D7.2 DIOPTRA website

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Abstract	Deliverable D7.2 of DIOPTRA introduces the project's website, https://www.dioptra-project.eu, which serves as the central communication platform for the project's dissemination and communication plan. The document provides a comprehensive overview of the website's content and explains the concept behind its creation, highlighting its expected impact on the project and its stakeholders.
Keywords	DIOPTRA, website, communication, dissemination, impact, stakeholders, web development.

Document Revision History

Version	Date	Description of change	List of contributor(s)
V0.1	10/03/2023	ToC and 1st edit	Valentin Popescu (*MARTEL*)
V0.2	18/04/2023	2nd edit	Valentin Popescu (*MARTEL*)
V0.3	25/04/2023	3rd edit – Internal review	Stavros Miloulis (I*CCS*), George Botis (*ICCS*), Maria Haritou (*ICCS*)

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V1.0	26/04/2023	Final edit based on feedback from internal reviewers	Valentin Popescu (*MARTEL*)
V1.0	28/04/2023	Deliverable approved by the PC and submitted	Maria Haritou (*ICCS*)

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Project funded by the European Commission in the Horizon Europe Programme		
Nature of the deliverable:	**DEC**	
Dissemination Level		
PU	*Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)*	✔
SEN	*Sensitive, limited under the conditions of the Grant Agreement*	
Classified R-UE/ EU-R	*EU RESTRICTED under the Commission Decision No2015/ 444*	
Classified C-UE/ EU-C	*EU CONFIDENTIAL under the Commission Decision No2015/ 444*	
Classified S-UE/ EU-S	*EU SECRET under the Commission Decision No2015/ 444*	

* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

DATA: Data sets, microdata, etc.

DMP: Data management plan

ETHICS: Deliverables related to ethics issues.

SECURITY: Deliverables related to security issues

OTHER: Software, technical diagram, algorithms, models, etc.

EXECUTIVE SUMMARY

This Deliverable D7.2 of DIOPTRA presents the DIOPTRA website. It describes the website (https://www.dioptra-project.eu) created for the project and delineates the motivation behind the concept of the website, clarifying the content of sections and defining the expected impact for the project and its target audiences.

The DIOPTRA website is the main communication channel presented in the Project's Dissemination and Communication Plan, which focuses on communicative actions and the generation of results. Therefore, its design, management and maintenance are key activities.

The website is the main hub of DIOPTRA as well as the meeting place for all stakeholders and other interested parties (e.g. Media and the general public). Dissemination and communication strategies and campaigns developed online and offline will complement each other and aim to attract visitors to the website.

The web development plan hereafter is agreed upon by the DIOPTRA Consortium and members of WP7 and will include impact measures and indicators.

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LIST OF FIGURES

ABBREVIATIONS

AI	Artificial Intelligence
CMS	Content Management System
CRC	Colorectal Cancer
CSS	Cascading Style Sheets
EC	European Commission
GDPR	General Data Protection Regulation
HTML	Hypertext Markup Language
KPI	Key Performance Indicator
PHP	Hypertext Preprocessor
SEO	Search Engine Optimization
SSL	Secure Sockets Layer
WP	Work Package

1   INTRODUCTION

The DIOPTRA website, launched in March 2023, has been created to serve as a project content management system for the consortium and as the main communication channel for stakeholders in the project, as well as the media and the general public. The DIOPTRA website has been developed to provide information about the project's aims, goals, activities and results.

With this aim, the website provides the following content:

- General information about the project.

- Description of all the member organisations of the consortium.

- Information, objectives, overview of the research activities and project's pilots.

- Description of events organised/attended within the scope of the project.

- Press releases and other materials focused on media.

- Information about the results.

- Public deliverables.

- Latest news.

- Contact information.

- Appropriate acknowledgment and reference to the European Union's Horizon Europe Framework Program funding.

2 DISSEMINATION AND COMMUNICATION OBJECTIVES

The website is the central part of the digital marketing strategy that is deployed within the Communication and Dissemination Plan of the project. The combination of online and offline actions is essential to reach all target audiences and it is vital that the actions reinforce each other to have a comprehensive dissemination and communication strategy that contributes to the achievement of impact and objectives within DIOPTRA.

The DIOPTRA website has been created with specific objectives, which respond to the communication and dissemination needs of the project.

Among them, the most highlighted are the following:

- **A recognisable visual identity** that aligns with the innovative spirit of the DIOPTRA project and that is differentiating itself from other projects carried out so far in the sector.

- With the aim to create a **dynamic website**, content such as news and the calendar of events is periodically updated. This way, updating content also improves the ranking on Google. Likewise, this content will be shared on social networks and the project's newsletter, which will continue to attract visitors to the website and amplify the project's reach.

- DIOPTRA website is one of the **main communication and dissemination channels** of the project. To maximise the scope of the project, different digital marketing strategies and ways of attracting traffic have been established:

  o **Search Engine Optimisation (SEO)**: The traffic of visits to the DIOPTRA website shall increase progressively throughout the course of the project, thanks to the implementation of strategies oriented to drive organic traffic such as proper key-phrases distribution in each webpage, relevant meta descriptions, appropriate image alt attributes and relevant internal and external cross linking.

  o **Social networks**: Through the distribution of content hosted on the DIOPTRA website via social channels (news about the project, industry events, infographics, etc.), we aim to increase traffic and visits.

  o **Newsletter**: A newsletter will be issued every 6 months (together with shorter newsflashes for urgent communications), to be distributed between stakeholders and the general public. This will include achievements/news of the project that direct traffic to the website. Newsletters will be uploaded as well in a specific section on the website.

  o **Link building**: We are creating synergies between the DIOPTRA website and the partners' websites, as well as with other relevant agents of the sector (stakeholders), encouraging the exchange of links.

