

EURO - EMOTUR Website launch and maintenance





Work Package 6:

Communication, Dissemination, and reporting on the improvement in the uptake of digitalization by SMEs

Deliverable 6.4 Euro-emotur Website Launch and maintenance

Project Acronym: Euro-Emotur

Project Full Title: Euro-Emotur: The Journey towards Digitalisation.
Thinking digital tourism through Neuromarketing and Emotions

Project number: 101038111

Type of Deliverable: Websites, patents filing, etc.

Level of Dissemination: Public

By: OTC. Victur

Call: COS-TOURINN-2020-3-04

Deliverable: D6.4

Version 1.3

November 2022



HISTORY OF CHANGES			
Version	Publication Date	Change	Page
1.0	01.08.2022	▪ Initial version	
1.1	21.11.2022	▪ Draft modifications	5-21
1.2	22.11.2022	▪ Review of the deliverable	5-21

Disclaimer:

The content of this guide represents the views of the author only and is his/her sole responsibility. It cannot be considered to reflect the views of the Executive Agency for Small and Medium sized Enterprises. Our agency has now become EISMEA - the European Innovation Council and SMEs Executive Agency. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains



Table of Contents

Figure 1.....	6
Figure 2.....	7
Figure 3.....	7
Figure 4.....	8
Figure 5.....	8
Figure 6.....	9
Figure 7.....	10
Figure 8.....	11
Figure 9.....	12
Figure 10.....	12
Figure 11.....	13
Figure 12.....	13
Figure 13.....	14
Figure 14.....	14
Figure 15.....	14
Figure 16.....	15
1. Introduction.....	5
2. Web Development.....	5
2.1. Web Sections.....	6
3. Website Launch.....	12
3.1. Post Draft.....	15
4. Launching Justification.....	16
5. According to EU Legal Standards.....	16
6. Maintenance.....	18
Annex I - Positioning Criteria.....	19
Bibliography.....	22

1. Introduction

This document will be structured in three parts: the first part will consist of the technical development of the website, including sections 2 and 3 and their sub-sections. The second part will include the EU legal standards and finally the maintenance of the website.

EURO - EMOTUR Website (<https://euroemotur.eu/>) launch and maintenance according to the EU Standards. The first phase of the website shall be online at the latest in month 6. The second phase will be developed and integrated into the hub on the Project website.

This document aims to present the web implemented in the Euro-emotur Project during the first half of the project. At this point, we will show the different sections that make up the page. We are also aware of possible future enhancements to the site to improve the user interface.

This deliverable is related to WP6 D6.5 where the private area of the website will be developed as the project progresses up to M20. Finally, a report will be made in September and an annual report.

2. Web Development

The development of the Euro-emotur project website has been translated into 3 languages. By clicking on this [link](#) you will have access to the sitemap of the website to better understand how it is structured.

For the sitemap of the Euro-emotur project, we have set up our sitemap in two levels:

first level of hierarchy: List of first-level pages - All languages. You can access it by clicking on this [link](#)

Second level of hierarchy: List of published news and categories to which you will have access by clicking on links and [link 2](#). In addition, at this level,

you will also find the list of published partners and categories to which you will have access by clicking on [links](#) and [link 2](#)

2.1. Web Sections

To facilitate the understanding of this deliverable, we will attach images to facilitate the visualisation described in this document.

We have a Home Page in three languages (English, Spanish and French).

