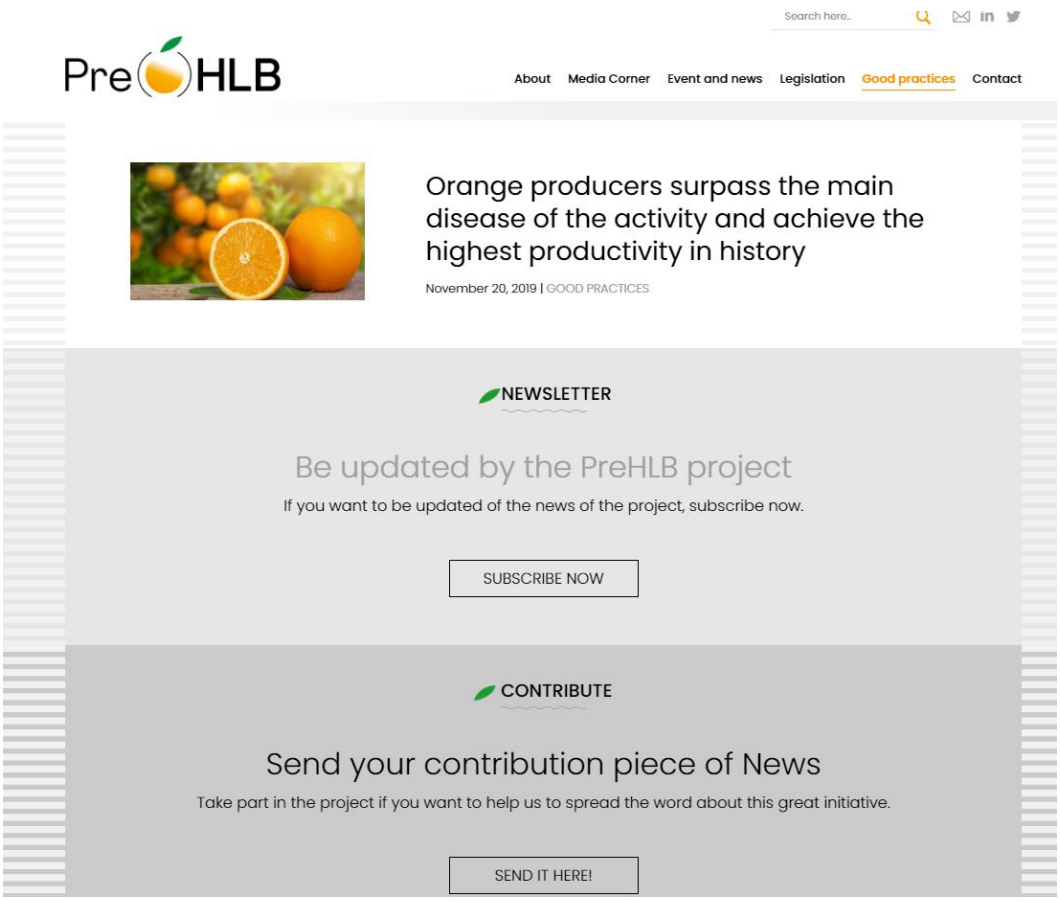

Figure 24 Good practices

2.4.8 CONTACT

In the CONTACT section a form with the GDPR consent will be available for the community of the project to get in touch with the researchers and the consortium and ask anything they could have in mind.

