



Free-viewpoint Immersive Networked Experience

## D8.1 Project's Web Site

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## Deliverable Identification Sheet

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<b>Project acronym</b>	FINE
<b>Project full title</b>	Free-viewpoint Immersive Networked Experience
<b>Document name</b>	Project's Web Site
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<b>Other contributors</b>	
<b>Author(s)</b>	Jordi Alonso
<b>EC Project Officer</b>	Ertrit Puka
<b>Abstract</b>	Web site of project fine, and first actions to set up positioning in web search engines and foundations for dissemination
<b>Keywords</b>	Website, web, blog, project fine, twitter, linkedin, SEO, google
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<b>Mgt. Board approval</b>	To be approved at the next SB meeting

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## **1 Executive Summary**

This document describes the details of the online activities developed for project FINE, starting with the web site, under the URL <http://www.projectfine.eu>, and following by other tools that will both help the partners to better communicate, and serve as foundation for the dissemination activities.

## 2 Introduction

A website has become the business card of any company or project during XXIst century.

The nature of a collaborative project like ours, requests more than a simple website, and that's why it's been decided that FINE Project's web site, includes not only static HTML pages, but also a RSS feed, a twitter channel, a blog and a Plone server in order to manage de documentation generated.

Project Fine's website is uploaded on the URL <http://www.projectfine.eu>

Twitter channel has been created on URL <http://www.twitter.com/projectfine>, and is open to followers @projectfine, being the preferred hashtag to make comments is #projectfine, and the decision to keep this twitter channel either open or private, will be discussed in future meetings.

Due to the nature of professional profiles and activities developed on the website LinkedIn.com, a group has been created, with the name ProjectFINE, but in order to join it, has to be approved by the moderator.

It is likely that in the next months, a Facebook group for project FINE is also created.

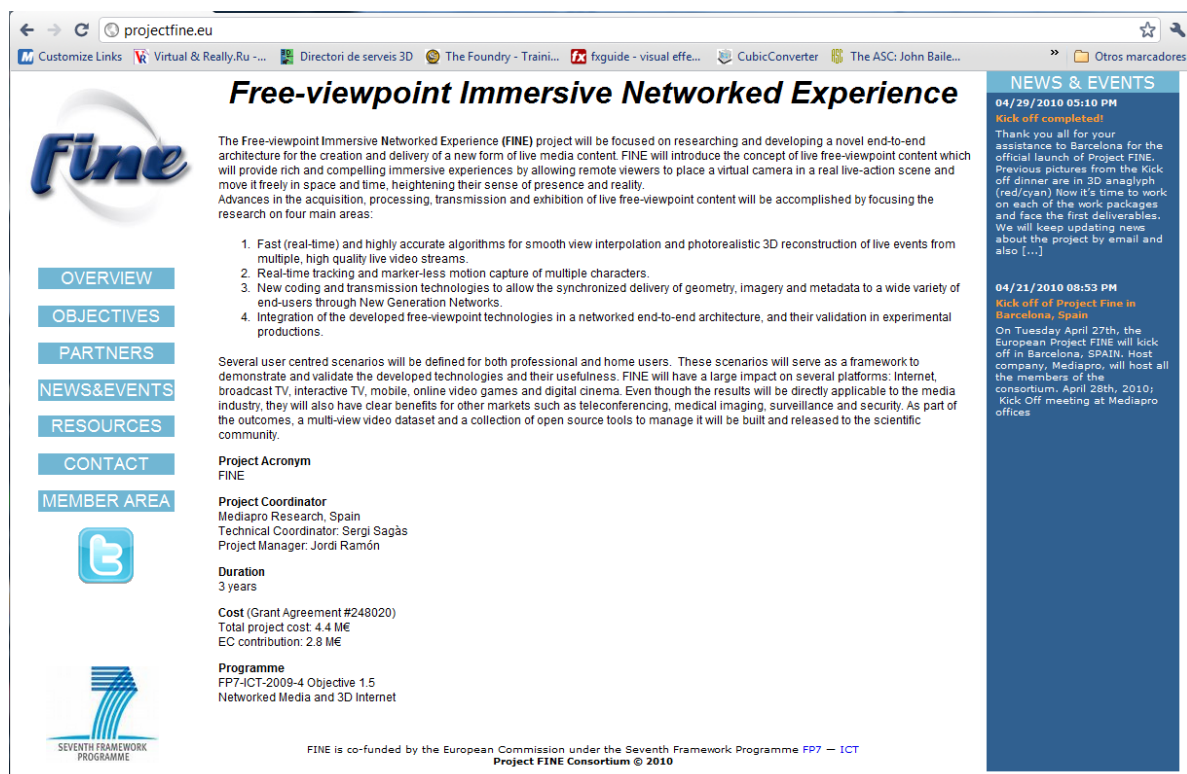
### 3 ProjectFINE.eu website

It's been decided to make a design based on HTML 4.01 standards with some JavaScript code, all this in order the content is easily indexed by search engines.