    ▪ In this regard, since the DIOPTRA project is part of the Cancer Mission cluster of EU-funded projects on 'Prevention, including Screening', the DIOPTRA website will also include links for the other cluster project websites (LUCIA MAMMOSCREEN, ONCOSCREEN, PANCAID, SANGUINE and THERMOBREAST).

3 TECHNICAL CHARACTERISTICS

3.1 FULL RESPONSIVE CONTENT WEBSITE

Responsive Web Design makes DIOPTRA's website look good and readable on all devices (desktops, tablets, and phones), using HTML and CSS to resize, hide, shrink, enlarge, or move content to adapt the look to any screen. The incorporation of the state-of-the-art techniques in design also creates a quick and intuitive user experience.
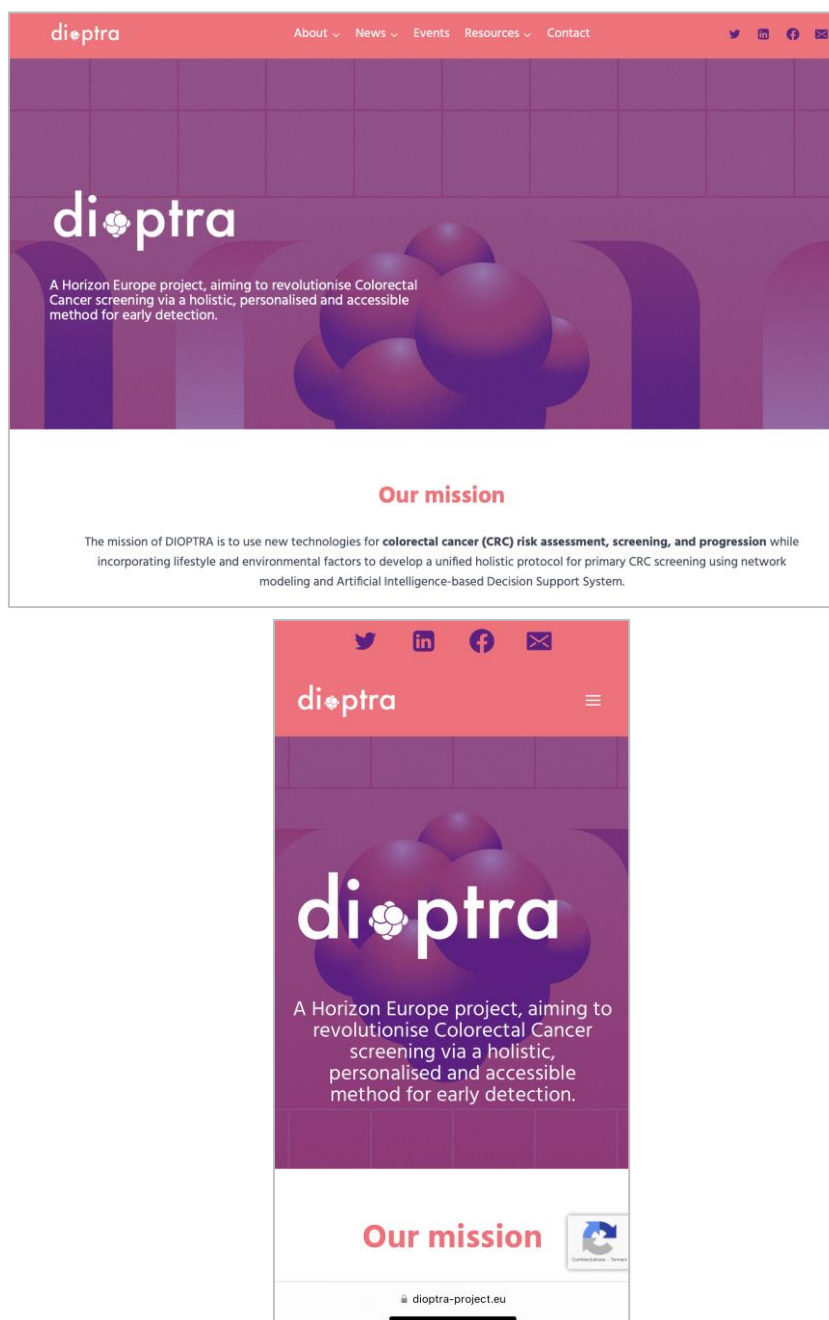