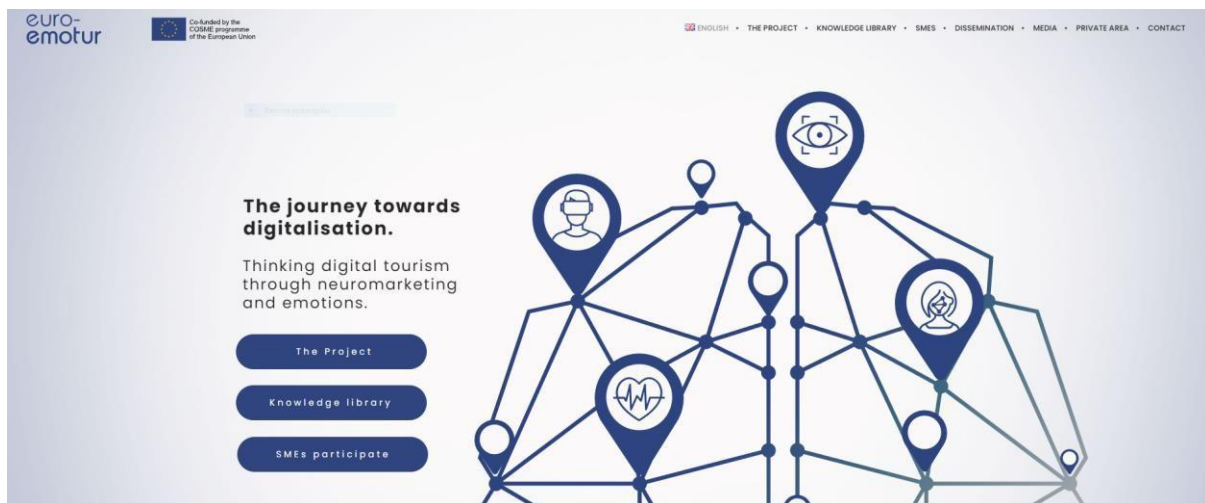


Figure 1 – Home page

This section is organized in such a way that the user can have quick access to the project description, governance, beneficiaries, and work packages and understand how this project is structured, the Consortium, and the methodology to be used.

- **Euro-emotur Project**

Here you can find the description of the project, as well as its objectives to facilitate its understanding to any interested user or any SME willing to participate in the future Call in October 2022.

- **Governance**

Anyone interested in knowing how the governance is structured will be able to access this section and quickly understand the bodies that make it up. For this

purpose, we will provide an image that visualizes who will coordinate the project and who is in charge of the quality and monitoring of the project.



Figure 2 – Governance Structure

• Partners

The Euro-emotur project has 6 beneficiaries. Anyone interested in knowing who they are and what they specialize in can find a brief description of each of them.

	Universidad de Las Palmas de Gran Canaria (ULPGC - TIDES)	>
	Consejería de Turismo, Industria y Comercio (OTC. Victor)	>
	Network of European Regions for Competitive and Sustainable Tourism ASBL (NECSTOUR)	>
	European Tour Operators Association Limited (ETOA)	>
	Centro Internazionale di Studi sull'Economia Turistica (CISSET)	>
	Haaga Helia Ammattikorkeakoulu Oy (Haaga-Helia) UNIVERSITY OF APPLIED SCIENCES - LAB-8 - SERVICE EXPERIENCE LABORATORY	>

Figure 3 - Partners

• Work Packages

The Euro-emotur project has a duration of 36 months. This project is structured in 6 work packages that allow the project to progress as agreed in the Grant Agreement. Each beneficiary is in charge of a work package and is exposed on the website. Also in this section, you can see the objectives of each work package and

how they are interrelated. Since the execution of all of them is vital for the development of the project and its success.

Work Packages



Figure 4 – Work Packages

- Consortium

This section works to visualize who is involved in this project and who is leading it.

Consortium

The EURO EMOTUR consortium consists of 6 partners from 5 different European countries, coordinated by the University of Las Palmas de Gran Canaria.

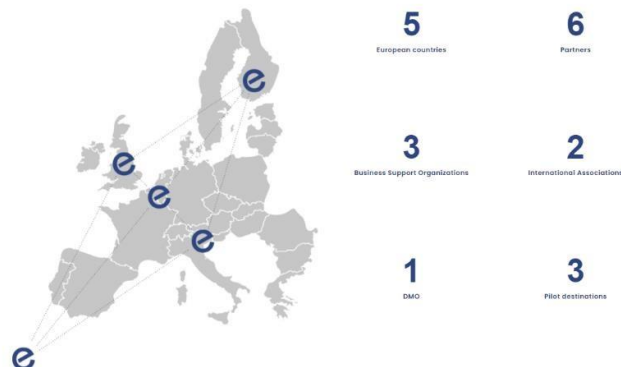


Figure 5 - Consortium

- Methodology

In this section, we can visualize the first visible steps of the project to the last ones. The first visible step will be the selection of the 100 SMEs (20 from Spain (Canary Islands), 20 from Italy (Veneto), and 20 from Finland (Helsinki-Lapland),

plus another 40 SMEs from 17 European countries). This selection is related to WP2 and WP3. This selection will be followed by a diagnosis and therefore support & MIS. Euro-emotur's objective is to move forward and create a Digital Hub and monitor them in the future.

