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**Update Report  
February 2018**

**Website Management  
Working Group**

# Contents

- Actions completed since the last meeting
- Statistics
- What next?
- What do we need from you?



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# Actions completed since the last meeting

## Content creation:

- A cloud based content calendar has been set up
- We have continued to add to the style guide, for all content creation
- We aim to utilise it internally and to brief external contributors



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# Actions completed since the last meeting

## Website best practice: functionality and usability

- Member and news filters were tidied up
- News items will no longer be archived, so more results will show once filtered
- Correct categorisation of news items has been added to the content style guide
- BF and SF categorised existing news items
- All member directory listings have been reviewed & updated to ensure they show a European address
- Improving CTAs in the Why Tape? section is an ongoing process which will enhance sidebar CTA & page conclusion



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# Actions completed since the last meeting

## Website best practice: SEO

- Site map created & added to website (link in footer)
- Still to look at the automated creation of meta data, for quicker creation of meta titles & descriptions
- Review of recent site audit to be scheduled & assigned for March/April



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# Actions completed since the last meeting

## Website best practice: subscribes and emails

- A CAPTCHA has been added to the newsletter subscription form to avoid/diminish spam
- A subscribe form completion now prompts an automated email



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# Actions completed since the last meeting

## Website best practice: KPIs

- A thank you page has been added to subscribe & contact form completions
- These are now being tracked in Google Analytics as goals (conversions)
- On the website, most instances of the contact email address have been replaced with a link to the contact form



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# Actions completed since the last meeting

## Social media activities

- We continue to share interesting & relevant content with the @\_ProductDesign & @Afera\_Tape account followers
- Followers continue to grow but have been slowed by tighter Twitter controls
- We will increase visibility of Afera content through our marketing integration plans

