



Project websites: A guide to content

2021 - 2027

This short yet useful document is intended to provide basic guidelines on the type of information that should be included on the project website. We would like to point out that every project is unique, as is the information that should be included on the website. However, the objective of communication is to provide high-quality information for stakeholders and the general public.



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Homepage

The first interaction visitors have with your website happens on the Homepage. Think of it as a digital handshake – the moment you make your first impression. A firm, confident handshake makes a good impression and builds trust. A weak handshake does the opposite.

That is why your homepage should immediately convey professionalism and purpose. Visitors come to your website looking for information about your project and its work, so it is essential to be intentional about what you share.

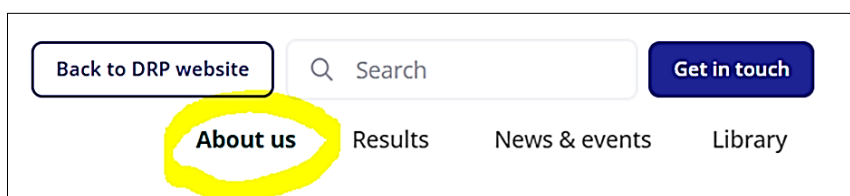
Your primary goal is to spark interest and encourage visitors to explore further the project's content, outputs and results. To this end, you can draw from the Application Form and section C in JEMS, which outline the project's overall objective, relevance and expected results. This information should be then presented on the website in a clear, concise and reader-friendly manner.

Design-wise, it is recommended to personalise the homepage banner with a project-related image that visually conveys the essence of the project, thus complementing the information already provided by the title. Here are some good examples: [StoreMore](#), [ForestConnect](#), [PilotInnCities](#).

To give project website visitors a better insight into the project, it is recommended to use all four sections available on Homepage to share as much information as possible about the project. Here is one example: [CAST](#).

For all elements that you can edit on the Homepage, please check chapter 2.1.1 of the [Project website admin panel user guide](#).

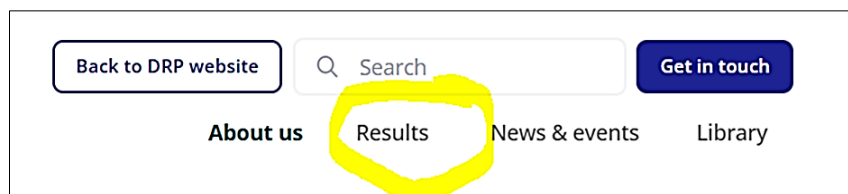
About us



This page allows you to present your consortium (logos, link to their websites). Partners can additionally further personalise the page with photos and text. For all elements that you can edit on the **About us** page, please check chapter 2.1.2 of the [Project website admin panel user guide](#).

Since the information contained here is general and it does not provide the contact details of people working on the project, we would recommend you to include such on the homepage under “Need any help? Contact us!” Here is one good example: [PilotInnCities](#).