Figure 1: DIOPTRA's homepage on desktop and mobile devices
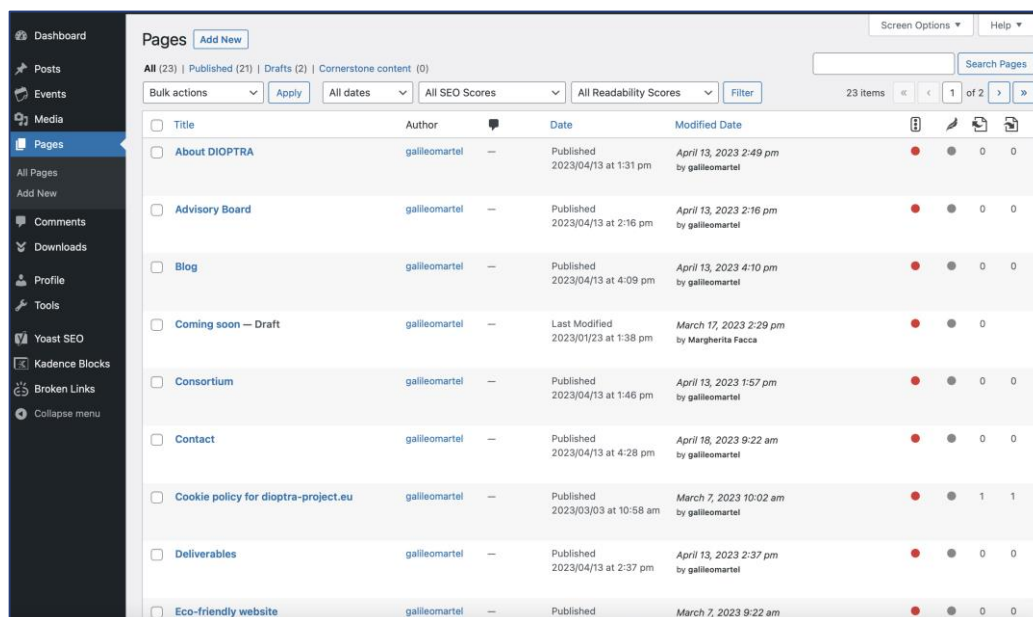
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Figure 2: WordPress content management system

3.2   BUILT USING WORDPRESS CMS

WordPress is an online, open-source website creation tool written in PHP. It's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today:

- WordPress has a lot of themes that allow us to change the design of the website quickly, perfect for a 4-year project such as DIOPTRA.

- Plugins make it possible to extend the functionality of the WordPress site without programming. There are over 10,000 plugins available that help to add all kinds of functionalities, like social media sharing, SEO, photo slideshows, and much more.

- WordPress is easy to update. Once a document is set up, it can be updated anytime, which is important for engagement with visitors and for search engines.

- Google prefers WordPress sites because they are updated more frequently, and the content tends to be structured well. A WordPress site ranks very highly compared to a static website. Google has even publicly recommended WordPress for business sites.

- WordPress is supported by a thriving, engaged community. According to data from W3Techs, WordPress is used by 43.2% of all websites on the internet in 2022.[1]

3.3   CONNECTION & DATA EXCHANGE PROTECTED UNDER SSL CERTIFICATE

SSL stands for Secure Sockets Layer and is a global standard security technology that enables encrypted communication between a web browser and a web server. It is utilized by 1million of online businesses

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[1] https://w3techs.com/technologies/details/cm-wordpress

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and individuals to decrease the risk of sensitive information (e.g. credit card numbers, usernames, passwords, emails, etc.) from being stolen or tampered with by hackers and identity thieves. In essence, SSL allows for a private "conversation" just between the two intended parties.

To create this secure connection, an SSL certificate (also referred to as a "digital certificate") is installed on a web server and serves two functions:

- It authenticates the identity of the website (this guarantees visitors that they are not on a bogus site).

- It encrypts the data that is being transmitted.

3.4   IMAGES OPTIMISED AND GZIP-COMPRESSED FOR BETTER LOAD TIME

Website GZIP compression makes it possible to reduce the file size of a web file (like HTML, PHP, CSS and JavaScript files) 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 in turn decompresses it automatically to load the full original file in the browser again. Enabling GZIP compression is great for improving page speed because visitors will need to download much smaller web files than the original size when browsing web pages, which speeds up the download process of these files.

3.5   SEO-FRIENDLY SITE AND CONTENT

At a fundamental level, an SEO-friendly site is one that allows a search engine to explore and read pages across the site. Ensuring a search engine can easily crawl and understand the content is the first step to ensuring DIOPTRA's visibility in the search engine result pages.

DIOPTRA's website is SEO-friendly and responds to the following standards:

- Keyword Research/Optimisation: DIOPTRA's website uses keywords in the content for maximum searchability and to generate traffic through search.

- Content Organisation: The content is organised in a logical way and considers the European guidelines of best practices. This is not only good for SEO, but also helps visitors to find other related content easily (the longer they stay on the site, the better).

- Content Promotion: We can increase visibility of new content by sharing it on social networks and building links to the content (both internally and from external sites).

4   PROJECT WEBSITE STRUCTURE

DIOPTRA's website is the main online channel to present and disseminate all the results and events within the project. It is regularly updated by MARTEL (WP7 leader) to provide the latest news, relevant results and highlights, in coordination with the partners.

The website is carefully designed to address the stakeholders in the most effective way, and to ensure the visibility of the project to the EU, as well as target audiences, consortium, stakeholders and the general public. Online communication strategies will be aimed at reaching a large number of stakeholders and to networking/crossover with other similar projects.

DIOPTRA's website was designed as an interactive channel for public information and communication among partners and stakeholders. It will also be a repository for public documents, materials, and useful information related to the project. It can be continuously improved and updated, in order to maximize the results and share them with target audiences.