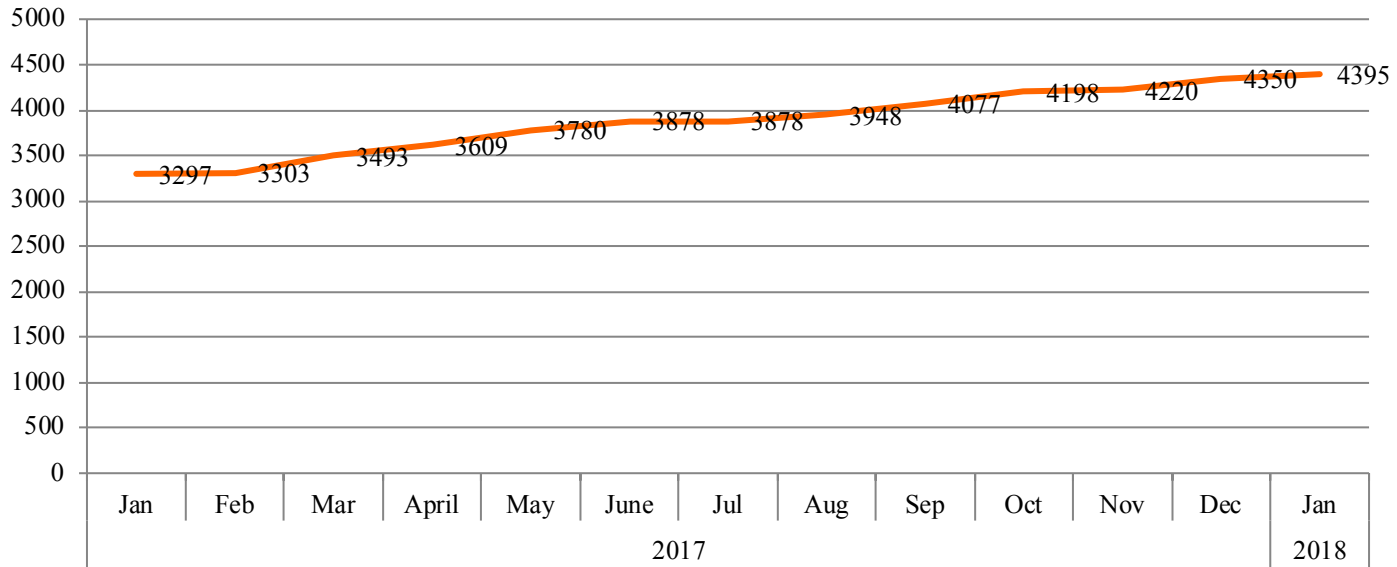


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# Social media statistics

## Design account followers





Tweets **950** Volgend **3.234** Volgers **4.388** Vind-ik-leuks **179**

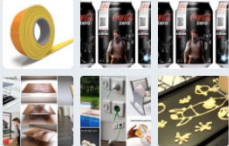
Volgen

**Design that Sticks**

@\_ProductDesign  
Collecting and Sharing Remarkable Innovation in Product Design. By Afera, the European Adhesive Tape Association.  
Europe  
afera.com/why-tape/desig...  
Geregistreerd in juli 2014

Tweeten naar

626 foto's en video's



Tweets Tweets en antwoorden Media

**Design that Sticks** @\_ProductDesign · 16 u  
How to incorporate tape into your product design #designnews #productdesign  
buff.ly/2oaLhW3  
Vertalen uit het Engels



Wie te volgen · Vernieuwen · Meer...

- PARAFIX** Parafix Tapes @ParafixUK Volgen
- Manufacturing** @Manufa... Volgen
- EngineeringCommunity** ... Volgen

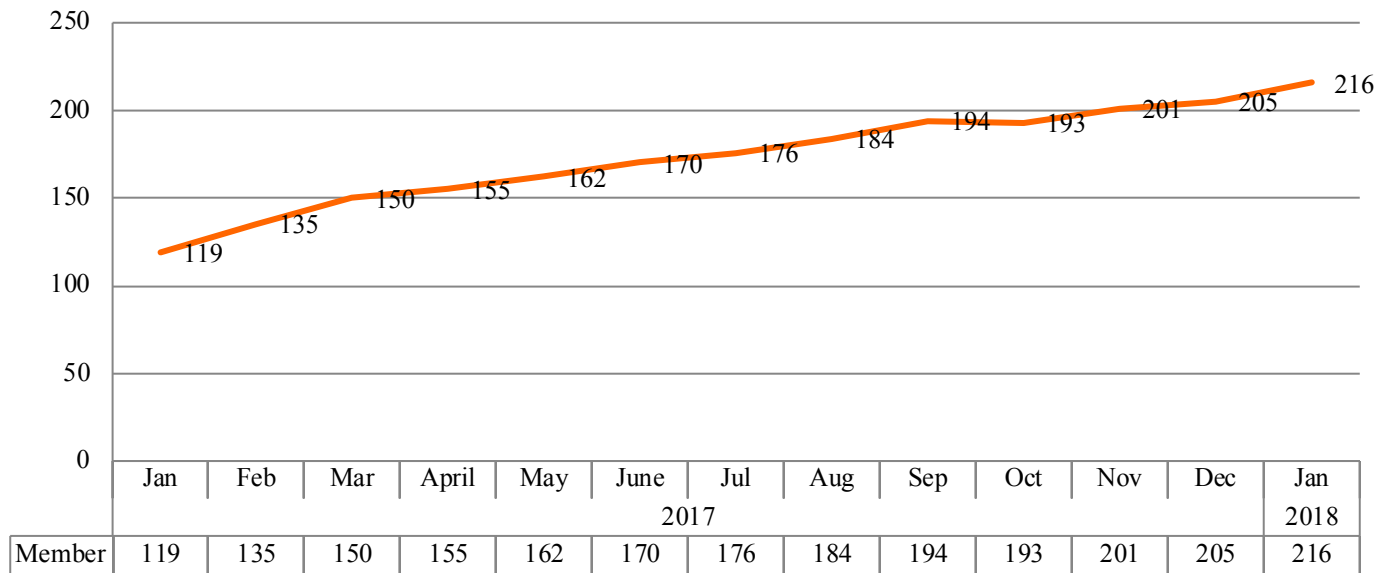
Bekenden zoeken

**Followers Tag Cloud for @\_ProductDesign**

based business civil company consultant creative **design** designer development digital electrical electronics  
**engineer** engineering experience fan founder global high industrial industry innovation leading life love  
lover management manager manufacturer manufacturing marketing **mechanical** music **product** products professional  
quality service services software solutions student systems tech technology time university web work world