Methodology

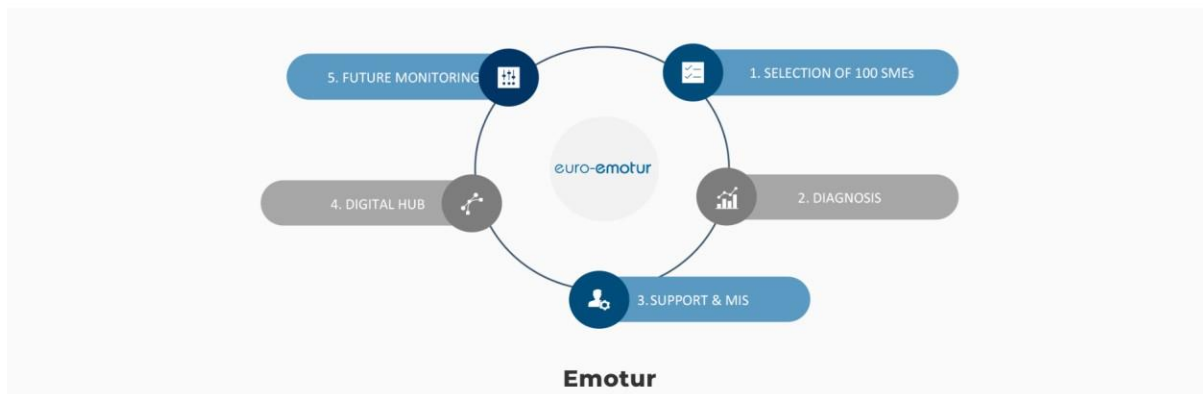


Figure 6 – Methodology

- **Library Knowledge**

This part of the website is designed to facilitate the various publications and the findings, reports, and deliverables. Some documents will remain in the private area.

- **SMEs**

This is one of the most important sections of our website, as it focuses on SMEs. This section will be developed and improved throughout the project, as the October 2022 call for SMEs has to be convened first to

proceed with the selection of SMEs. In this section the SMEs or people interested in the project will have access to:

- Call
- SMEs
- Best Practices
- Awards
- KPI (Key Performance Indicator)

- **Dissemination**

This part of the website is dedicated to news, events, and a calendar where dates such as Euro-emotur week, etc. It will be added later. In the current state of development of the website, we can see the news that we have decided to share. To make this information more accessible, translations are available in the languages of the website (English, Spanish and French).

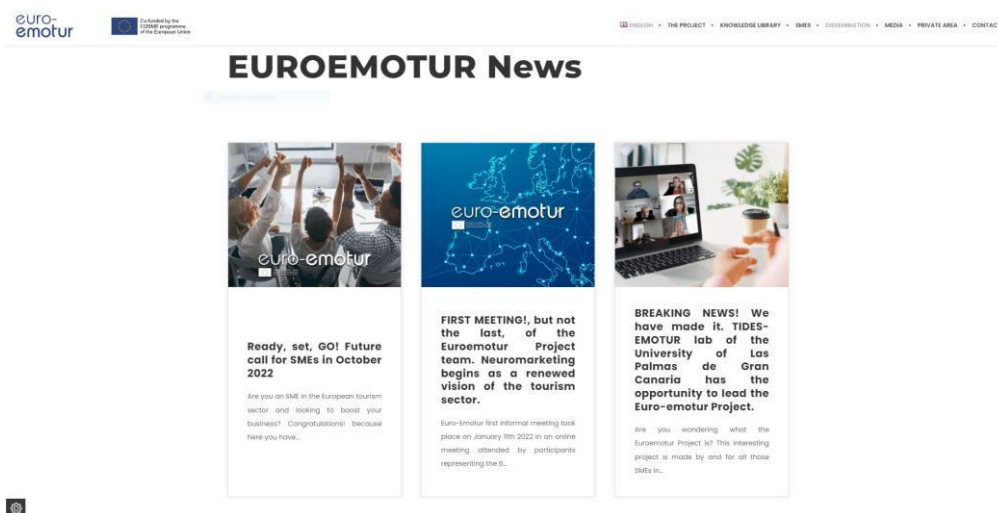


Figure 7 – Euro-emotur News

Media

This section will focus on providing press releases, promotional material, and photos of the whole process of the project or events that may be of interest to the users of the site.

