LinkTADs

D6.4 Feedback Report

www.linktads.com

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D6.4
Platform Feedback Report

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PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
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Partnership

Food and Agriculture Organization of the United Nations

Animal Production and Health Section

Joint FAO/IAEA Programme for Nuclear Techniques in Food and Agriculture

FAO Emergency Centre for Transboundary Animal Diseases (ECTAD) China

Europa Media Non-profit Ltd.

Royal Veterinary College

Centre de Coopération Internationale en Recherche Agronomique pour le Développement.

National Veterinary Institute

Shanghai Veterinary Research Institute

Harbin Veterinary Research Institute

China Animal Health and Epidemiology Center

China Animal Disease Control Center

Sociedade Portuguesa de Inovação

Huazhong Agricultural University

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LinkTADs

1. Introduction

Introduction

The LinkTADs platform provides all relevant information about EU-China cooperation as well as ongoing and past activities in the EU and China regarding animal health research. It also provides an opportunity for the researchers to generate, join and contribute to discussions and new collaboration opportunities.

The aim of this report is to introduce the main stages of the platform development including all changes based on feedback received from the LinkTADs partners, platform users and website visitors.

The report will introduce what technical and content related changes are proposed to be implemented until the end of the project to ensure the sustainability and further use of the platform after the end of the EC funded period.

LinkTADs

2. Platform development

Platform development

www.linktads.com

In this section we describe what development tasks have been implemented in the different phases of the project.

M1-M6 - Developing the structure

By M6 the Platform structure (D6.1.) was developed by considering the most effective methods of providing relevant information for partners and increasing ties between researchers from the EU and China. The platform structure was divided into six different sections, out of which three require user registration in order to get access to additional collaboration tools, specifically developed within the LinkTADs project.

The first three sections enable all visitors (public and the LinkTADs community) to see the information uploaded and learn about relevant news in the field of animal health and EU-China cooperation, including LinkTADs project results. The last three sections become accessible upon a user's registration to the LinkTADs Epi-Lab Community.

The consortium has decided to set access for the Community users to the following services: electronic resources, research and cooperation database, and the platform for discussion and cooperation (entitled Epi-Lab Community).

M7-M12 – IT programming and Content upload

In this phase the following milestone has been achieved: the LinkTADs platform was launched and tested (M6.1).

The platform was designed and implemented as a powerful web 2.0 publishing platform with a content management system and a set of features designed to make its users' experiences as easy, pleasant and appealing as possible. It is based on a flexible, scalable and reliable architecture. The key aspects of this architecture are the following:

- Open source technologies;
- Technologies supported by large and dynamic communities;
- Technologies proven and reliable; and
- Technologies that will be supported and improved during the project lifetime and beyond.

In line with the WP6 objective, EM has developed the platform dedicated to the EU-China animal health research cooperation. The platform provides important information on EU-China cooperation, as well as on ongoing and past activities regarding animal health research. With the help of the platform, international researchers will be able to generate new cooperation ideas and contribute to discussions in the field of animal health research, agriculture and food safety. The web platform is linked to major relevant projects in the EU and China and also to international initiatives on scientific cooperation.

The **Home section** is the LinkTADs Home page listing information on the LinkTADs project and its main objectives. The Home section also links News and the Calendar of upcoming events. The Calendar includes LinkTADs events, as well as events within relevant projects, thus linking LinkTADs to ongoing initiatives in the field of animal health and veterinary research.

In a static **"About" page,** LinkTADs Project Objectives, Partnership, Impact, Deliverables, LinkTADs publications and the Work Plan are listed. Thus, platform visitors will be able to download public Deliverables of the LinkTADs project and LinkTADs publications (brochure and flyers). The Partnership page was extended with a Twining Projects list and links.

EU-China cooperation section provides background information on EU-China cooperation, joint actions taken, experience exchange and other activities. The objective of the section is to provide overall information on EU-China cooperation in the field of animal health, agriculture and rural development.
In addition, the **subsection E-resources** was added serving as an electronic library of scientific articles, reports, reviews, presentations collected by EM from open sources. It is divided into subsections such as Epidemiology, Laboratory Science, Webinar, and Training, and listsi related papers.

The **E-resources section** is searchable and visible to public users (apart from the Training subsection), but only registered users can upload the papers to any of these subsections, choosing for them to be publicly available or protected, i.e. visible only to registered users. Registered users can also comment (start a discussion) on each uploaded document. The Training section will be extended with specific training materials developed within the LinkTADs framework. The Webinar section includes the presentations delivered during the first LinkTADs webinars. EM has collected and uploaded around 100 entries for the e-Resources section (scientific articles, reports, publications, etc.).

The **News section** of the LinkTADs website includes all relevant updates on upcoming events within LinkTADs and other relevant projects. News will also incorporate updates on EU-China scientific and innovation cooperation, in particular in the field of animal health, epidemiology, laboratory science, agriculture and rural development. The objective of this section is to serve as the main news channel, collecting and structuring relevant information on ongoing developments for all who are interested in EU-China cooperation outcomes in the areas covered by the LinkTADs project. Updates on events are listed in this section and incorporated into the Calendar on the home page.