The structure and design of the website used during the lifetime of DIOPTRA might be modified to be adapted to new needs and progress within the project.
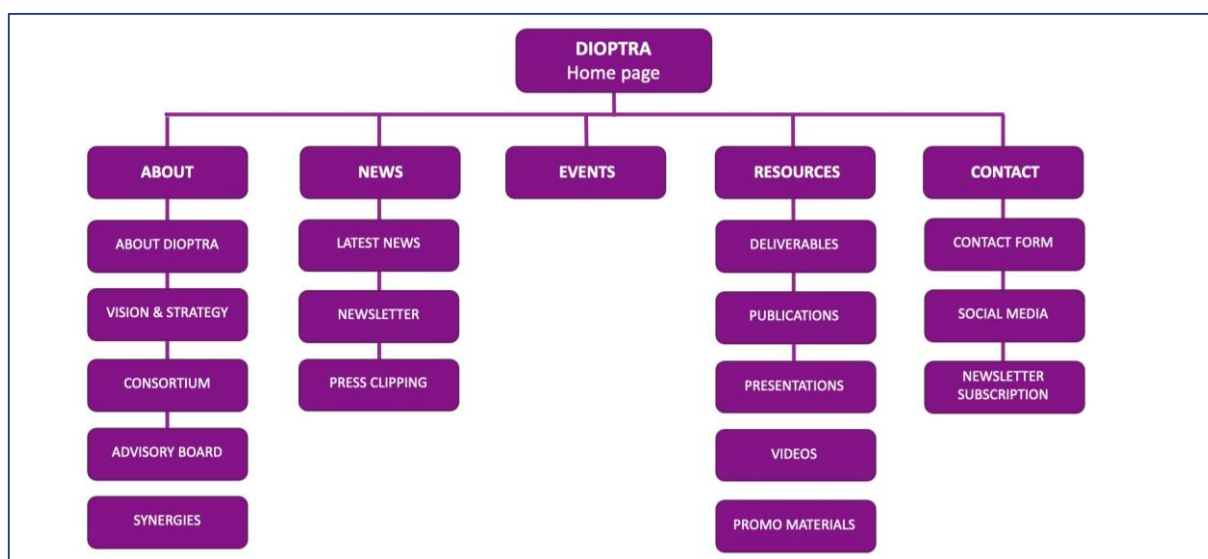
This is the DIOPTRA website structure:

Figure 3: DIOPTRA website structure

4.1 HOME

The homepage is designed to attract the attention of viewers at first sight. The graphic content is the protagonist so that the visitor immediately has an overview of the project's ambitions and the objectives to stakeholders. The homepage is divided into different sections, easily distinguishable by colour and composition to reflect different key areas of the project (and related website inner pages) and provide initial information:

- Tag line

- DIOPTRA mission

- DIOPTRA objectives

- Newsletter subscription button

- DIOPTRA consortium

- Latest news

- Events

- Social media links

- EU acknowledgment

- Privacy policy

- Cookie policy

All inner sections of the website are listed on the top menu bar, next to the DIOPTRA logo, enabling quick orientation and search.
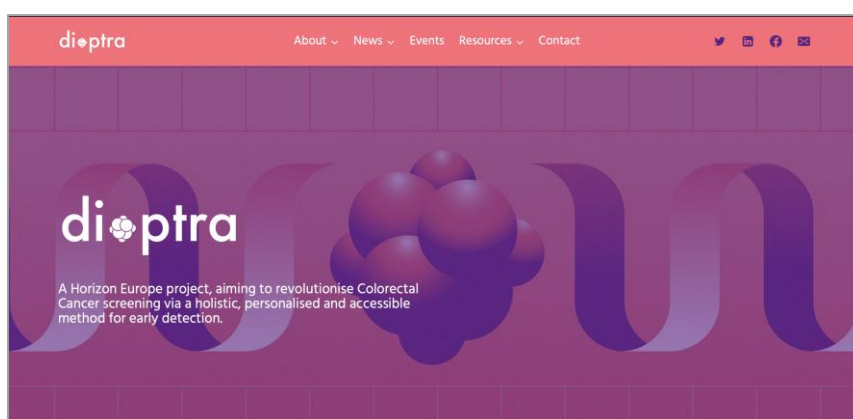
Figure 4: Homepage and main menu bar

Homepage and all inner sections also provide contact information, reference to the Horizon Europe, European Commission (EC) recognition, privacy and cookie policy links.
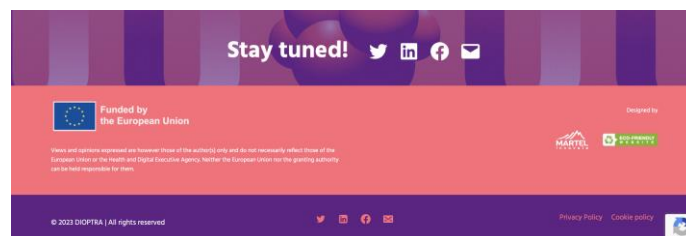

Figure 5: Social media links, EC acknowledgment and Privacy policy

4.2 ABOUT

4.2.1 About DIOPTRA

This section briefly describes DIOPTRA's project.

