



PROJECT WEBSITE

Mid-term update

As your project approaches mid-term, we want to provide you with some tips and recommendations on how to make the most of the project website and inform your visitors about the work you do incl. initial achievements. Having an informative website can make a significant impact in reaching out to a broader audience and showcasing the value of your project.

Key principles for good website contents

- **Provide information and news that are interesting** for your target audience. Put yourself in the shoes of your potential visitors and find out what are they interested in. Prioritise this information!
- **Avoid (or explain) technical terms and jargon.** Your website is a communication channel, not an application form. It should help a wide range of people to better understand what you do, including non-experts. Keep texts short and simple!
- **Make sure that all published information is correct,** complete and regularly updated. Ask your project partners to check information on your website regularly!
- **Use self-explanatory headlines and focus on key information,** for example when you draft news or event announcements. Pay attention to this especially when you present outputs and pilots! (see below)

Contents to pay special attention to

Information that you provide on your project website will not necessarily stay only there.

News, events and outputs published on your project website will be collected automatically on our programme website in our [news overview](#), [event overview](#) as well as output library (under development).

Our programme website hosts all project websites and attracts tens of thousands of visitors every month. They expect reliable and up-to-date information about the programme and the funded projects. Since we automatically transfer information from all project websites, it is crucial that such information is not only correct and complete but also regularly updated and written in an easy-to-understand way (see above).

We therefore remind you to pay special attention to those tabs of your project website, in which you provide information on your news, events, and outputs. **As for the outputs tab, please make sure that you list all content-related outputs (strategies, action plans, pilots and solutions) there already now, even if they are still in development.** Remember also to upload the most important documents related to your output or pilot once these are finalised.

Note: Only one geo-location can be assigned to each pilot, so for a transnational pilot that is implemented in multiple locations, you can display each location separately to better showcase what your transnational pilot is doing on the ground.



Tips for improving your website tab-by-tab

For inspiration have a look at the [example website here](#)

<p>1</p> <p>HOME PAGE</p> <ul style="list-style-type: none"> → Tell the story of your project with your title picture. Remember good quality counts! Keep it simple. → Introduce your project in more detail (objectives, activities, and expected results). Text should be easy to understand. → Keep your project contacts up to date, by getting in touch with your Programme Officer. → Correct your partners information. If your project starts a modification, it is an opportunity to do so. 	<p>2</p> <p>ROADMAP</p> <ul style="list-style-type: none"> → Tell the story of your project, from the challenge you are tackling to the solution you are developing. → Check out the user manual for more tips on how to write it. → For best results use landscape images. 	<p>3</p> <p>NEWS</p> <ul style="list-style-type: none"> → Keep your website up-to-date with the latest news. → Tease with your headline → Catch readers' attention in your introduction and make them want to read on. → Put most newsworthy information at the top, and the background or details of the story nearer the bottom. Keep it to 600 words. 	<p>4</p> <p>EVENTS</p> <ul style="list-style-type: none"> → Promote your events on the website and gain potential attendees. → If your event is open to the public, add it to our programme calendar. → Write a short compelling description that captures most important details, so your visitor has a good reason to attend. 	<p>5</p> <p>OUTPUTS</p> <ul style="list-style-type: none"> → Add all content-related outputs (strategies, action plans, pilots and solutions), also those in development. → Use clear titles and describe key features so your visitors quickly grasp what the output is about. → Upload only finalised documents and zip multiple files → Avoid output reference numbers! (O.1.2) 	<p>6</p> <p>MEDIA</p> <ul style="list-style-type: none"> → Present your communication materials here → Use this section to give visitors a glimpse into your project and the work you do. Use the best selection of images that capture the essence of your project.
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