The main menu is on the left side of the page, and there is a central window that is updated depending on the menu option selected.

Under the menu buttons, there is the link to the twitter account and in the future, there will be other links to other social media sites like Facebook or LinkedIn.

On the right side of the main page, there is a RSS source, which updates the website with the last news generated by the partners of the project.



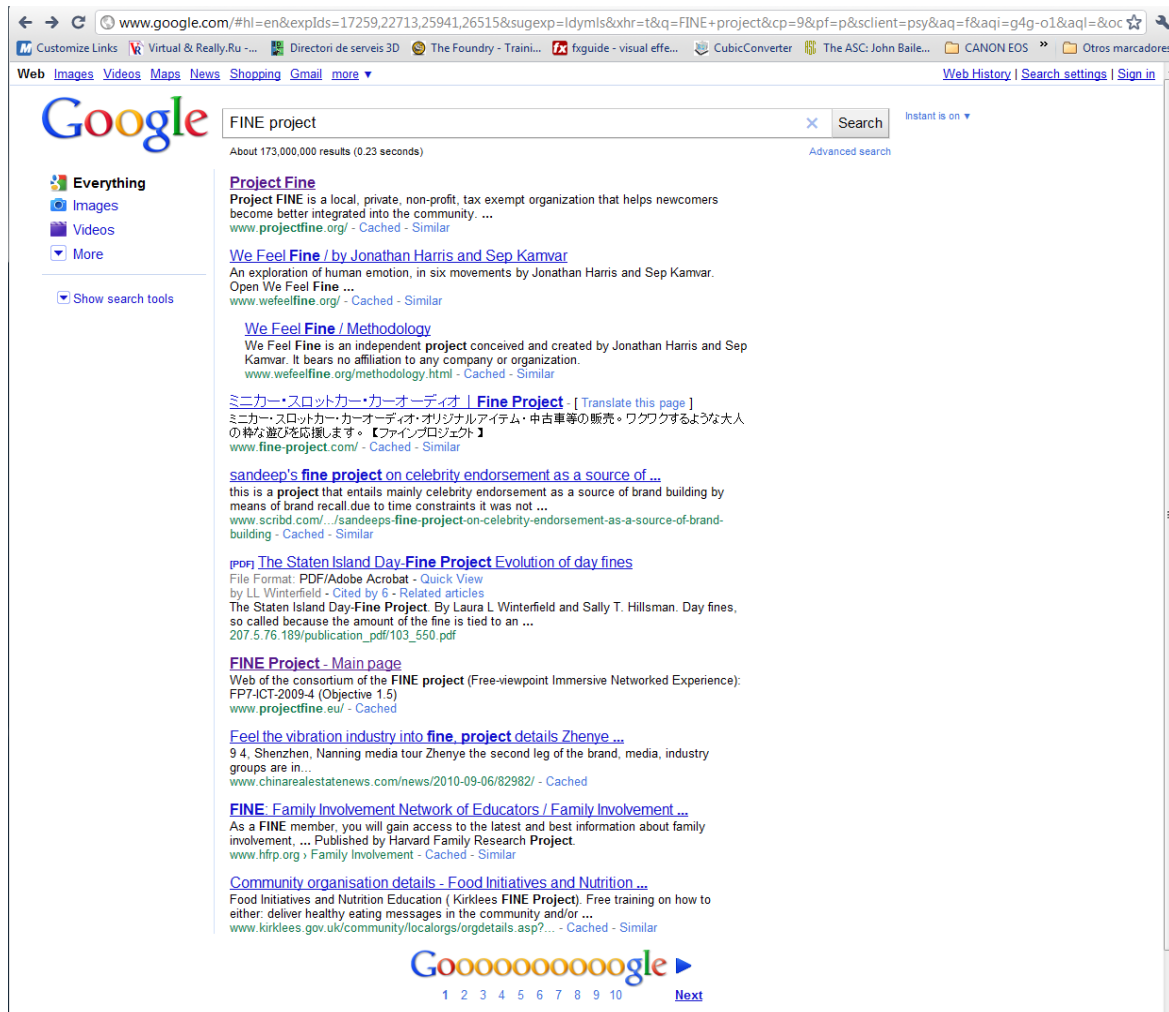
The screenshot shows the main page of the ProjectFINE.eu website. The browser address bar displays "projectfine.eu". The page features a navigation menu on the left with buttons for OVERVIEW, OBJECTIVES, PARTNERS, NEWS&EVENTS, RESOURCES, CONTACT, and MEMBER AREA. The main content area is titled "Free-viewpoint Immersive Networked Experience" and includes a description of the project, a list of four main research areas, and details about the project's funding and objectives. A sidebar on the right contains a "NEWS & EVENTS" section with two recent news items dated 04/29/2010 and 04/21/2010. The footer of the page mentions that the project is co-funded by the European Commission under the Seventh Framework Programme FP7 - ICT.