The **Member Area section** is available upon user's registration. The objective of this section is to provide researchers with information on available research and essential scientific information linked to their work. The section is also linked to discussions on social networks (LinkedIn, Facebook, Twitter, etc.). The Member Area includes the following subsections:

1. Cooperation Opportunities. It fulfils two functions: Enabling registered users to look for cooperation opportunities within existing relevant projects and initiatives; the list of such projects has been collected and uploaded by EM into the Opportunities section. It is a database listing projects and programmes in the EU and China in the field of animal health, agriculture and rural development; Enabling registered users to find funding based on the data collected by EM regarding available grants, scholarships, fellowships, travel grants, exchanges, collaboration

financing available to international researchers working on veterinary issues, including animal health, food safety, etc.

2. Epi-Lab Community will enable users to share their ideas on new project initiatives and collaboration actions which can be discussed later. It is divided into Discussions (among registered users) and Partner search (from the available list of organizations). The partner database is searchable, based on the geographic region, organization type and fields of expertise. Discussions between researchers from the EU and China working in the field of animal health, agriculture and rural development will enable Epi-Lab Community users not only to virtually discuss scientific issues and share their experiences, but also to jointly work on innovative ideas and establish cooperation for future projects, which is one of LinkTADs' goals. The objective of this section is to provide the platform for Epi-Lab Community users to start working together on specific issues of common interest and potentially establish cooperation on future projects.

3. Partner Area (this section was integrated from the LinkTADs website; it is available only for LinkTADs partners; it includes all important LinkTADs documents).

D6.2 Platform test (short report based on initial platform testing by partners) and D6.3 Platform User Guide (short guide for users to achieve maximum benefit and use of the platform features and services) were submitted to the EC.

At this point the LinkTADs website already serves as the main dissemination channel and contributes to increasing the project's visibility. Based on Google's analysis there were a total of 760 users from 73 countries – these statistics refer to website visitors before launching the platform in October 2014. See the major statistics on the next page.

Location

Jan 1, 2014 - Sep 30, 2014

All Sessions
100.00%

+ Add Segment

Explorer

Summary

	Country / Territory	Sessions	Sessions
		1,891 % of Total: 100.00% (1,891)	1,891 % of Total: 100.00% (1,891)
1.	Hungary	705	37.28%
2.	Portugal	202	10.68%
3.	China	156	8.25%
4.	Italy	142	7.51%
5.	United Kingdom	98	5.18%
6.	Brazil	97	5.13%
7.	France	65	3.44%
8.	Spain	58	3.07%
9.	Sweden	45	2.38%
10.	Belgium	31	1.64%
11.	United States	31	1.64%
12.	Austria	22	1.16%
13.	Germany	18	0.95%
14.	Switzerland	17	0.90%
15.	Russia	15	0.79%
16.	Thailand	15	0.79%
17.	India	13	0.69%

Contribution to total: Sessions

Audience Overview

Jan 1, 2014 - Oct 1, 2014

Email Export Add to Dashboard Shortcut

All Sessions
100.00%

+ Add Segment

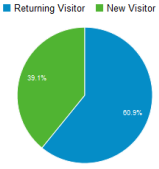
Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
1,893	760	7,831	4.14	00:05:01	45.80%

% New Sessions
39.09%



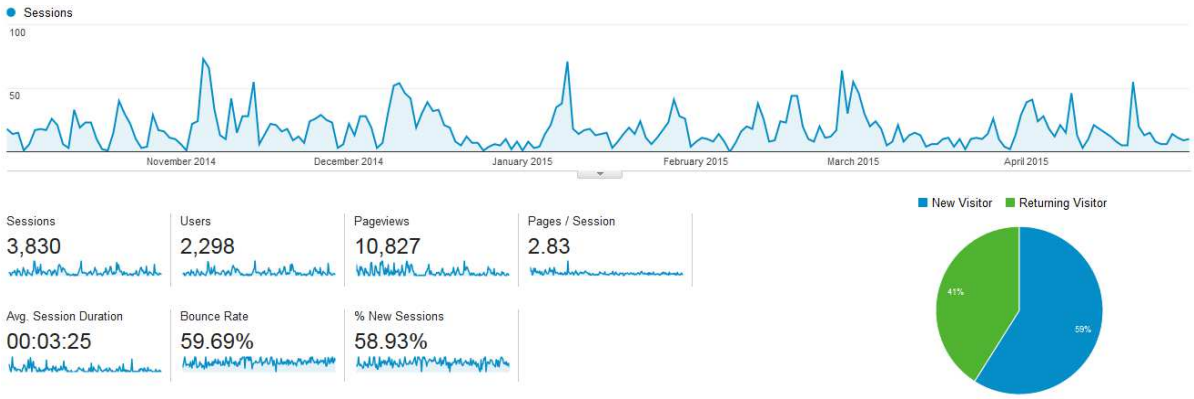
M13-M18 – Dissemination and continuous content updates

During these months, the project focused on dissemination and increasing the visibility of the platform by attracting users to register. A new section was added to the main menu, the Focal Point Network. The main activities involving the platform consisted of new content upload with news, events, blog posts and newsletters, distributing these through social media and other channels.