- **Private Area**

The private area will be developed as the project progresses. It offers the possibility to make some communication actions as much internal to the project

as external to diffusion. The different actions that can be carried out in this Intranet are the following:

- Go to EU support documents
- Go to management
- Go to forms and protocols
- Go to deliverables
- Go to scientific and financial reporting

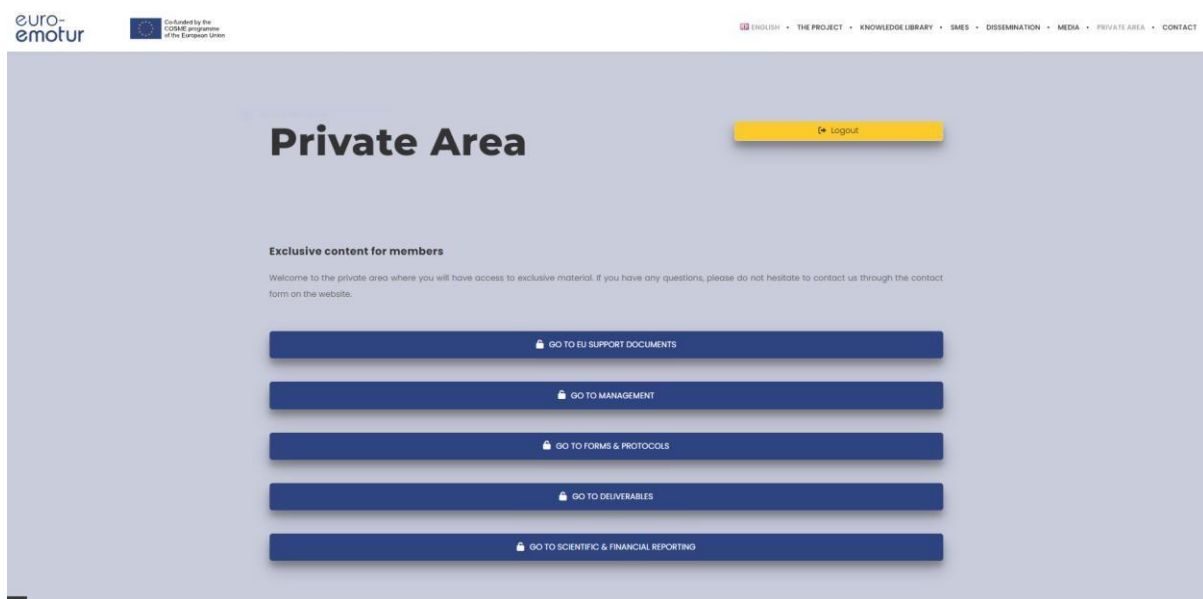


Figure 8 – Private Area

- **Contact**

A contact form will be available in this section where any person or SME interested in the project will be able to ask any questions they may have. In addition, all our social networks are available on our website and we will keep them updated weekly to inform the user in different formats. Finally, on our website, the user will be aware of our legal notice, our privacy policy, y, and our cookies policy.

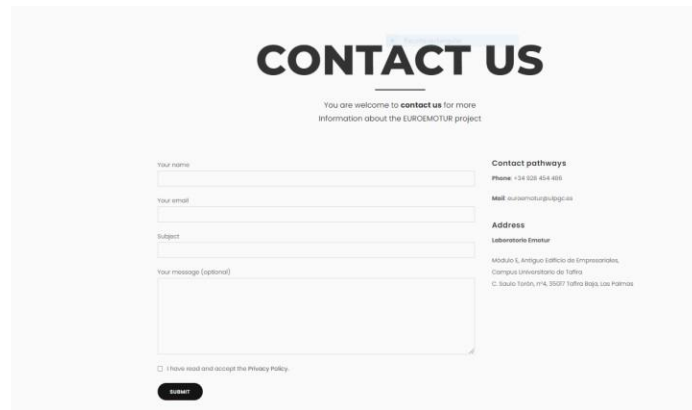


Figure 9 – Contact form

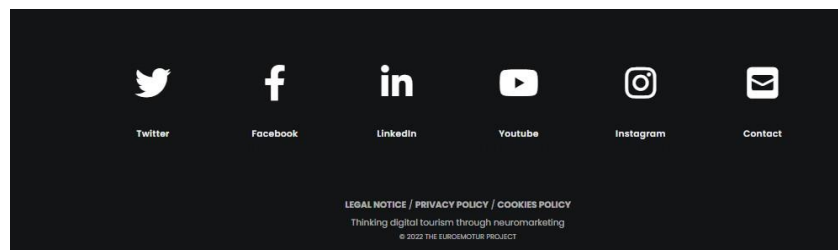


Figure 10 – Social Networks

3. Website Launch

We have previously talked about how the website is structured and now we are going to talk about its future launch.