Picture 1: Screen capture of the main page of the website

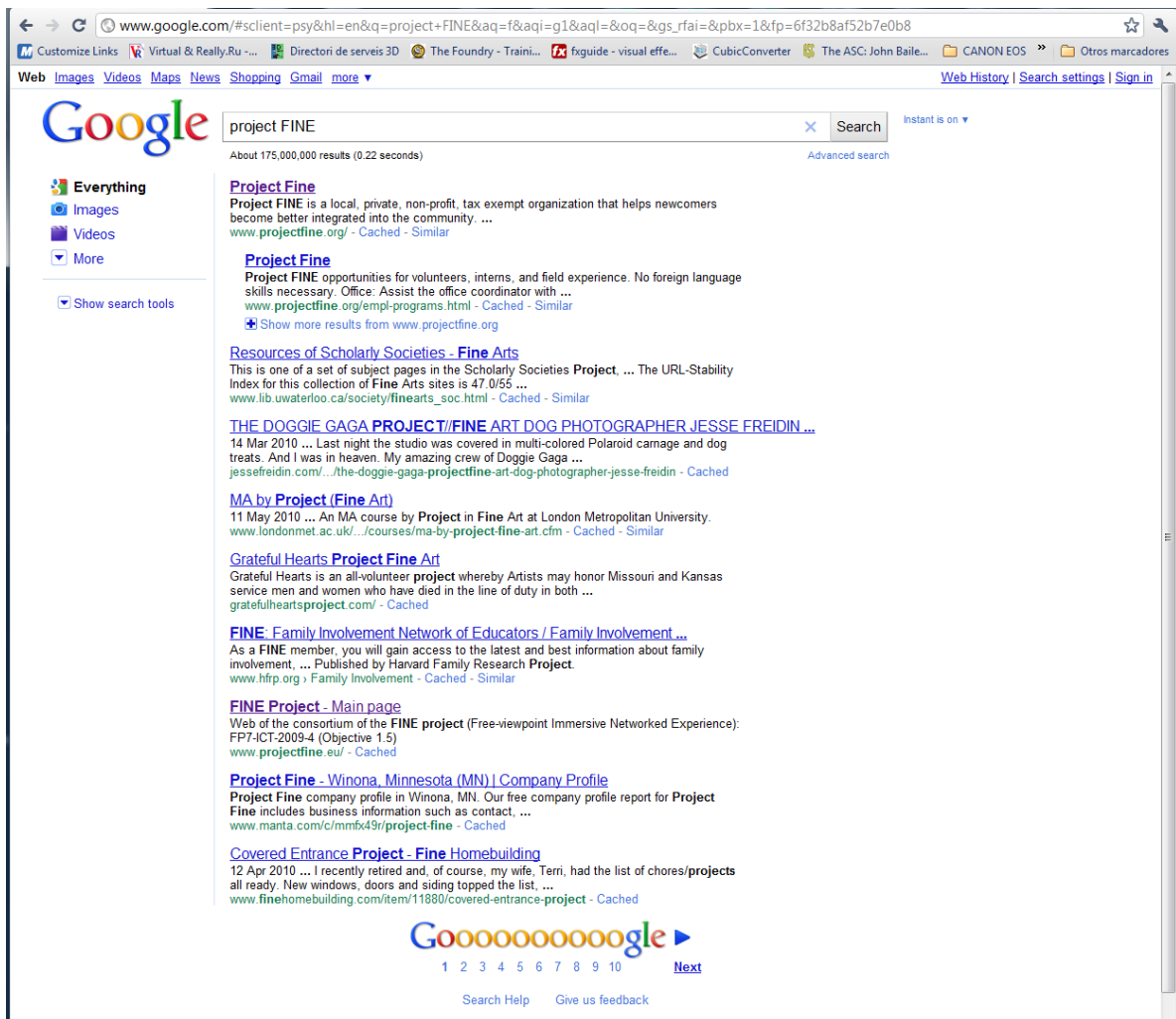
## 4 Search Engine Optimization (SEO)

First SEO actions have been able to position the FINE project website in the first page of the Google Search Engine when looking for “FINE project” or “project FINE”.