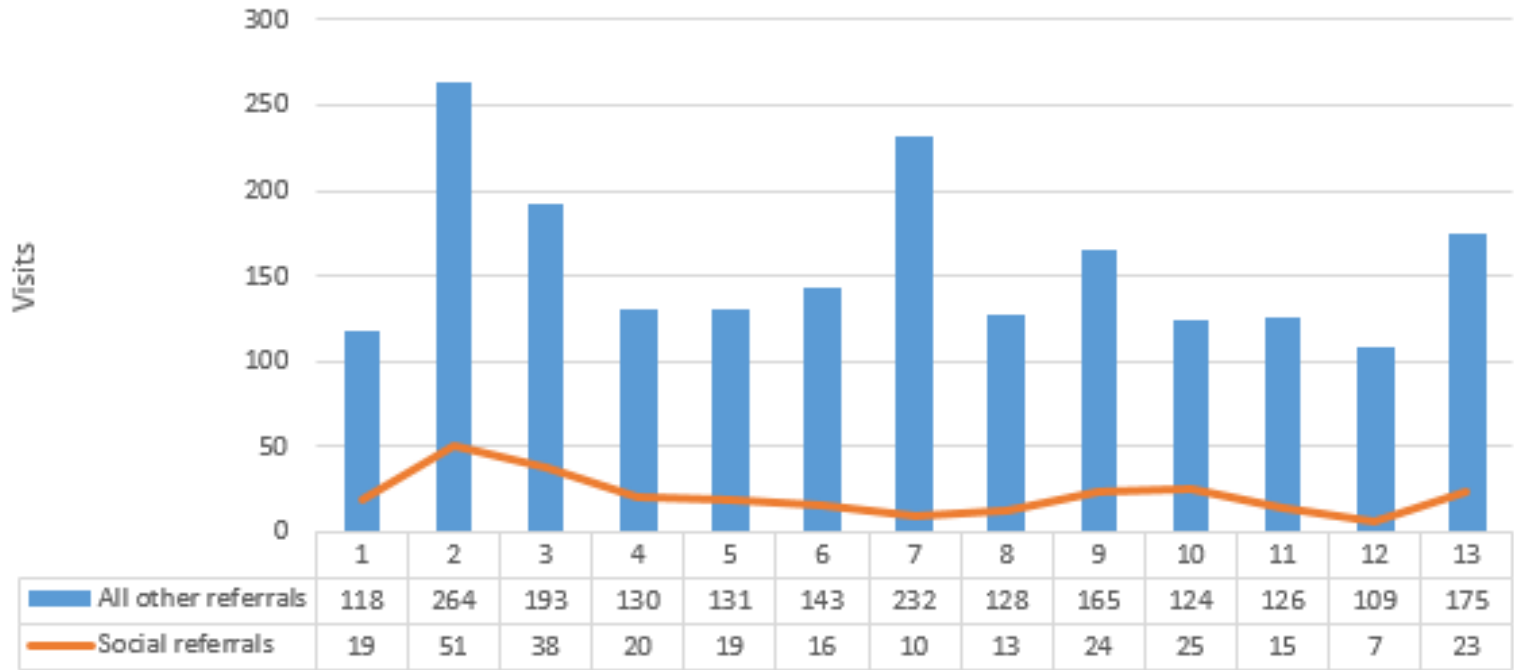
# Social media statistics

## Member account followers

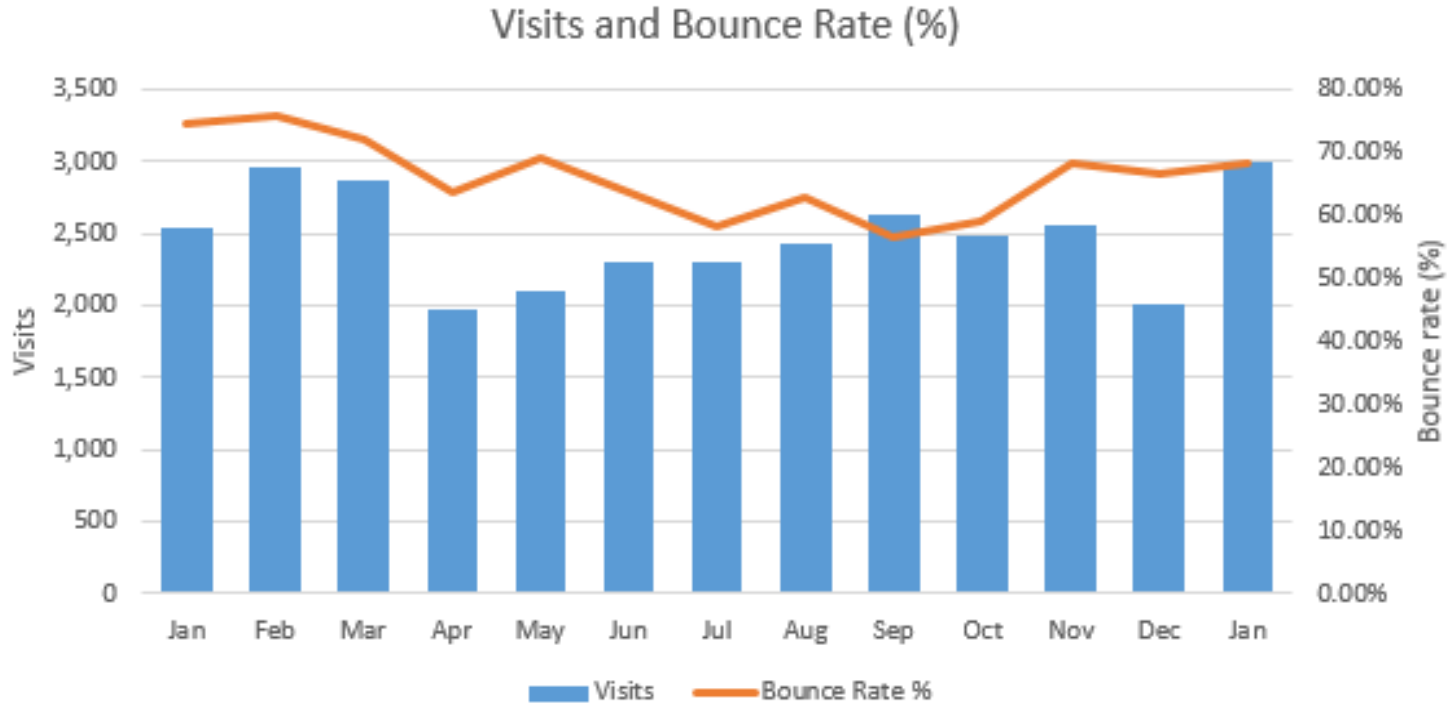


# Web statistics

Referral traffic



# Website Statistics



# Website Statistics

Visits to Why Tape? & Member Directory



## What next?

- Explore content-ratio of public vs. member-only content, based on strategy & goals
- Investigate auto-creation of meta data (carried forward from Oct)
- Track enquiries made through the member directory
- Stronger integrated focus on traffic acquisition to website
- Further measurement & optimisation of banner ads
- Activities to support conversion rate optimisation
- Track newsletter metrics – opens etc.
- Track downloads



# What do we need from you?

- Feedback
- Social media/comms contacts within your organisations.  
Currently have 60.
- Latest company news to share on Twitter
- Company introduction for 'find a member' page
- Additional group member



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**Thank you for your time**

**Afera Website Management Working Group**