The website is currently under development. Its link has been shared with the other beneficiaries of the Euro-emotur project and we have received positive feedback from them. We are also open to new proposals for improvements to facilitate the user interface.

As stated in the Grant Agreement and in the proposal in August, taking into account that the project starts on month 1 in February. For this reason, we

launched the website in August, more specifically on 12 August 2022, together with the activation of the RRSS:

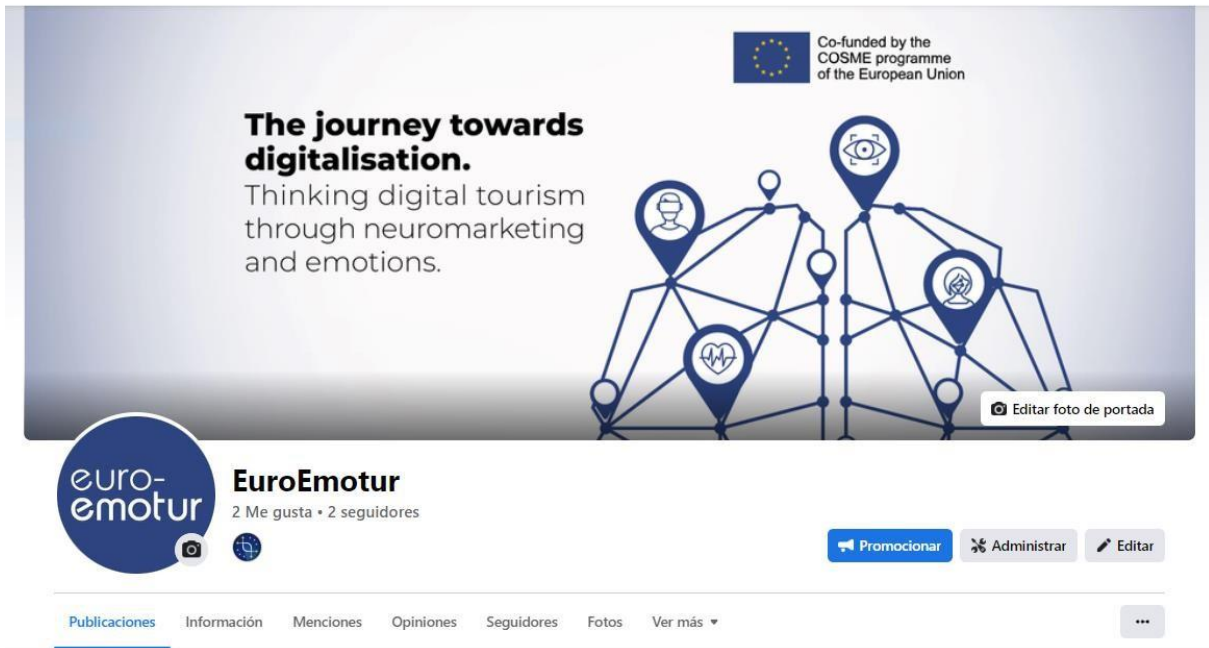


Figure 11 - Facebook



Figure 12 – Twitter

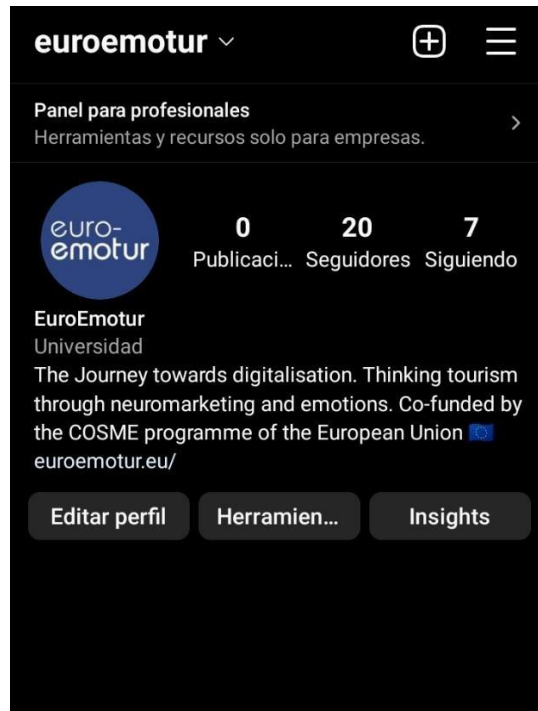


Figure 13 – Instagram

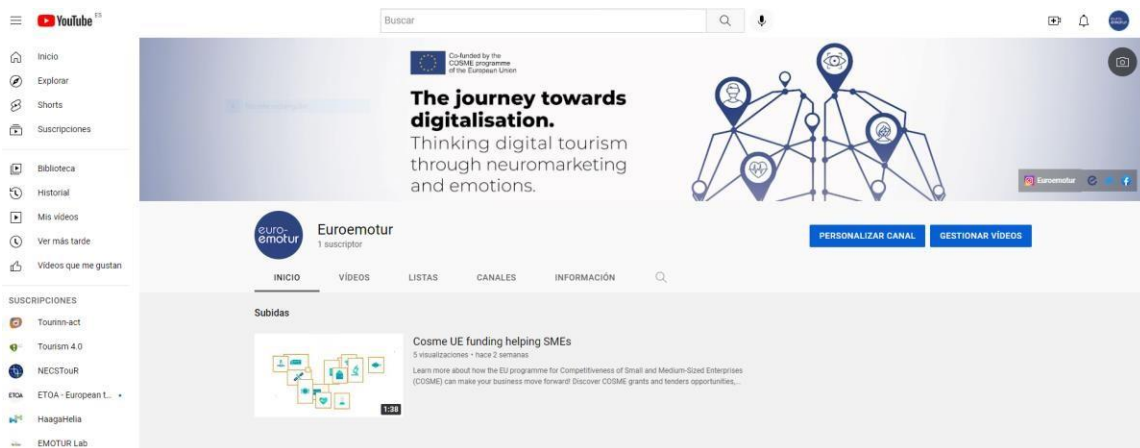


Figure 14 – Youtube

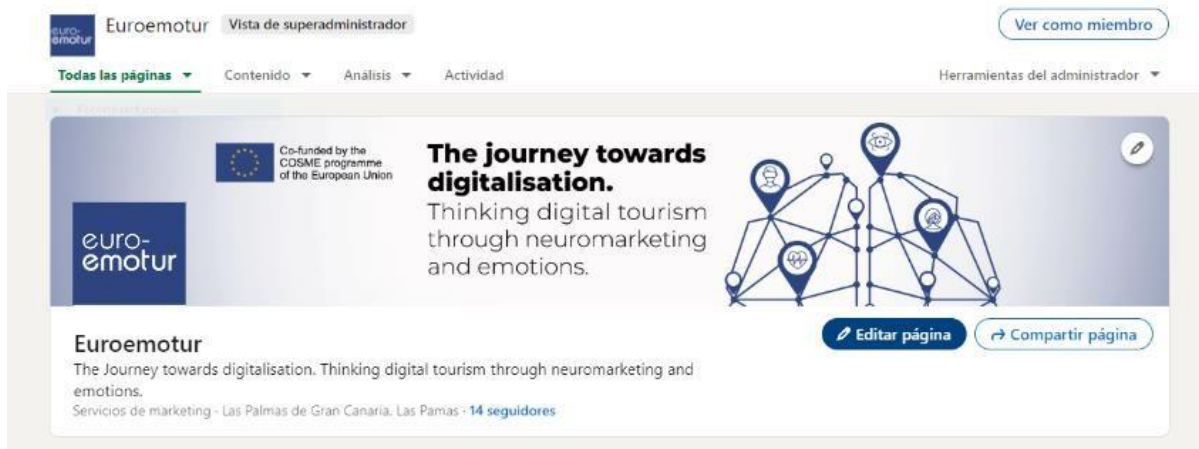


Figure 15 - LinkedIn

On the Euro-emotur project website, we will use these social networks: Facebook, Instagram, Youtube, Twitter, and LinkedIn. We will adapt each of our news to the platform to approach this project to our target audience: SMEs.