More work has to be done, by providing links to <http://www.projectfine.eu> on each of the partners' websites, and by including more references to the URL in press notes, interviews and dissemination activities.



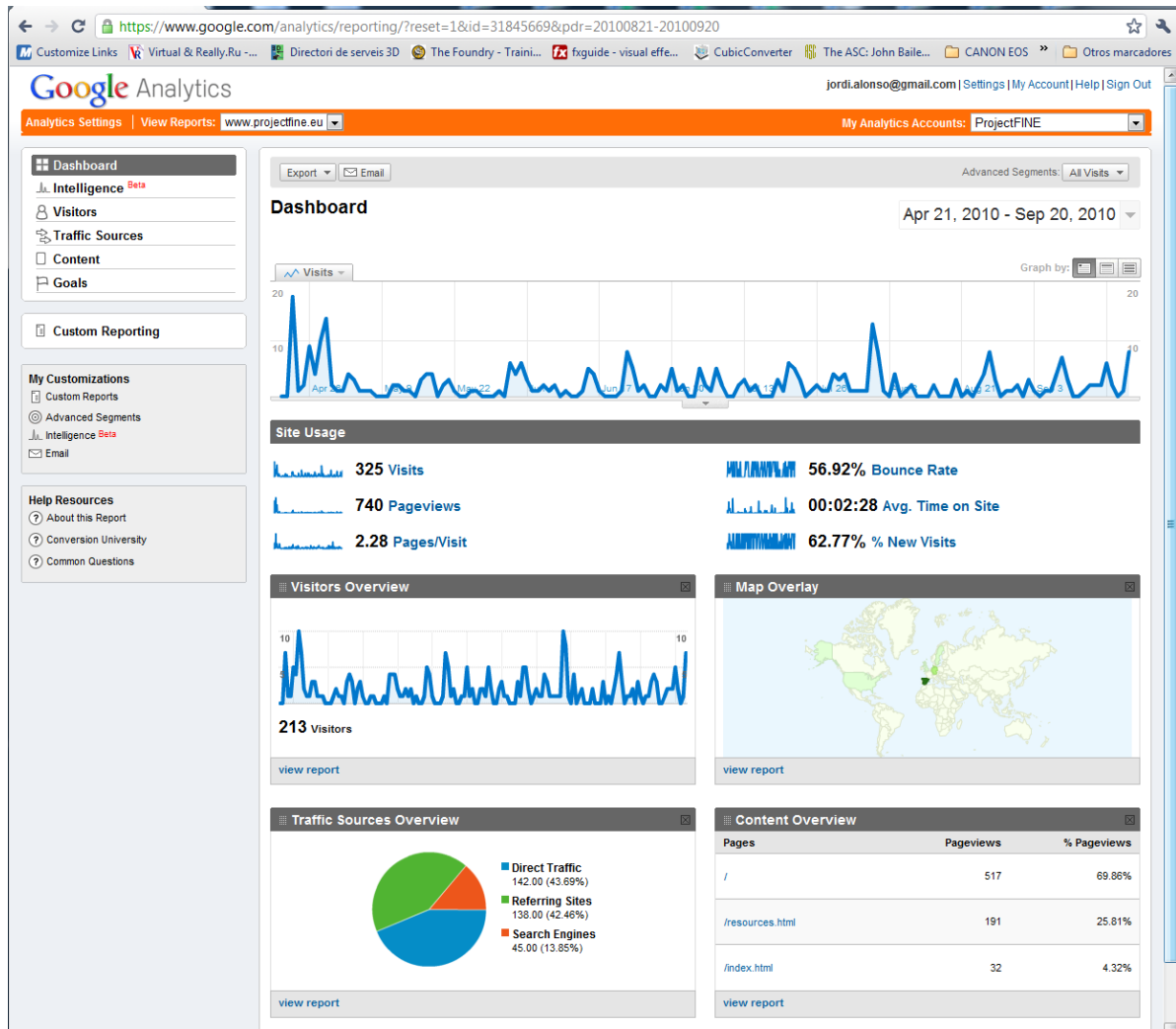
Picture 2: Screen capture of the results of searching “FINE project” in Google