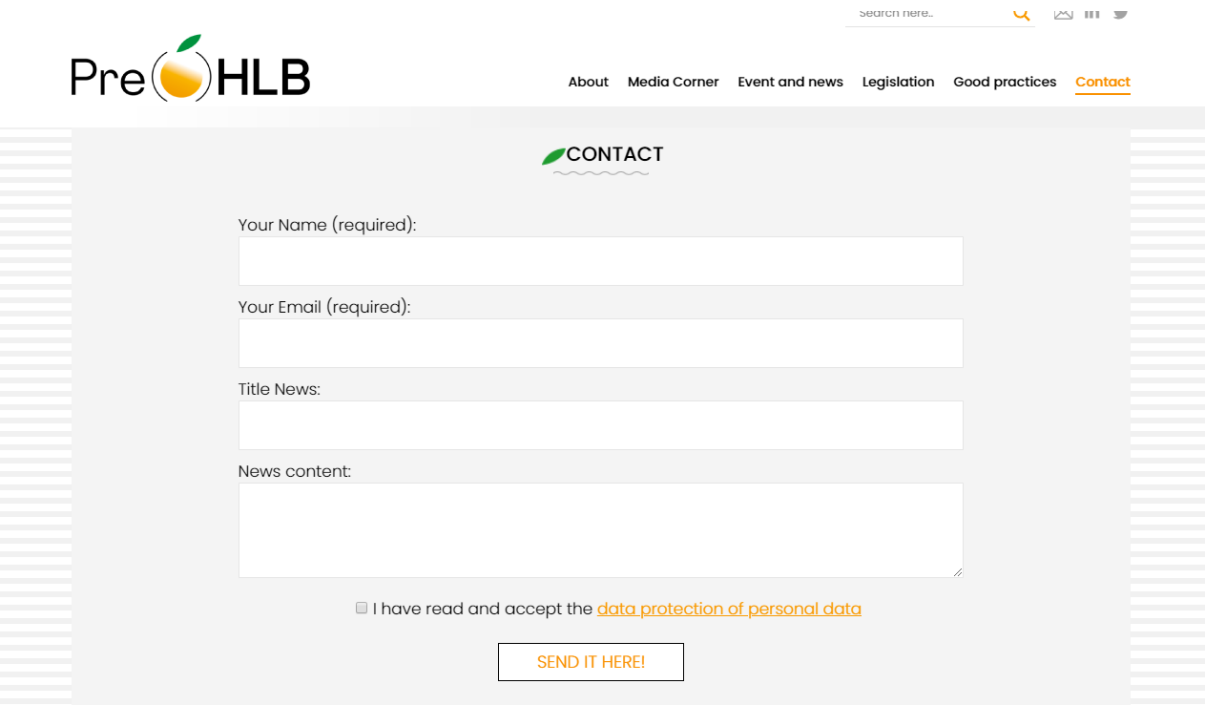

Figure 25 Contact Form

2.4.9 MEASURING RESULTS

Each partner will make use of its communication tools and channels, networks and collaboration with the goal of reaching the community of the project and spreading the news about the results that may be. Monitoring and analytics will be incorporated on the web and social media of PRE-HLB digital marketing and communication processes, as a source of essential information for monitoring key indicators.

Visits to the website will be measured and evaluated with the use of statistics integrated with Google Analytics. This is the best tool for personalized views and graphs about type of users, geographical precedence, origin of web traffic, most visited sections, etc.

Google Analytics gives a wealth of information about PRE-HLB website performance metrics, but very simply put it, it shows us the following:

- The traffic that is coming to the site
- Where the traffic is coming from.
- What visitors are doing once they are on the site.

This analysis will be developed for the website and the social media channels.

Analytics works by tracking 'tags', which are a small piece of JavaScript code that are installed on every page of the website for Analytics to work properly. This data is then collated and shown in a 'report' page in the Google Analytics' admin interface.

The report contains these data:

- Visits: The total number of visits, including both new and returning visitors. A returning visitor would be counted twice or more, depending on how many times has visited the page. If we want to know only the new visitors, then we would measure "absolute unique visits".
- Page views: The total number of pages views.
- Bounce Rate: The percentage of visitors who leave site without viewing a second page. I.e. they click the 'back' button, type a new URL or close the window or session time-out. A good bounce rate is below 20%, a 30% rate is standard and anywhere over 50% would suggest rethinking the page and find why so many people are leaving the page at first sight.
- %New visits: The percentage of visitors who are new; the difference between the final percentage of visitors who are new and the 100%, are the people who return.

Also, Google Analytics includes an overview of where in the world are the visitors located, languages they speak, and the platforms they are using to look at your page.

Other popular applications in this field will be used to combine with the KPI's in social media channels. The combination of all these tools will allow having a complete view of the evolution of the project in social networks.

The evolution of the indicators will be revised, and the main results of the communication actions will be reported in the "Dissemination final report: summary and impact" and "Communication final report", including for instance the following indicators:

- Number of visitors to the website.
- Number of followers in social media accounts.
- Number of newsletter receptors.
- Socio-demographic data studies of the website visitors.
- Information requests.
- Engagement indicators.

This helps quantifying the results obtained and define the upcoming milestones which will improve the quality of the communication.

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