3.1. Post Draft

Here you can see what would be a draft of a launch post for the website. This is in facebook format and the rest of the posts would be adapted according to their platform. Always taking into account our target audience, which is SMEs.



Figure 16– Facebook Post Draft

4. Launching Justification

The website will be launched in August as stated in the Grant Agreement and the proposal together with social media that will be activated with the launch of the website. The social media platforms (Facebook, Twitter, Instagram, LinkedIn, and youtube) have been chosen to approach our target audience in different ways and formats. In addition, as mentioned above, we have received positive feedback from our partners and will be open to future improvements to facilitate the user interface.

Once the website is finished, an initial marketing campaign will be developed to increase visibility and awareness. A press release will be sent to the main travel & tourism news portals for professionals (Skift, Agentravel, Hosteltur, Travel Daily News, FVW, reisevor9...), an email to the European Tourism Association (ETOA) members, a social media campaign will be developed, and display ads will be created.

Proposal Communication plan:

- Social-media configuration, management, and weekly updating.
- Thematic audio-visual content produced by internal social media management, aligned to the messages of the campaign and focused on social channels, advertising, and public use. There will be illustrative short videos, 360 and VR videos to be published on social media and the project website
- Online marketing actions such as social media awareness posts, promotional advertising campaigns, etc.
- Dissemination material, creative and visual newsletter, and video production, highlighting Virtual Reality content, 360 photos, and videos
- Media coverage (e.g., press releases, online newspapers, International TV Channels, etc.)

5. According to EU legal standards

To increase the project visibility and make the project tangible it will be developed and launched a website according to the EU Standards. Particularly, the subtask included will be the website configuration, development in 3 languages,

maintenance, SEO optimization, and weekly updating. The website will function as a dynamic tool for learning and sharing and as an example of digitalization opportunities through emotions. Domains to be registered <https://euroemotur.eu/>. The first phase of the website shall be online at the latest in month 6. In a second phase, it will be developed and integrated into the hub on the project website.

The primary objective of standardization is the definition of voluntary technical or quality specifications with which current or future products, production processes, or services may comply. Standardization can cover various issues, such as standardization of different grades or sizes of a particular product or technical specifications in product or services markets where compatibility and interoperability with other products or systems are essential.

European standardization also helps to boost the competitiveness of enterprises by facilitating in particular the free movement of goods and services, network interoperability, means of communication, technological development, and innovation. European standardization reinforces the global competitiveness of European industry, especially when established in coordination with the international standardization bodies, namely the International Organisation for Standardisation (ISO), the International Electrotechnical Commission (IEC,) and the International Telecommunication Union (ITU). Standards produce significant positive economic effects, for example by promoting economic interpenetration on the internal market and encouraging the development of new and improved products or markets and improved supply conditions. Standards thus normally increase competition and lower output and sales costs, benefiting economies as a whole and consumers in particular. Standards may maintain and enhance quality, provide information, and ensure interoperability and compatibility, thereby increasing safety and value for consumers.

According to Regulation (EU,) no 1025/2012 of the European Parliament and of the Council of 25 October 2012 this website follows EU legal standards. For

For this purpose, we will cite the articles in which this website complies with these regulations.

Under Chapter II, Article 3 *Transparency of work programs of standardization bodies*:

At least once a year, each European standardization organization and national standardization body shall establish its work programme. That work program shall contain information on the standards and European standardization deliverables which a European standardization organization or national standardization body intends to prepare or amend, which it is preparing or amending and which it has adopted in the period of the preceding work program unless these are identical or equivalent transpositions of international or European standards.

Each European standardization organization and national standardization body shall make its work program available on its website or any other publicly available website, as well as make a notice of the existence of the work program available in a national or, where appropriate, European publication of standardization activities.

(Regulation (EU) n° 1025/2012: 2012, 9)

Under Chapter II, Article 6 *Access of SMEs to Standards*: “making available free of charge on their website abstracts of standards” and:

National standardization bodies shall send annual reports to the European standardization organizations with regards to their activities in paragraphs 1 and 2 and all other measures to improve conditions for SMEs to use standards and to participate in the standards development process. The national standardization bodies shall publish those reports on their websites.

(Regulation (EU) n° 1025/2012: 2012, 10)

Under Chapter II, Article 8 *The Annual Union Work Programme for European Standardisation*: “After its adoption, the Commission shall make the annual Union work program for European standardization available on its website”

(Regulation (EU) n° 1025/2012: 2012, 11)

Finally, Under Chapter II, Article 11 *Formal Objections to Harmonised Standards*: “The Commission shall publish information on its website on the harmonized standards that have been subject to the decision referred to in paragraph 1”.