Picture 3: Screen capture of the results of searching “project FINE” in Google

## 5 First statistics of the website

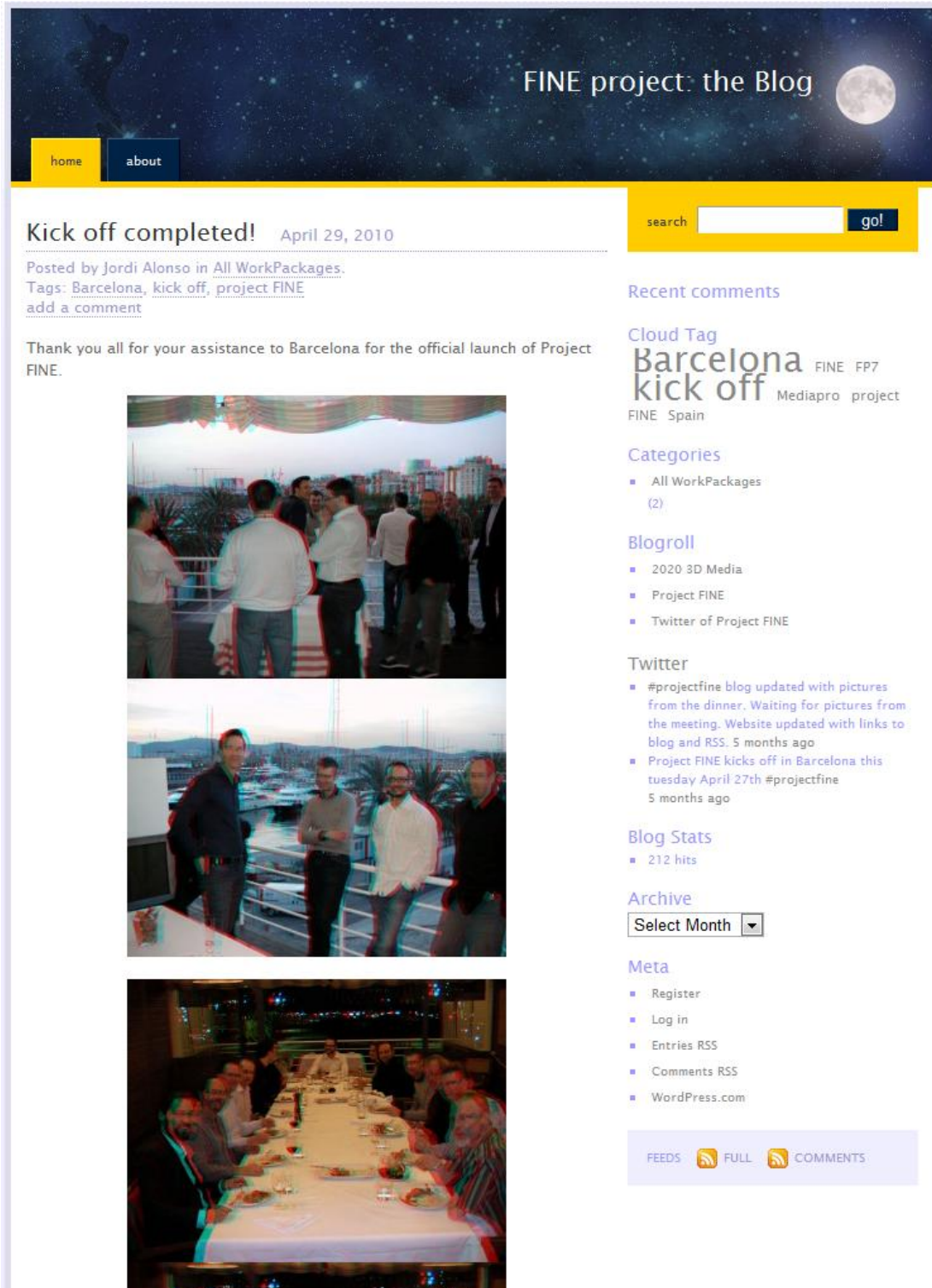
After a few months since the first publication of the website, we can have some early results from Google Analytics:



Picture 4: Screen capture of the stats of projectFINE.eu website in Google Analytics

## 6 Blog

In order to make easier the updates of public news related to the project, and to take advantage of the RSS features that feed the home page of projectFINE.eu website, a blog has been created, and can be accessed either from the same home page, or directly from the URL: <http://projectfine.wordpress.com>



The screenshot shows the homepage of the 'FINE project: the Blog'. The header features a dark blue background with a starry sky and a full moon. Navigation buttons for 'home' and 'about' are visible. A search bar is located in the top right corner.