LinkTADs online visibility explained in detail*:*

- 2,266 users from 128 countries visited the LinkTADs web page between January 2014 and April 2015, and 100 users registered on LinkTADs platform;
- LinkTADs has 860 connections on LinkedIn. LinkedIn account in general has 940 followers with 100 members in LinkTADs discussion group.
- As of April 2015, LinkTADs Twitter account had 80 followers and 43 re-tweets, favourites and mentions; 490 tweets were posted;
- The average share of LinkTADs web pages via the share tool is 25 times by external users;
- 1st and 2nd issues of LinkTADs newsletter reached over 500 addressees and 25 relevant projects each;
- EM has published two blog posts on LinkTADs reaching the audience of around 13,000 in October and November 2014.
- The blog post was also published on EM's Twitter, LinkedIn, Google+ accounts, EurActiv blog website and E.N.T.E.R network. The blog has led to a significant increase of the website visits (from 24 to 73 per week).
- 63 people like LinkTADs on Facebook; LinkTADs has 40 fans on Weibo, with 94 posts published.

According to LinkTADs website statistics generated by the Google Analytics tool, overall, after the platform launch in October 2014, 2298 users visited the LinkTADs website and most of them were returning ones representing 128 countries.

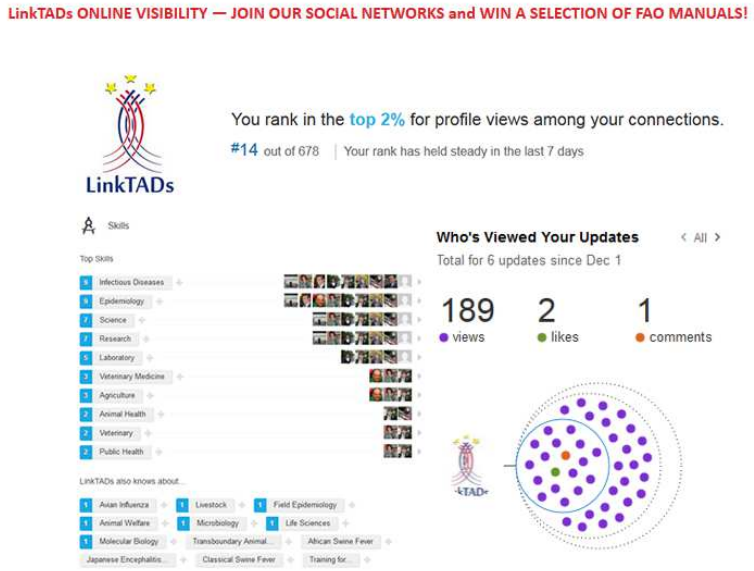


The most popular LinkTADs pages attracting the highest number of viewing sessions include: News, Member Area, E-resources, Events and Newsletter.

Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	10,827 % of Total: 100.00% (10,827)	7,980 % of Total: 100.00% (7,980)	00:01:52 Avg for View: 00:01:52 (0.00%)	59.69% Avg for View: 59.69% (0.00%)	35.36% Avg for View: 35.36% (0.00%)
1. /news/	2,269 (20.96%)	1,667 (20.89%)	00:02:14	69.46%	36.32%
2. /	2,198 (20.30%)	1,718 (21.53%)	00:01:29	55.45%	46.41%
3. /member_area	706 (6.52%)	383 (4.80%)	00:01:04	39.44%	17.00%
4. /e_resources/	680 (6.28%)	507 (6.35%)	00:01:53	62.20%	36.03%
5. /events/	655 (6.05%)	538 (6.74%)	00:01:56	69.14%	45.19%
6. /newsletter/	647 (5.98%)	528 (6.62%)	00:02:25	72.22%	58.27%

LinkedIn

The LinkedIn network proved to be the most active and successful dissemination tool for LinkTADs, as it is updated daily and engages external researchers into discussions.



Partners actively disseminated information on LinkTADs via online means, i.e. their institutional websites and social networks, as well as by contacting external associations. Examples are shown below, separately for European and Chinese partners.

EM has also collected mentions of LinkTADs on other websites:

Several of them were posted due to CIRAD's efforts, for example, on agrifeeds and grease network;
Others – due to Harbin Institute's work, for example on Health Competence; EAHMI included the reference based on FAO's update.

