



PALE-Blu

Understanding pathogen, livestock, environment interactions involving bluetongue



Horizon 2020

Project ID: 727393

Work Package 12 Deliverable Report: June 2018

Deliverable 12.4. Adaptation and maintenance of spatial data website to include PaleBlu data – Due Month 12 (may 18). See D3.2 and D12.3.

Summary: Following implementation of a draft site in September 2017, the spatial data website (<http://www.palebludata.com>) has been fully functional since late 2017. It provides archived spatial data, an upload facility, password protected access, and a wide range of ancillary pages (see below, and documentation for Deliverable D3.2 which details the data provided with the website).

The screenshot shows the PALE-Blu Data Portal website. The header includes the logo, project name, and a search bar. The navigation menu contains: Home, PALE-Blu, Data Archive, Library, The Network, Links, and Related Projects. The main content area is divided into three columns: 'Project News' with links to annual meetings and kick-off presentations; 'Recently Uploaded Data' listing Global Wind Atlas, MODIS vegetation indices, and ESA land cover data; and 'New forum topics' with links to disease spread modelling and GIS analysts. On the left, there is a 'User login' section with fields for username and password, and a 'Data Uploads' section explaining the process. The central section is titled 'PALE-Blu Data Portal - livestock, environment and bluetongue' and provides an overview of the project and its goals. On the right, there are sections for 'Keep Informed...' with social media icons, 'The PaleBlu Project' with a project website link, and 'News from the' section.

The site consists of several hundred pages relating both to the PALE-Blu project, and to legacy Framework projects which have contributed to the site content, and whose members continue to have access to unrestricted data. The site requires user registration which allows registered users access to all public domain data, and provides the facility to restrict access to designated files or website sections to specific authorised users. The website went live in September 2017, with general project member access controlled

by a project wide username and password which was provided to all partners. Individual password protected access is also provided to applicants on request via a link on the home page.

The site consists of a number of sections as follows:

- **Home** – with headline content, user login and registration, tabbed menu access to all website section, links to other PaleBlu websites
- **PALE-Blu** – Basic technical information about PALE-blu, and a linked list of project partners
- **The Data Archive** – a very extensive archive of downloadable spatial data tailored for PALE-Blu. This archive is being continuously updated both in response to partner requests and developments in the spatial data arena (as described in the documentation for Deliverable 3.2). Significant amounts of legacy data are also available, thereby providing providing continuity from earlier Framework Projects. This breadth of access means that the site maintains its high ranking in many google searches (e.g number 8 for 'BTV spatial data') Note that to keep this ranking the site has also retained the legacy domains edenextdata, and vmergedata, which have been combined by redirection with the Palebludata.com domain. In this way the site continues to perform a valuable advocacy function for the project as a whole.
- **Library** – a selection of technical documents
- **The Network** – links to news and social media feeds, conferences of interest, jobs. This somewhat eclectic mix helps to generate traffic from outside the Project
- **Links** – a long list of links to sites of interest for spatial data analysts. Once again the presence of many links within a site helps Search Engine Optimisation
- **Related Projects** - currently limited to legacy project content, it is anticipated that this section could be expanded in the future as the Project matures and new working relationships are forged between partners.
- **About us** – Information about the Data Management Team (DMT)

A site map detailing all 765 constituent URLs is available at <http://www.palebludata.com/?q=sitemap.xml>

Such a complex site clearly requires regular maintenance and updating for ever tighter security requirements, and this is provided on a continuing basis by the DMT. In addition, recent changes in privacy regulations (General Data Protection Regulations, or GDPR) has meant that all registered members have been notified of a customised privacy policy, and provide with the opportunity to have their details deleted. This policy is posted on the About Us page

Given the site has only been active for 9 months, a full year of traffic statistics is not yet available. Indications are however that the site has received some 8,624 unique visitors from 165 countries (see screengrab below for details). It is encouraging that so many visitors from countries outside Europe are visiting the site as this will clearly help disseminate project activities and products to a very wide audience, and so act as an effective advocacy resource.

Country ?	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
New Users	8,617 % of Total: 99.40% (8,669)	8,627 % of Total: 100.00% (8,627)	8,627 % of Total: 84.08% (10,261)	61.69% Avg for View: 61.90% (-0.35%)	1.70 Avg for View: 1.70 (-0.36%)	00:01:35 Avg for View: 00:01:37 (-2.38%)
1. India	1,755 (20.36%)	1,755 (20.34%)	1,755 (20.34%)	52.25%	1.68	00:01:55
2. United States	1,494 (17.33%)	1,494 (17.32%)	1,494 (17.32%)	69.61%	1.53	00:01:11
3. United Kingdom	713 (8.27%)	713 (8.26%)	713 (8.26%)	58.91%	1.85	00:01:31
4. Germany	300 (3.48%)	300 (3.48%)	300 (3.48%)	54.00%	1.86	00:01:34
5. France	296 (3.43%)	296 (3.43%)	296 (3.43%)	73.99%	1.42	00:01:00
6. Canada	260 (3.02%)	260 (3.01%)	260 (3.01%)	70.38%	1.73	00:00:41
7. China	211 (2.45%)	211 (2.45%)	211 (2.45%)	75.83%	1.65	00:01:18
8. Italy	194 (2.25%)	194 (2.25%)	194 (2.25%)	63.92%	2.20	00:01:51
9. Australia	178 (2.06%)	179 (2.07%)	179 (2.07%)	62.01%	1.66	00:01:02
10. Spain	168 (1.95%)	169 (1.96%)	169 (1.96%)	55.62%	1.85	00:01:45