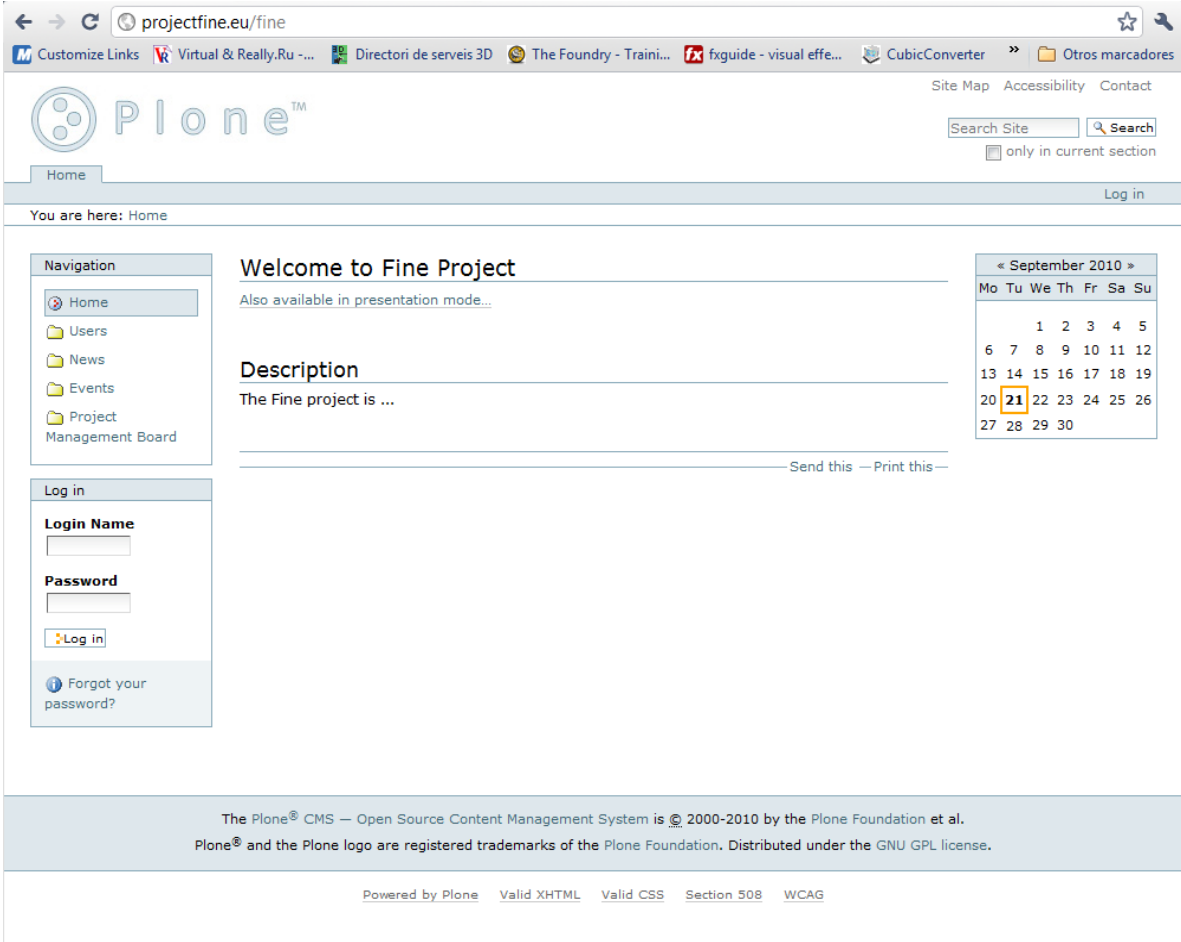
The main content area displays a post titled 'Kick off completed!' dated April 29, 2010. The post is attributed to Jordi Alonso and includes tags for 'Barcelona', 'kick off', and 'project FINE'. The text of the post reads: 'Thank you all for your assistance to Barcelona for the official launch of Project FINE.' Below the text are three photographs: the first shows a group of people on a balcony overlooking a city; the second shows four men standing together on a balcony; the third shows a group of people seated around a long table in a restaurant.