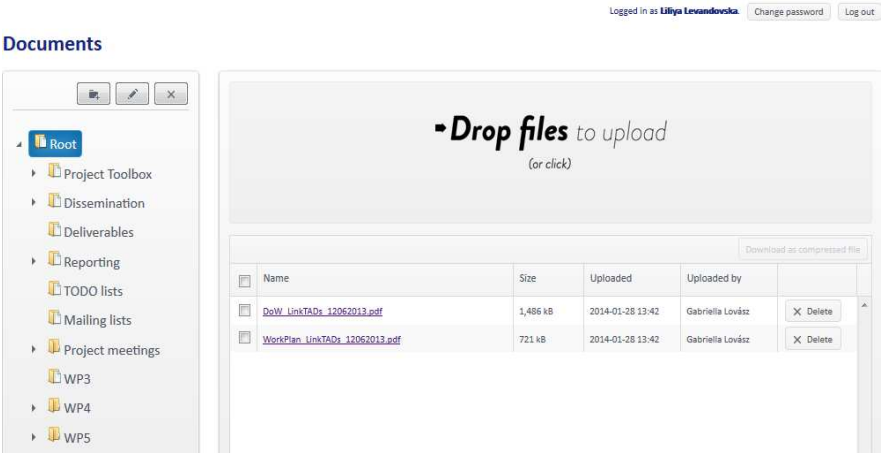
Apart from website references, partners presented LinkTADs during seminars (in Beijing in October 2013), in bulletins (EMPRES, FAO; ECTAD monthly bulletin, FAO ECTAD China; Animal Health Production and

Health Newsletter by the Joint FAO/IAEA Division in Vienna), printed materials (FAO calendar), and through press releases (CIRAD, CAHEC, EM). The summary of dissemination actions is included in the table below.

M19-M27 – Platform changes based on feedback and further dissemination

By December 2015 the following changes have been finalised:

- Focal Point Network space;
- Restructured LinkTADs publication section and partner area;



- Tags and labels for the blog section;
- Number of comments to be displayed in the blog section;
- Changes in the layout of the webinar section, an intro text can be added;
- Add tags and labels and cross reference for the blog;
- Chinese platform menu corrected;
- Colours of links harmonized;
- Text of the different sections updated, modified.

Dissemination

EM regularly updated the website with LinkTADs news as well as LinkTADs social networks, such as Twitter and LinkedIn in order to increase the visibility of the LinkTADs project and disseminate its achievements. The 3rd issue of the LinkTADs newsletter developed and sent out by EM also served as a dissemination instrument in order to reach a wider target audience.

Statistics show a remarkable visitor increase in the last year due to active dissemination efforts taken by EM and SPI with the contribution of all partners:

- Website launched in February 2014;
- Upgraded to LinkTADs platform in October 2014;
- Visitors from 105 countries;
- More than 4,000 users (visitors) over October 2014-October 2015;

- 113 registered users on the platform;
- Top landing pages (according to Google Analytics tools for the LinkTADs website):

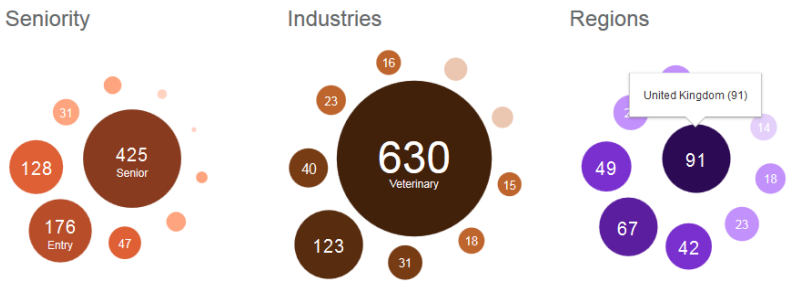
1.	/
2.	/member_area
3.	/newsletter/issue/2
4.	/news
5.	/partner_area
6.	/news/events
7.	/e_resources/epidemiology
8.	/eu_china_cooperation/epidemiology
9.	/about/partnership
10.	/news/blog

LinkTADs online visibility explained in details:

- LinkTADs website has about 4,500 visitors; 6,590 sessions (November 2014-October 2015) 67% of returning visitors
- LinkTADs has more than 1,000 connections on LinkedIn serve as the main referral channel to the LinkTADs website. The popularity of the LinkTADs LinkedIn account has been steadily increasing over the last year (44 connections in October 2014)

1.	LinkedIn	1,068 (73.20%)
2.	Twitter	330 (22.62%)
3.	Facebook	54 (3.70%)
4.	Sina Weibo	3 (0.21%)
5.	WordPress	2 (0.14%)
6.	tinyURL	1 (0.07%)
7.	Tumblr	1 (0.07%)

(Google Analytics tool for the LinkTADs website)