(Regulation (EU) n° 1025/2012: 2012, 11)

In addition, this website contains the legal notice, the privacy policy, and the cookies policy.

6. Maintenance

To create this website we wanted to be rigorous and we have contracted a professional web maintenance and security package. For them we are going to

detail the elements that provide security to the page and guarantee its maintenance:

Management of the domain and hosting.

Supervision of website operation.

Updating of the CMS.

Adaptation of source code according to updates.

Web security audit.

Monitoring of attacks or malicious access.

Supervision and technical maintenance.

Updating of contents (Contents to be modified should be sent to info@creciendoenlared.com):

- content insertion
- Tailor-made programming.
- Administration.

Content layout (adapted to all devices).

Access to Google Analytics Reports.

Monthly backup.

Annex I – Positioning Criteria

To orientate the different URLs of the website, we work with different typologies of words:

1. "brand words": which aim to publicize the brand and the project at a business, collaboration, n, and initiative level.

project in terms of business, collaborations, and initiative. These words are These words are used on pages such as:

- <https://euroemotur.eu/>
- <https://euroemotur.eu/the-project/>

- <https://euroemotur.eu/euroemotur-project/>
- <https://euroemotur.eu/governance/>
- <https://euroemotur.eu/partners/>
- <https://euroemotur.eu/work-packages/>

Example of brand words:

- euroemotur
- euroemotur project
- euroemotur partners/collaborators
- ...

2. "words with generic": detect words related to searches + long tail (specific words), to capture traffic that does not know us by brand.

tail (specific words), to capture traffic that does not know us by brand. Examples of URLs containing this type of words:

- <https://euroemotur.eu/>: combines brand + generic as it is the main URL of the

site.

- <https://euroemotur.eu/work-packages/>:pro example to work on concepts related to the disciplines

related to the disciplines of Neuroscience and Tourism.

Example of words used in the different URLs of the website:

- help for the digitalization of tourism SMEs / SMEs in the tourism sector and digitalization / digital tourism SMEs / project for the digitalization of tourism SMEs tourism (Home)

- Neuroscience and tourism (<https://euroemotur.eu/es/metodologia/>) Neuromarketing and digitalization (Home)

- Digital Transformation SMEs... (Home EN)

Note: We must attack words that are present in the content of the page.

- Digital Transformation SMEs... (Home EN)

Other important aspects are the semantics of the URLs that make up the website and the hierarchy of information, both at the internal hierarchy of information,

both the level of the internal structure of each URL, and at the level of the general level of the website. In this regard, the following actions have been carried out:

- Revision of the construction of all the URLs of the website (including theblog), so that they are semantic in the eyes of Google. URLs
- Revision of H hierarchy and other HTML meta tags important for positioning: index/noindex, alt images, Title internal links, etc... More information about meta tags for Google.
- Working on interlinking on the web to improve user navigation and crawling and indexing by Google.
- Optimisation of the "news" section of the website and the articlespublished.
- Analysis and assignment of keywords by URL to work on the brand and other more generic searches related to the sector. Design of metatags, H headings, review of the content created to work with these words, etc.
- Minimise duplicate content on the web. For example, on pages with similar content: <https://euroemotur.eu/the-project/> <https://euroemotur.eu>, by using canonicals.

Other configurations madWordPressesssss SEO optimization, and Yoast SEO plugin configuration.

- General review of the indexation of all the URLs of the website.
- Configuration of the sitemap for better crawling and indexing: a clean-up of URLs and the selection of those URLs have been cleaned and those that are relevant to the search engine that has been selected are relevant for the search engine. URL sitemap
- Web interlinking

Outstanding issues:

- Registration and configuration in Search Console (to be done once the website has been published).

website)



- Once the site has been launched, a complete audit will be carried out to check for any possible errors in the site.
- Once the website is launched, we will be able to analyze the tracking of positions of the main keywords the main keyword positions, as well as the main web metrics to establish stable and quality organic traffic to the website.

Bibliography

European Commission. "Regulation (EU) n° 1025/2012 of the European Parliament and the Council". (2012). Internet document accessed on 1st August 2022 on <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32012R1025&from=EN>