The right sidebar contains several widgets: 'Recent comments', 'Cloud Tag' for 'Barcelona kick off', 'Categories' (listing 'All WorkPackages (2)'), 'Blogroll' (listing '2020 3D Media', 'Project FINE', and 'Twitter of Project FINE'), 'Twitter' (with a tweet about the blog update), 'Blog Stats' (showing '212 hits'), 'Archive' (with a 'Select Month' dropdown), and 'Meta' (with links for 'Register', 'Log in', 'Entries RSS', 'Comments RSS', and 'WordPress.com'). At the bottom of the sidebar, there are buttons for 'FEEDS', 'FULL', and 'COMMENTS'.

## 7 Plone

In order to manage properly the contents of a collaborative project like project FINE, a CMS has been installed in the server where project Fine's website is hosted.

Plone has restricted access to member's only and will keep all the documents of the project.



projectfine.eu/fine

Customize Links Virtual & Really.Ru -... Directori de serveis 3D The Foundry - Traini... fixguide - visual effe... CubicConverter Otros marcadores

Site Map Accessibility Contact

Plone™

Search Site Search

only in current section

Home

You are here: Home Log in

Navigation

- Home
- Users
- News
- Events
- Project Management Board

Log in

Login Name

Password

Log in

Forgot your password?

### Welcome to Fine Project

Also available in presentation mode...

### Description

The Fine project is ...

Send this Print this

« September 2010 »

Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

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Powered by Plone Valid XHTML Valid CSS Section 508 WCAG

Picture 5: Screen capture of the PLONE home page for project FINE.

## 8 Twitter @projectfine, #projectfine

A twitter channel has been created for project fine, and might be used in many ways.

Use @projectfine to follow, and use #projectfine as preferred hashtag for tweets.

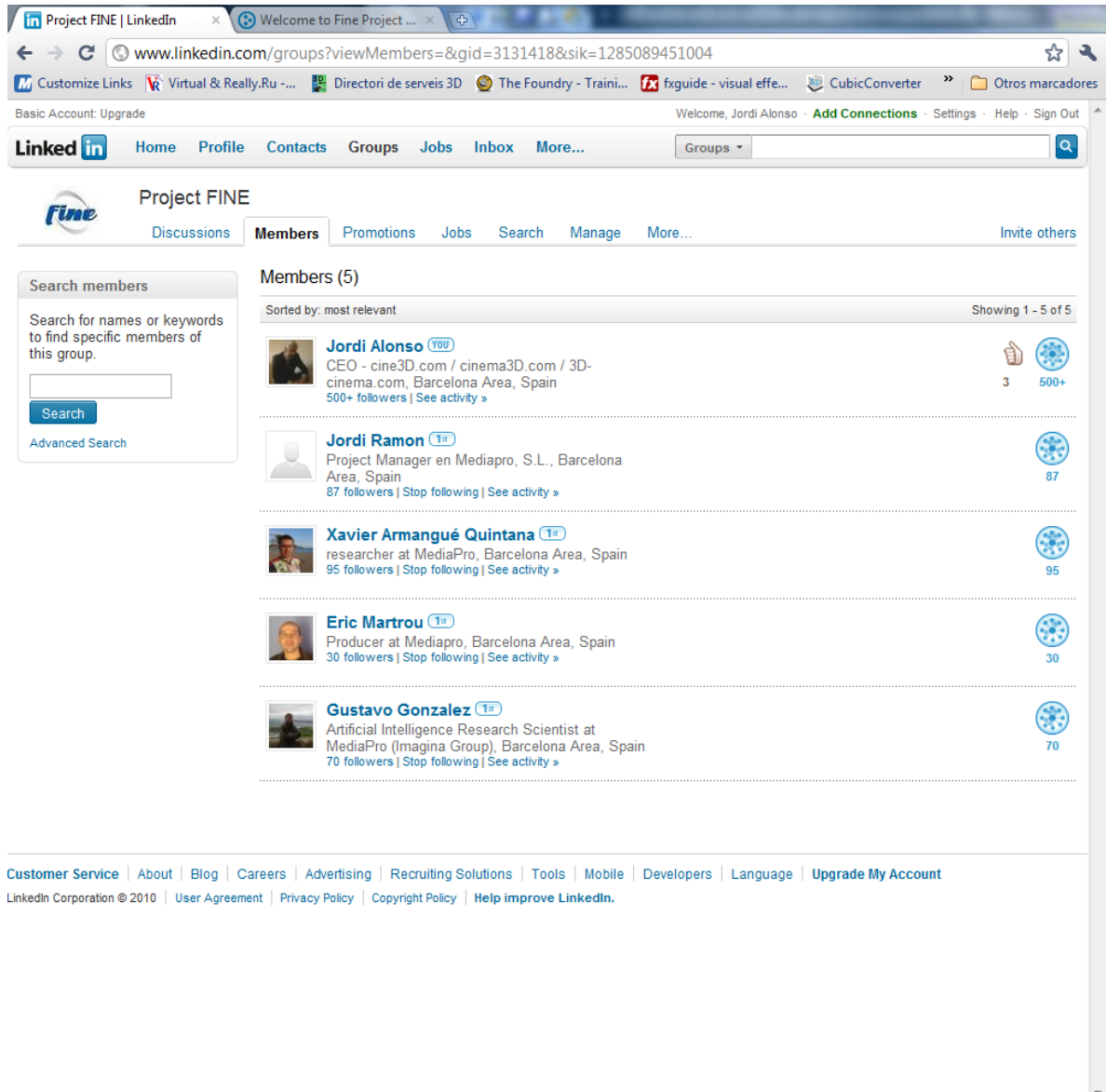
On the date of this report, there are 9 followers. Initially some followers not directly related to the project joined it, and were rejected, but at this point, not much activity is still detected.