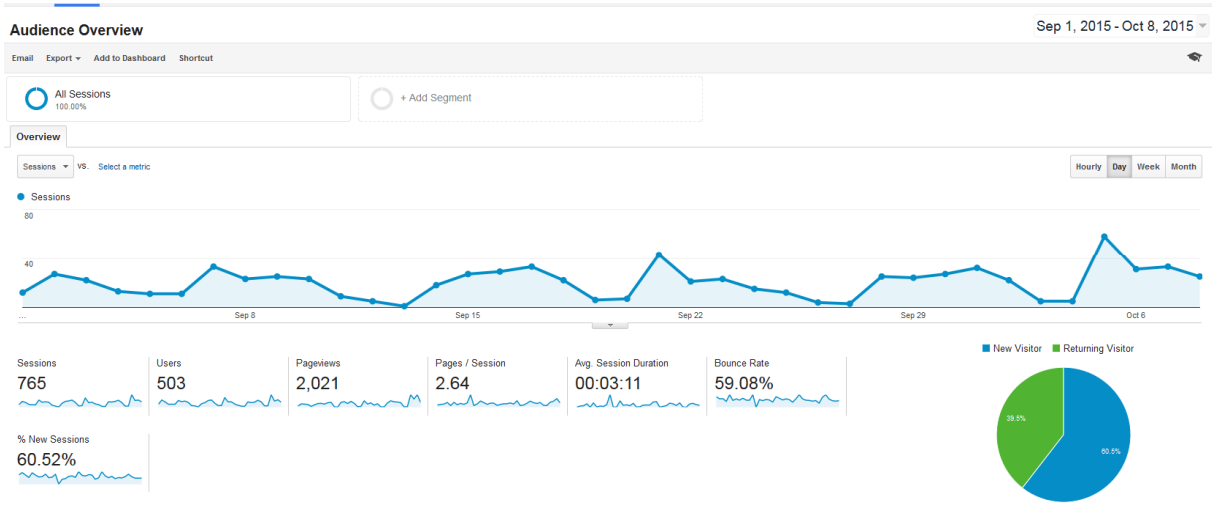


(LinkedIn connections breakdown)

- As of October 2015, the LinkTADs Twitter account had 113 followers and 80 re-tweets/mentions/favourites, with 625 tweets posted

(Selected Twitter statistics)

- 100 Facebook likes and 98 in Weibos
- The average share of the LinkTADs web pages via the share tool is 30 times by external users;
- The 3rd issue of the LinkTADs newsletter (October 2015) reached 500 addressees and 25 relevant projects.
- EM has published a blog post on the second progress meeting in October 2015 which has reached an audience of around 13,000.
- User visits over September 2015-October 2015 show a stable interest in the website, with the peak in the beginning of October, when the third LinkTADs newsletter was distributed. More than half of visitors are returning users.



(Google Analytics tool for the LinkTADs website)

Internet Policy in China

Europa Media, as the developer of the platform, has faced a major problem throughout the development and maintenance phases with respect to the Internet policy in China. Some sections of the platform and the website are visible in China to some users, but not to others. While this aspect has been carefully considered at the planning phase, it was not able to identify any specific reason. Some tests were made, but these did not result in a usable conclusion for the IT department.

This problem has continuously affected the dissemination work, the tasks related to the Focal Point Network, and generally the website visits and platform use. Similarly, sharing news from the European region proved to be difficult; as an example some links worked in China in Beijing, but did not work in Harbin.

We have no statistics on how much this problem has decreased the potential registrations from China, but we think it has been significant.

LinkTADs

3. Feedback collection

Feedback collection

The Feedback on the platform has been collected continuously, but three major phases can be distinguished. The first, when partners have fully tested the launched website. In the second half of 2015 additional comments have been collected from the partners and some registered users. Based on this feedback collection additional changes were implemented by December 2015. As the final step, Europa Media has launched a campaign to collect the feedback from visitors, registered users and newsletter subscribers as well as from LinkTADs partners and the Focal Point Network members.

Continuous feedback has been collected in three ways:

- The portal includes a built-in support for **Google Analytics**, allowing administrators to make use of Google's tool set for analyzing site traffic data.
- A public contact form on the website has been available for sending feedback.
- Partners have received updates on the website in each internal teleconference and they have been asked for comments and feedback.

First test

As a first test, partners involved in WP6 received an invitation to test the platform before its launch. Thanks to the 'Platform Structure' deliverable, the partners already had a good idea on how the platform would look and what functionalities it would have. The platform was positively evaluated by partners who tested it from Italy, China, Portugal, United Kingdom, Sweden, Hungary and Cambodia (partner on a business trip). No major changes were recommended by the partners.

The messaging system was also tested successfully. Minor punctuation mistakes were corrected on the website and the Admin function was fixed for FAO.

Feedback collected from the users, LinkTADs partners and Focal Point Network members

The main comments received at internal meetings and from a few users between October 2014 and October 2015 were the following:

1. More news and events could be shared, and their documents and news should become more visible;
2. Enable easy communication between researchers in animal health worldwide;
3. Since a lot of information is available, it should be more structured;
4. There is not enough time to read all documents on the website;
5. Not everyone registers who could benefit from the documents available for the registered users only;
6. There are new registrations coming, but they do not use the functionalities supporting collaboration (online discussions);
7. Extend the funding opportunities section;
8. Partners recommended rephrasing some sections.