Figure 6: About DIOPTRA page

4.2.2 Vision & strategy

This webpage describes the vision and strategy of DIOPTRA. The webpage outlines DIOPTRA's objectives, including identifying a subset of protein biomarkers for early CRC screening, conducting pilot studies at clinical sites to validate the proposed protocol, utilising state-of-the-art AI tools to detect significant biomarkers and risk factors, assessing the effects of an extended risk factor set on CRC, advocating for change in CRC screening guidelines, and investigating DIOPTRA's expandability and

network with ongoing/future cancer initiatives. The webpage also explains DIOPTRA's methodological architecture, which is organised into five distinct phases involving retrospective and prospective data collection, biomarker analysis, AI-based analysis, and clinical validation. This section briefly describes DIOPTRA's field of interest, the area of expertise of the consortium, and gives a short breakdown of the project's main objectives and invites stakeholders to subscribe to the newsletter for updates (on the right side of the screen).
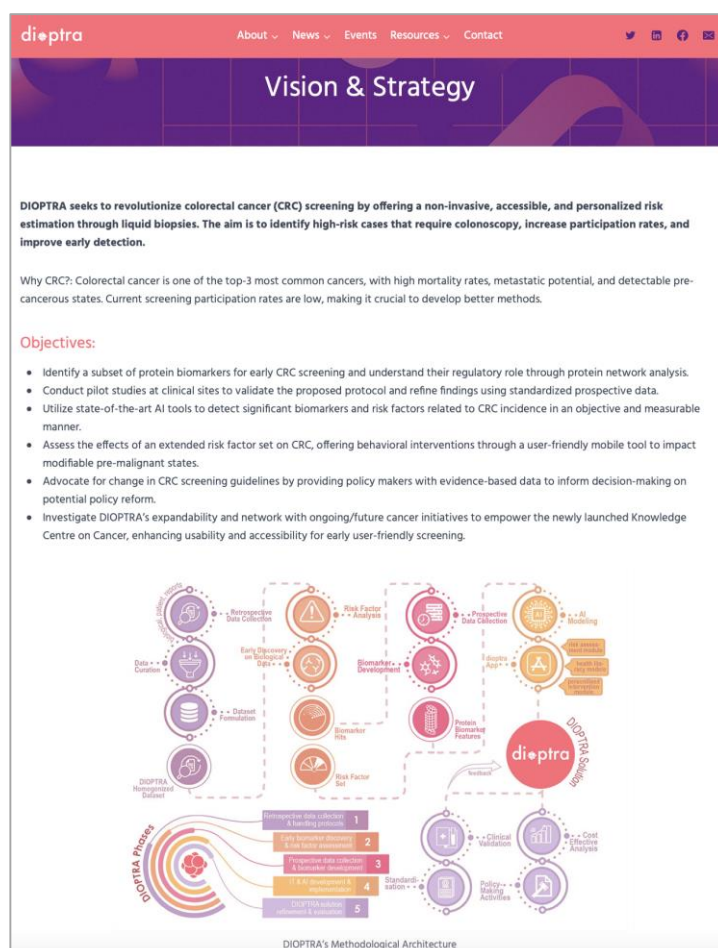

Figure 7: Vision and strategy section

4.2.3   Consortium

This page describes the Consortium of DIOPTRA. A carousel is used on the Consortium page of DIOPTRA's website to display the logos of its 28 partners from 15 countries. This is because the number of partners is relatively large, and displaying all the logos on the same page without a carousel could lead to a cluttered and confusing layout. A carousel allows for a clean and organised display of the partner logos, with several logo rotating to the forefront of the display as the carousel moves forward. This allows the viewer to focus on five logos at a time while still providing easy access to all the partner logos. Overall, a carousel is an effective design choice for displaying a large number of logos or images in a compact and organised manner.
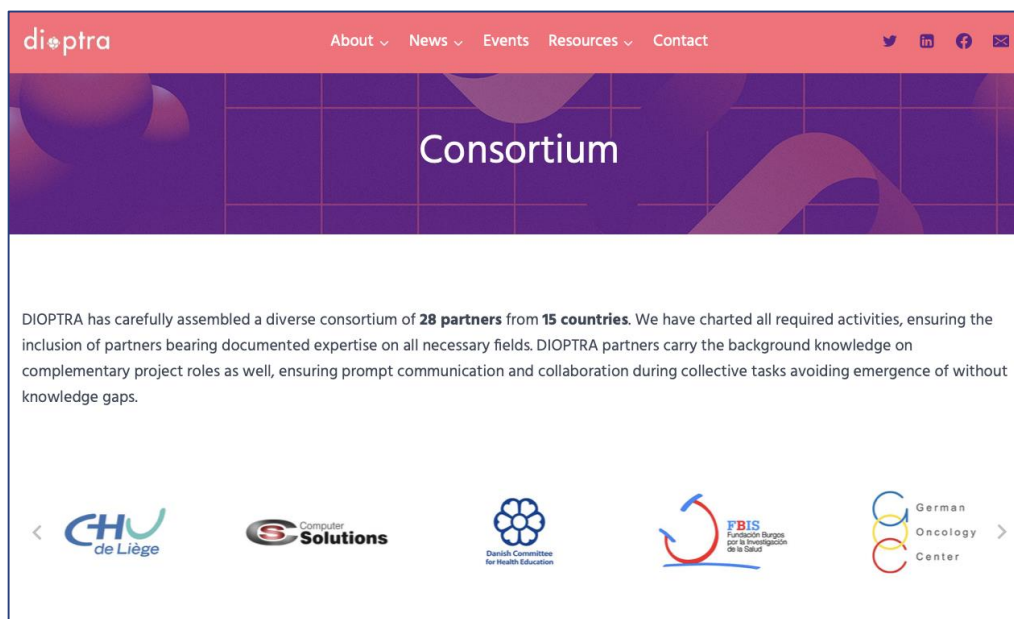
Figure 8: Consortium section of the website

4.2.4 Synergies

The Synergies page on DIOPTRA's website explains the consortium's approach to building relationships with other relevant organisations and initiatives in order to maximise its impact. The page explains that DIOPTRA will work closely with the European Commission, ongoing HORIZON and HE projects/initiatives, and other national and international organisations to establish liaisons and synergies. The goal of these relationships is to build upon existing networks and to widen the outreach of DIOPTRA. The page will be soon updated on DIOPTRA's collaborations and synergies with other organisations.