Results

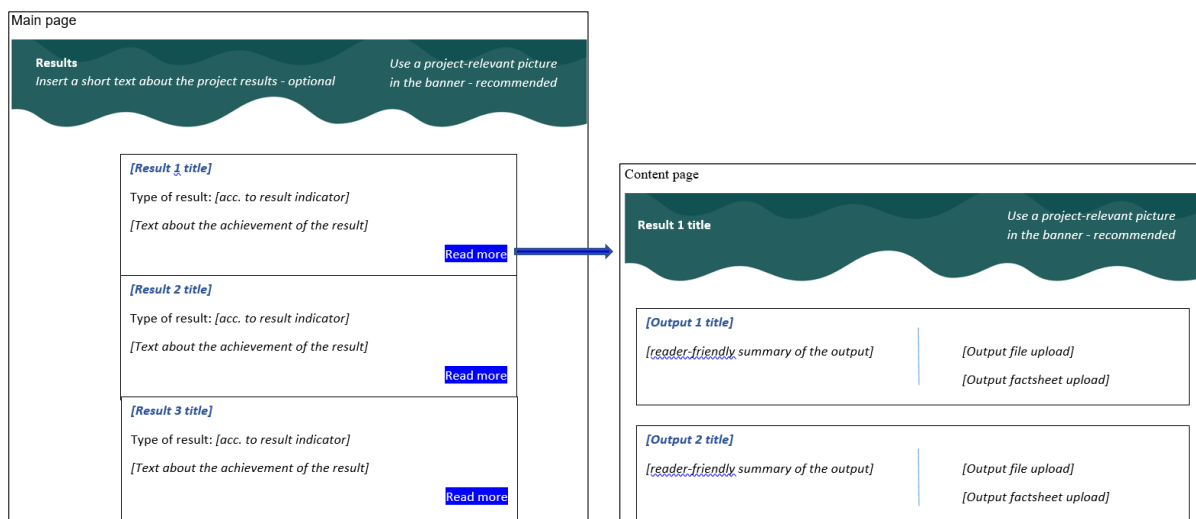


Think of this section as the project’s central hub. Once you start delivering your first outputs this is where they should be published.

This section is meant to give an overview of the project’s planned results and outputs. Keep in mind that deliverables are not supposed to be included in the descriptive part of this section.

The section displays a main page and a content page, accessible by clicking on [Read more](#) button.

On the main page, partners have the possibility to include in the banner a short text about the project results, as defined in the Application Form, and then list the project results. The results should be given titles (they can be named in a reader-friendly way or similarly to the related indicator). If named in a reader-friendly way, the result indicator can be inserted underneath as *Type of result*. See recommended design of the main page and content page below.

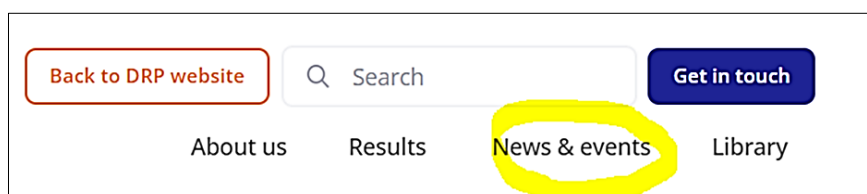


Towards the end of the project, partners are expected to include, on the main page, a text about the achievement of each result (e.g. X strategy/ solution has been taken up by X stakeholder organisations, N organisations participated in the X pilot action, etc.) or plans/ measures to achieve the result in the years following the project finalisation.

On the content page, partners are expected to upload all outputs connected to the respective result, once achieved. Output files should be saved in pdf, named in a reader-friendly way and uploaded together with the respective Output factsheets. On the right side, partners should insert the title of the output and a short description thereof.

Partners are allowed to customise the page to their liking but it is important that all output evidences are uploaded in the content page of the corresponding result.

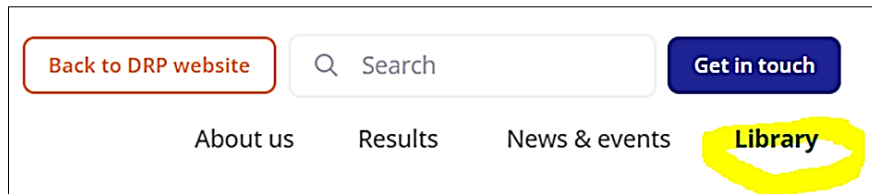
News and events



Don't forget, quality over quantity. Go for publishing relevant news that will answer the five Ws: who, what, when, where and why.

And don't forget to choose the filter 'project news' or 'project events'.

Library



The section is meant to collect all project-related, relevant documents, including outputs, publications, reports, images, videos or newsletters. Deliverables can also be uploaded here, however, please upload only the major ones that would be useful for other organisations or interesting for the visitors (e.g. not meeting minutes).

When publishing, it is important that you select the appropriate filter from the drop-down list. This is particularly important because uploaded outputs are automatically transferred to the programme webpage - <https://interreg-danube.eu/outputs>.