The LinkTADs partners did not fully agree on open publication matters; however they agreed to enable access to workshop materials and webinar or training materials to registered users only. Thus external visitors might have seen a lack of accessibility to certain documents. We tried to include a more detailed description on the benefits of registration.

Easy communication is requested by the users, but none of the discussion/message options have been used frequently by the registered users. Users would use another function for that, but we were not sure what would that be, as they could contact each other with an easy message tool and they could have generated discussions with another tool. Also, enabling easy communication to be implemented worldwide is not possible as LinkTADs focuses on EU-China collaboration. Of course, registration is open on the platform and we have users from Australia and South Africa as well.

We have agreed to re-structure the documents and other e-resources on the website, but the new structure has not been developed by M30. The priorities of the project activities postponed the restructuring towards the end of the project.

We tried to motivate the website visitors to register by including introductory information to the website on the benefits of registration; social media campaigns; introducing the platform features through the newsletter and through events. At M30, the platform has 124 registered users including LinkTADs partners. LinkTADs partners and all user feedback shows that they register to access information, not to use the collaboration features, they use different means for that in their every-day research. Many users specifically mentioned the find funding section that should be better introduced, highlighted and extended on the platform, because it was useful for them.

Content rephrasing, corrections, new uploads and updates have been managed continuously.

Final feedback collection

A Feedback Form has been created by Europa Media and distributed to all channels via social media, website, emails, newsletter, etc. Special support from SPI and the Chinese partners in distribution has been requested.

The Feedback Form has been created as a Google spreadsheet with a limited number of questions. Please find attached the form in the Annex 1.

The first few questions asked the name, organisation and location of the respondent.

The next question was “How do you know about the website?” to see how the respondents gained access to the LinkTADs portal.

We asked also if they are registered as a member on the website to see if they were motivated enough to go through the registration and access the additional functions and information available.

This Feedback Form asks the opinion of the users of the platform on the content and functionalities.

Thank you for your interest and your support! Your feedback will be analysed and an updated website will be developed.

LinkTADs Feedback Form: http://linktads.com/news/73#sthash.1jcOsDRv.amHdMKYe.dpbs

The two questions requiring longer answers were:

- What were your expectations in terms of: Access to information and data, as well as Collaboration functions with Chinese or European colleagues?
- How do you think the web platform can be improved?

As a final question, we asked if they would recommend the website to their colleagues.

The Feedback Form has been filled in first by LinkTADs partners and some of the FPN members. Besides these answers, 15 additional forms have been filled in by external people.

Feedback from External visitors and users

The people not involved in any way in LinkTADs gave the following answers.

The respondents have found the LinkTADs portal through the following channels:

- Internet search
- Colleagues suggested
- LinkedIn
- Newsletter subscribers

Around 43% of the respondents registered to the member area of the portal.

The main expectations from the portal were:

- regular webinars through the portal;
- promotion of international trade;
- access to information and Collaboration function with Chinese and/or European colleagues;
- to share research results;
- exchange of information on animal health issues;
- easy communication.

Regarding the improvement of the portal, the following recommendations were shared:

- need more regular data;
- more workshop results should be shared;
- The pages were too rich in information … a lot of information to read and no time to do so.
- "It would be useful to have a section including information on outbreaks of TADs of mutual interest to China and EU that should include outbreaks of important TADs in Africa especially because of China's involvement in Africa, as well as new published information about such diseases, obviously not all of the numerous publications but articles of interest particularly in the field of advances in rapid diagnostic tests and vaccine development. Important changes in OIE recommendations in terms of trade could also be highlighted, e.g. Articel 8.8.22 of the Terrestrial Animal Health Code accepted by the General Assembly of OIE in 2015 that could enable livestock producers in areas where foot and mouth disease is endemic at the wildlife/livestock interface (southern Africa has particular problems in this respect) so that trading partners in EU and China are aware of alternative approaches that permit equivalence (as indicated in Article 4 of the WTO SPS Agreement) to assure them of the safety of the commodity regardless of the status of particular TADs in the area of origin." – comment from a person based in Pretoria, South Africa
- More information regarding how to apply for funding, earch for partners, or how to collaborate with LinkTAD partners e.g.
- By including new topics, dialogue between epidemiologists and others in these fields
- Note we need now to focus on One health (veterinary and medicine) One medicine
- A search option for retrieving information and documents from the entire website

All respondents would recommend the site to their colleagues.

As seen from above, not all respondents were based in the European Union or China. As this portal focuses on the collaboration between these two regions, some of the replies are not shared in this report as they are not relevant.

Feedback from LinkTADs partners

A more detailed evaluation has been discussed with the LinkTADs partners.