4.3 NEWS

4.3.1 Latest news

This section displays all news on progress and results of the project. A regular update of this page will ensure interesting content for the DIOPTRA community, which will be shared on the related dissemination and communication channels of the project (social networks Facebook, Twitter and LinkedIn) to attract visits and achieve a high ranking on Google.
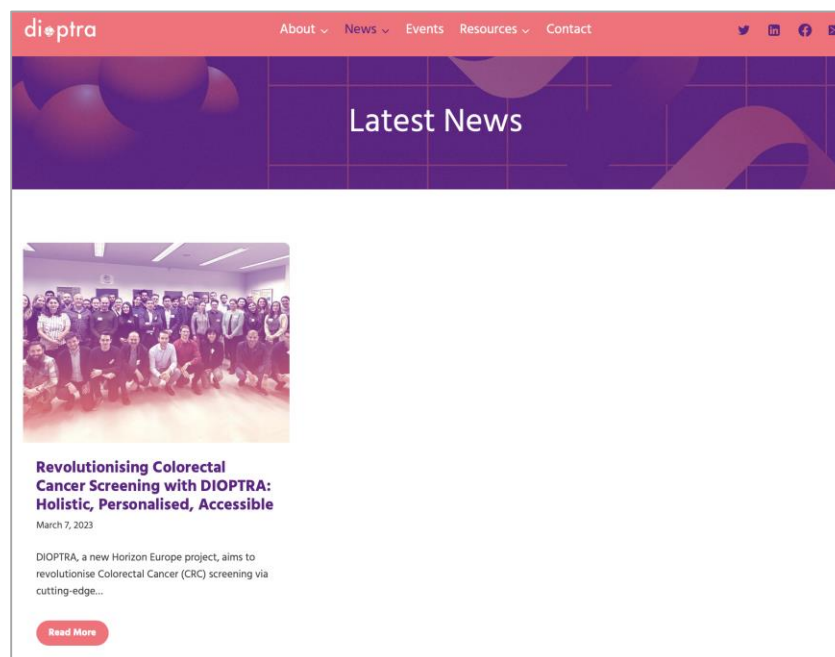
Figure 9: The Latest news section

4.3.2 Newsletter

This page features a field for newsletter subscription (accompanied by a disclaimer regarding legal/data privacy issues). All newsletters issued over the course of the project will be also featured on this page.
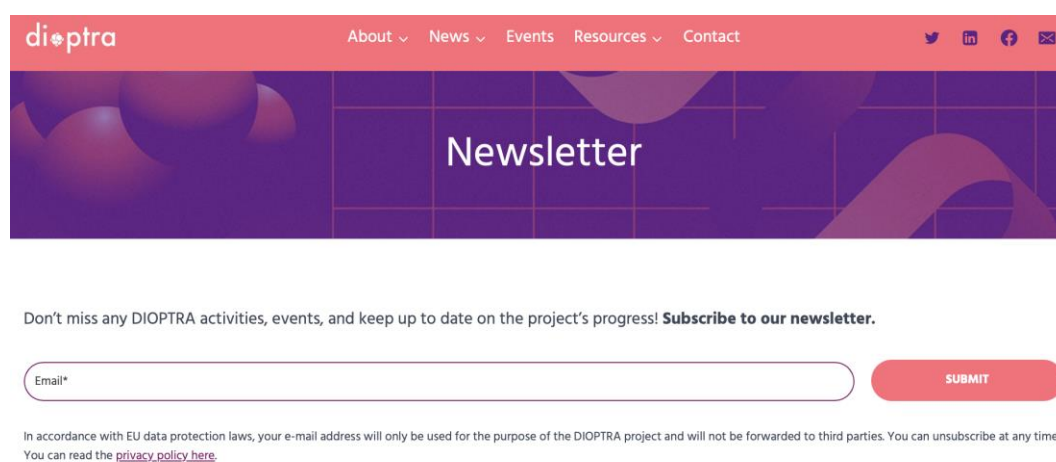