The screenshot shows the Twitter profile for @projectfine. At the top, there's a navigation bar with links: Home, Profile, Find People, Settings, Help, Sign out. The profile header includes the 'FINE' logo, the name 'projectfine', '2 tweets', and statistics: 0 following, 9 followers, and 0 listed. A 'Twitter-for-iPad' banner is present. Below the header, the 'Home' tab is selected, showing two tweets. The first tweet is from 5:18 PM Apr 29th via web, mentioning a blog update. The second tweet is from 10:48 AM Apr 22nd via web, announcing 'Project FINE kicks off in Barcelona this tuesday April 27th #projectfine'. A 'What to do now' section follows with three numbered steps. The right sidebar contains navigation options: Home, @projectfine, Direct Messages (0), Favorites, Retweets, Lists, and Trending: Worldwide. Trending topics include Safadeza Oculta, Twitter got hacked, Chuck Bass, #extsreadanddeleted, #ireallythink, #hyppybirthday, Mariel, XSS, Braylon, and New Selena Album (Promoted). At the bottom, there's a footer with copyright information and various links.

Picture 6: Screen capture of the twitter account @projectfine

## 9 LinkedIn private group

A private group has been created inside the professional social network LinkedIn. At the date of this report, only 5 members are included, but in the next meetings is expected that more partners will be included in this group.



The screenshot shows the LinkedIn interface for the 'Project FINE' group. The page title is 'Project FINE' and the current view is 'Members'. There are 5 members listed, sorted by most relevant. The members are:

- Jordi Alonso** (100): CEO - cine3D.com / cinema3D.com / 3D-cinema.com, Barcelona Area, Spain. 500+ followers. 3 posts.
- Jordi Ramon** (14): Project Manager en Mediapro, S.L., Barcelona Area, Spain. 87 followers.
- Xavier Armangué Quintana** (14): researcher at MediaPro, Barcelona Area, Spain. 95 followers.
- Eric Martrou** (14): Producer at Mediapro, Barcelona Area, Spain. 30 followers.
- Gustavo Gonzalez** (14): Artificial Intelligence Research Scientist at MediaPro (Imagina Group), Barcelona Area, Spain. 70 followers.

The page also includes a search bar for members, navigation tabs (Discussions, Members, Promotions, Jobs, Search, Manage, More...), and a footer with links to Customer Service, About, Blog, Careers, Advertising, Recruiting Solutions, Tools, Mobile, Developers, Language, and Upgrade My Account.

Picture 7: Screen capture of the group of Project FINE inside LinkedIn

## 10 Conclusions

Despite this deliverable is due in month 6, the actions to have the website online, the server, SEO first actions and URL name reservation has been done in advance.

After just 6 months, it can be shown some data that will be invaluable to compare with the future when first results of the project and first dissemination activities are completed.

Regarding future activities, including some improvements of the website itself, it is likely that more connections to social media sites have to be provided.