Major comments received from the LinkTADs partners included:

1. the "news" section (and particularly the blog) should be given much more emphasis (maybe even be on the welcome page);
2. the “e-resources” section should be re-organised. It could either be more focused or organised in different subsections without disjoining epi and lab;
3. the part on funding information is very useful and should be attractive to the users. To modify it, maybe we can add some more key information to the brief searching results, e.g. date open for application, deadline for application. That may make the users find the interesting funding more efficiently;
4. the platform is unstable for Chinese users due to internet control policy in China - can't do anything about it, but this instability means that Chinese participants cannot use it frequently;
5. the platform needs to be more advertised through social networks such as LinkedIn;
6. the section that allow sharing and downloading papers and materials are the most useful;
7. many content-related modifications have been recommended mainly by FAO;
8. the Newsletter and the monthly alert from FPN generated most interest in LinkTADs;
9. In China, the Newsletter has been most widely distributed – but did not generate high number of visitors on the website itself.

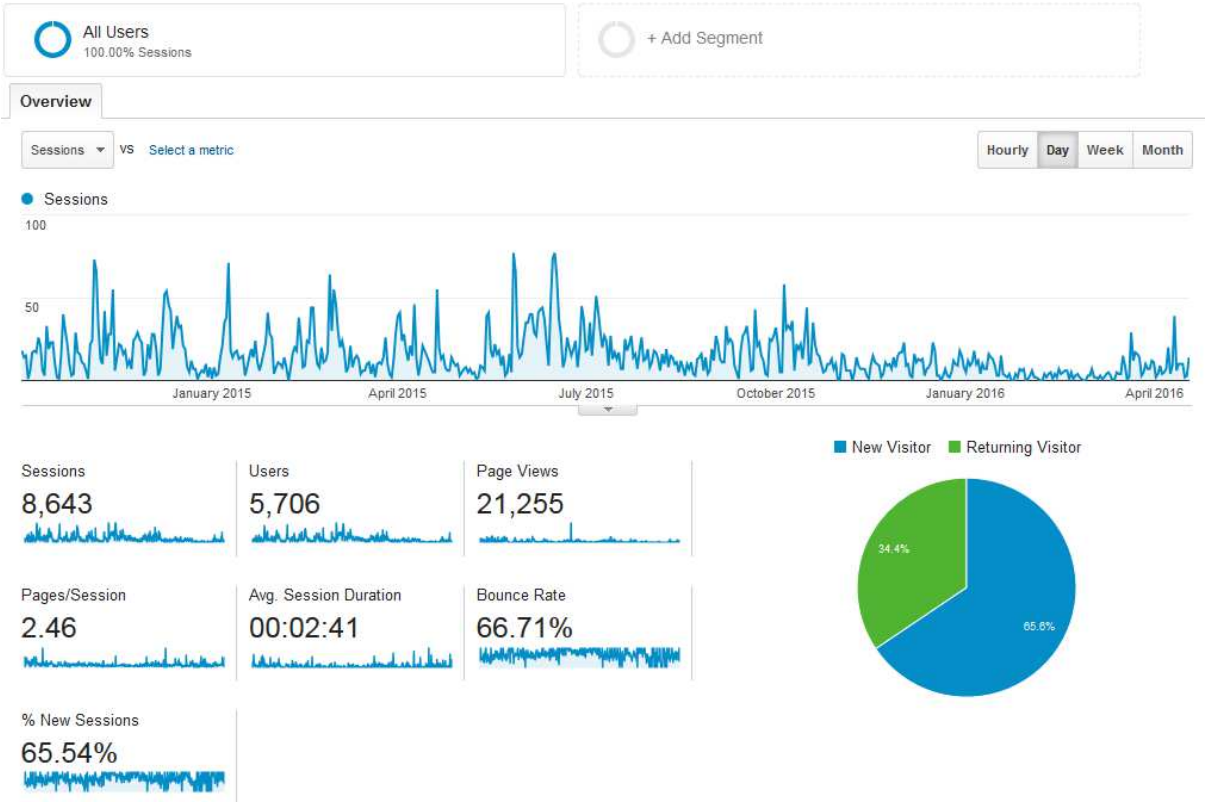
During a teleconference of work package leaders held on 22 March 2016, Europa Media has suggested to transform the LinkTADs platform from a collaborative space to an information portal. All partners agreed. The proposal for changes and restructuring is included in the Conclusions section. After the approval of the suggested changes, Europa Media will implement the modifications and launch a new social media campaign with special support in China to disseminate the information on the new website.

Analysis of Google Analytics

Sessions vs. users

As it can be seen in the figure below, the project has received 8,643 visits from 5,706 different users between October 2014 and April 2016. The visits have not been steadily growing, but connected to publication of news, blog posts, events, social media actions, etc. The biggest peaks (more than 200 users) are linked to the following dates and actions:

- 2-8 November 2014 – the blog post on Field Epidemiology Training Programme for Veterinarians (FETPV): next steps has been published and shared on social media. This is the blog post that received the highest number of comments;
- 7-13 December 2014 – blog post shared on social media related to a short visit;
- 4-10 January 2015 - FAO EMPRES 360 on LinkTADs achievements news has been published on the website;
- 1-7 march 2015 - LinkTADs Newsletter No 2 published;
- 5-11 July 2015 – LinkTADs training/workshop events have been promoted in WP3 and WP4;
- 4-10 October 2015 - LinkTADs Newsletter no 3 published and the webinar on animal health research agendas promoted.