Figure 10: Newsletter section

4.3.3 Press releases

This page will give you the opportunity to view and download all the press releases related to DIOPTRA.
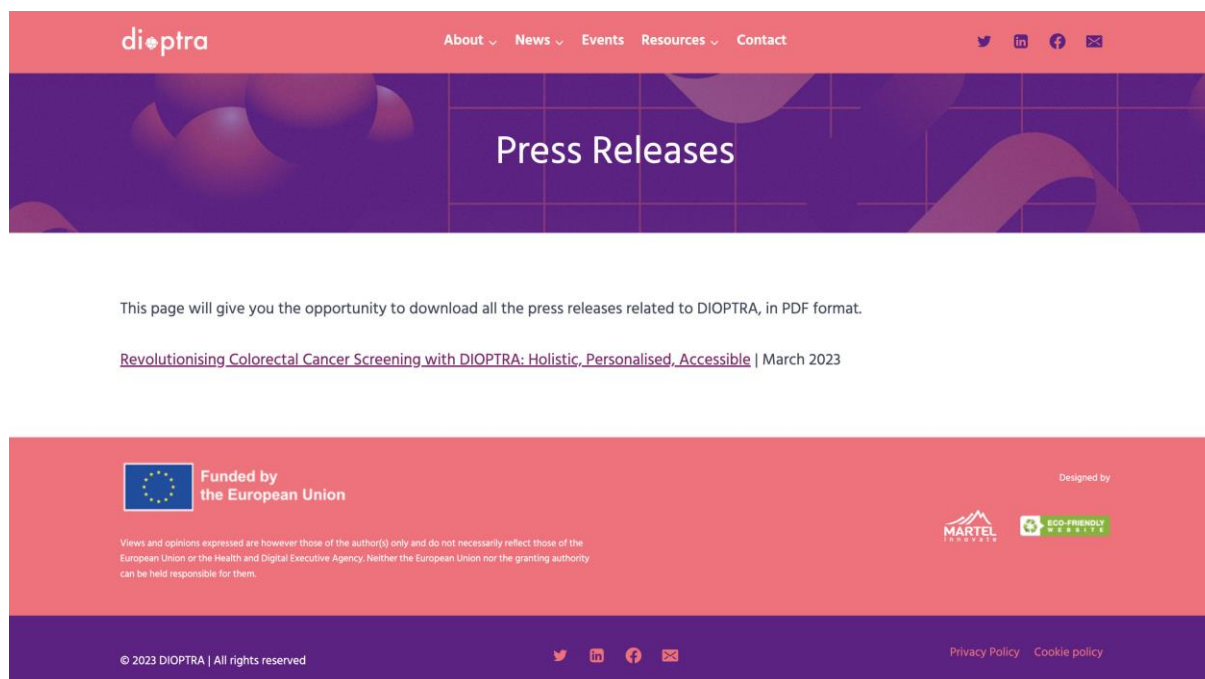
Figure 11: Press releases section

4.3.4 Press clipping

This page is dedicated to showcase the media coverage for DIOPTRA project. It will include links to the articles in the media.
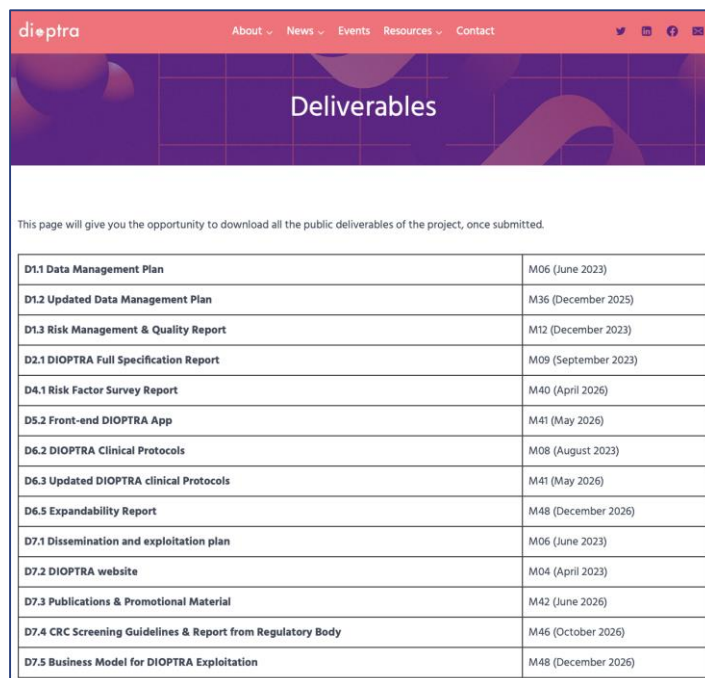
4.4 EVENTS

This page is dedicated to conferences, expos, symposiums and workshops in which DIOPTRA takes part or that are organised within the project, as well as events that are related to the scope of the project. It presents the information in a calendar-type layout, linking to individual pages that contain dates, venues, topic areas, and practical information for each event.

4.5 RESOURCES

This section is dedicated to all resources and materials that disseminate DIOPTRA's results. The content is organised into three sub-sections for different types of items:

- **Deliverables** (containing the list of all expected public deliverables for the project, which will be updated with links to downloadable PDFs post-submission)

- **Publications** (which will be updated with downloadable PDFs of scientific publications issued during the project, or external links to them) - A relevant **ResearchGate account** will also be created (as per the project KPIs), with the corresponding link provided in this page.

- **Presentations** (which will be updated with downloadable PDFs of the presentations from partners delivered to different events during the project)

- **Videos** (which will be updated with the videos produced by the consortium or by other stakeholders)

- **Promo materials** (flyers, infographics and other materials developed by the consortium)

Figure 12: The public deliverables section

4.6 CONTACT

This section provides an email form to contact DIOPTRA. This enables stakeholders, other projects interested in networking and the general public, to be able to get in touch with the project.

5 MEASURING RESULTS

DIOPTRA has indicated, among its KPIs, 1,000 accesses annually. In order to monitor the progress towards this result, visits to the website are measured and evaluated by using statistics measured by Matomo. Unlike Google Analytics which uses your data to serve its advertising platform, Matomo users can safely use analytics without worrying about data being used for marketing or any other purposes.

Matomo offers an advanced General Data Protection Regulation (GDPR) Manager to ensure websites are fully compliant with the new regulation. This is to make sure websites are fully GDPR compliant by giving users:

- Right of access

- Right to withdraw consent

- Supports "Do Not Track"

- Right to data portability

- Right to object

- Delete historical data

- Right to erasure

- Anonymizing features

- Anonymize historical data

A free (if self-hosted) and open-source web analytics application. It tracks online visits displays reports on these visits for analysis. It is used by the European Commission on the EUROPA portal. All Matomo's data centre is located in Germany.

It provides all standard statistics reports: top keywords and search engines, websites, social media websites, top page URLs, page titles, user countries, providers, operating system, browser marketshare, screen resolution, desktop VS mobile, engagement (time on site, pages per visit, repeated visits), top campaigns, custom variables, top entry/exit pages, downloaded files, and many more, classified into four main analytics report categories – Visitors, Actions, Referrers, Goals/Ecommerce (30+ reports).
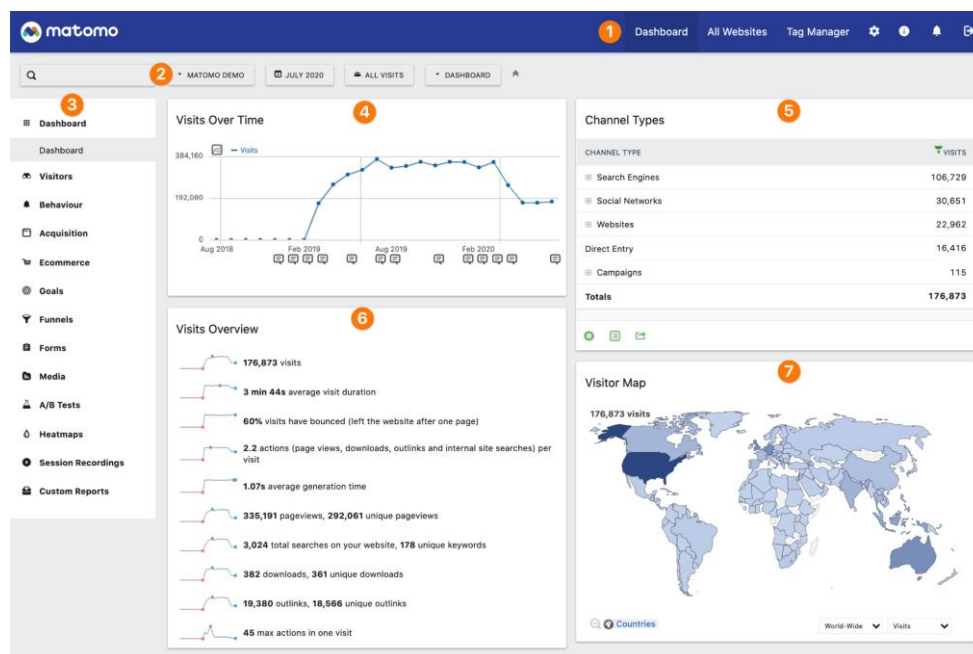
Figure 13: Matomo dashboard

Other popular applications in this field will be used to include the KPIs in Social Media channels. The combination of all these tools will allow us to have a complete view of our progress, defining improvements in line with the analysis of complete reports.

The evolution of the indicators will be revised periodically, and the main results of the communication actions will be reported in "Dissemination, Communication, Standardisation and Exploitation 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 of the website visitors

- Information requests

This helps to quantify more precisely the results obtained and define the upcoming milestones which will improve the quality of the communication.

Deliverable D7.1 (Dissemination and exploitation plan) will offer a first report on the results achieved since the website's inception.

6 WEBSITE ACCESSIBILITY

As part of our commitment to continuously improve the DIOPTRA website, we acknowledge the importance of making the website accessible to all individuals, including those with disabilities. We understand that website accessibility is essential for ensuring equal access to information, resources, and opportunities for all our visitors. Based on online evaluation tools that check EU requirements, we have identified certain issues on the DIOPTRA website, such as low-contrast fonts and images with missing alternative text. To address these issues and meet minimum accessibility requirements, we will implement dedicated measures throughout the project such as:

1. **Contrast and readability:** We will review the colour palette used on the website to ensure that text is easily readable for all users, including those with visual impairments. This may involve adjusting font colours and background colours to achieve the recommended contrast ratio.

2. **Alternative text for images:** We will ensure that all images on the website have appropriate alternative (alt) text to provide a descriptive equivalent for users who rely on screen readers or other assistive technologies.

3. **Accessible multimedia:** We will provide transcripts and/or captions for audio and video content, making it accessible to users with hearing impairments.

We recognise that maintaining website accessibility is an ongoing process. As such, we will continuously monitor the DIOPTRA website for accessibility issues and update the website as needed. This may include periodic reviews of the website's design, structure, and content to ensure that it remains accessible to all users.

In conclusion, we are dedicated to making the DIOPTRA website accessible to all individuals, including those with disabilities. By implementing these planned measures and continuously monitoring and updating the website, we aim to meet minimum accessibility requirements and provide an inclusive experience for all our visitors.

7   CONCLUSIONS AND NEXT STEPS

As mentioned in the previous sections, DIOPTRA's website will be continuously updated (website accessibility, news articles and events, but also in terms of promotional materials produced). WP7 will also alter the structure according to results and feedback received (or other necessities).