Demographics

Most website visitors came from the following countries: China (9.0%); Italy (5.7%), USA (5.3%); UK (4.6%), Brazil (3.8%); Portugal (3.6%) and France (2.7%).

New visitors visited 2 pages on the website on average. The overall bounce rate on LinkTADs is below 70%, which again shows general interest of the people finding relevant information. Over 34% visited the website more than once, they visited around 4 pages on the website for more than 5 minutes on average. The bounce rate for these visitors is 45%, which is good.

About 8.5% of the users access the site through mobiles and tablets, validating the decision to ensure the site functioned as well in mobile browsers as on desktops.

Acquisitions

Around 12% of the visitors came from search engines (the so called organic traffic), in particular from Google. Around 28% came directly to the site (by typing in the address or using bookmarks or email links), and the remaining came from links in other websites, out of which three should be mentioned. LinkedIn generated 11% of the visitors, Twitter generated around 3% and theFAO website forwarded 2% of the visitors. Other social networks contributed as seen in the graph below.

	Social Network	Sessions	% Sessions
1.	LinkedIn	1,187	64.90%
2.	Twitter	504	27.56%
3.	Facebook	130	7.11%
4.	Sina Weibo	4	0.22%

Content

The most visited pages of the platform were:

- Landing page;
- Newsletter page (http://linktads.com/news/newsletter);
- Focal point network page;
- Blog page (http://linktads.com/news/blog).

So again, we can confirm that visitors were mostly interested in the newly uploaded events, blog posts, newsletter, etc.

LinkTADs

4. Conclusions

Conclusions

We have to note here that as in any other general feedback requests, in the case of LinkTADs, the visitors and users were not active in providing detailed feedback on the website features. We also have to consider that as the China Internet policy restricts the access of Chinese visitors to the LinkTADs website, we are also lacking specific feedback from Chinese users.

The key lessons learnt are summarised in the below table:

Lesson learnt	Recommendation
Users and visitors were looking for specific news, information and events	The main recommendation is to transform the LinkTADs website from a portal supporting collaboration to an Information portal focusing on sharing news, relevant documents, etc.
The website is too word-heavy	Content should be reduced and better structured. Downloadable pdf documents may contain extended information. The text on the website should be kept short and informative.
When registered users found the possibility of downloading relevant documents, they found is very useful	Because it is not easy no motivate people to register – it is time consuming and requires the user to "register to yet another website" – we recommend opening the portal and allowing access to the features for any visitor.
The Newsletter and the monthly alert from the Focal Point Network members were very useful and generated new registrations to the LinkTADs newsletter	The monthly alert should be fully sustained after the end of the project and generate wider and wider user group who can read news and access the website for more information.
The "Find the funding" section proved to be very useful	The Funding opportunities section might be updated with the cooperation of Chinese colleagues and share information on EU and China sources.
Social networks generated high interest	More attention should be paid on LinkedIn, Twitter, Facebook and Weibo. The LinkTADs community got wider thanks to these tools. The icons to social network sites should be highlighted.
Blog posts were read and commented on by the platform visitors	These posts forwarding a more personal message were generating more interest and more comments, engaging people. LinkTADs should keep posting these type of messages.
Collaboration functionalities have not been	The possibility to contact each other and discuss

used widely	certain topics should be disabled. For discussion, LinkedIn provides excellent space, which partly also provides an option to write messages to each other. LinkedIn discussions and posts should be visible on the website, and maybe Twitter feed as well.
China Internet policy cannot be changed	There is no need to translate all website content, the partners should invest efforts in disseminating the news, events, newsletters in Chinese. Those accessing the LinkTADs website will understand the content in English.

The following is the recommended new website structure:

Home

The Home page should be integrated with the present EU-China Cooperation pages. There is no need for a specific EU-China Cooperation page and its sub-pages. The three boxes on the Home page will contain a specific description on Epidemiology and Laboratory Science work.

About

Short description about the project, partnership and results in three sub-sections: About (introduction); Partnership and Results (contains publications and deliverables as well).

e-Resources

Epidemiology and Laboratory Science sections will not be differentiated, but integrated with Training and Webinar sections and structured based on sub-sections defined by FAO. Search and Share functions will remain. All sections remain open for all visitors, no registration will be required.

News

No changes recommended.

Focal Point Network

No changes recommended.

Find Funding

From Member Area a new menu should be created and make this information available for all.

Member Area

Remains an area available for LinkTADs partners, but users do not need to login anymore. Partner search and discussion functions will be disabled. My account will be disabled.