Project Acronym: SDI4Apps
Grant Agreement number: 621129
Project Full Title: Uptake of Open Geographic Information Through Innovative Services Based on Linked Data

D7.1.1. BLOG ACTIVITY INTERIM REPORT

Revision no. 03

Authors: Karel Charvat (CCSS)
Nikos Gkouveris (Talos - RTD)

Project co-funded by the European Commission within the ICT Policy Support Programme

<table>
<thead>
<tr>
<th>Dissemination Level</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>P</td>
<td>Public</td>
</tr>
<tr>
<td>C</td>
<td>Confidential, only for members of the consortium and the Commission Services</td>
</tr>
</tbody>
</table>
REVISION HISTORY

<table>
<thead>
<tr>
<th>Revision</th>
<th>Date</th>
<th>Author</th>
<th>Organisation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>20/03/2016</td>
<td>Karel Charvat</td>
<td>CCSS</td>
<td>Initial draft</td>
</tr>
<tr>
<td>02</td>
<td>28/03/2016</td>
<td>Nikos Gkouveris</td>
<td>Talos - RTD</td>
<td>Revision of document, adding statistics</td>
</tr>
<tr>
<td>03</td>
<td>31/03/2016</td>
<td>Karel Charvat</td>
<td>CCSS</td>
<td>Final Version</td>
</tr>
</tbody>
</table>

Statement of originality:
This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Disclaimer:
Views expressed in this document are those of the individuals, partners or the consortium and do not represent the opinion of the Community.
TABLE OF CONTENTS

Revision History .................................................................................................................. 3
Table of Contents .............................................................................................................. 4
List of Figures .................................................................................................................. 5
Executive Summary ......................................................................................................... 6

1  Introduction .................................................................................................................. 7
2  Published Blog Posts .................................................................................................... 8
   2.1  List ....................................................................................................................... 8
   2.2  Ranking .................................................................................................................. 10
3  Visibility of Blog Contributions through Social Network Sites ..................................... 12
4  Analysis of Access based on Google Analytics ............................................................ 17
5  Conclusion and Recommendations .............................................................................. 21
LIST OF FIGURES

Figure 1: Blog tags ............................................................................................................... 9
Figure 2: Recent post and coments ..................................................................................... 10
Figure 3: Most popular pages ......................................................................................... 11
Figure 4: Most popular pages ......................................................................................... 11
Figure 5: Linkage to Facebook ...................................................................................... 12
Figure 6: Linkage to Facebook ...................................................................................... 12
Figure 7: Linkage to Facebook ...................................................................................... 13
Figure 8: Linkage to FFacebook .................................................................................. 13
Figure 9: SDI4Apsp blog on LinkedIn ........................................................................... 14
Figure 10: SDI4Apsp blog on LinkedIn ........................................................................ 14
Figure 11: SDI4Apsp blog on LinkedIn ......................................................................... 15
Figure 12: SDI4Apsp blog on LinkedIn ......................................................................... 15
Figure 13: SDI4Apsp blog on LinkedIn ......................................................................... 16
Figure 14: Overal statistic ............................................................................................ 17
Figure 15: Detail statistic .............................................................................................. 17
Figure 16: Country statistic ........................................................................................... 18
Figure 17: url statistics .................................................................................................. 19
Figure 18: Most popular search on Google ..................................................................... 19
Figure 19: Subjects statistics .......................................................................................... 20
EXECUTIVE SUMMARY

The report describes Developers Blog, which is part of SDI4Apps web page as one from the most important tools for communication with users, but also for dissemination.
1 INTRODUCTION

The developers’ blog is one from the basic communication instrument of SDI4Apps between internal and external developers and also user community. It is a two way channel. On the one side, there are news for potential developers and users and on the other side, users are able to give feedback to the internal developers and also to wider community. The blog ensures feedback from the developers regarding the reliability of the services. Developer’s blog is used also for promoting or results provided by external developers using SDI4Apps tools and data. It is also used as important part for organized Hackathons.
2 PUBLISHED BLOG POSTS

The blog is available on http://sdi4apps.eu/updates/dev-blog/

2.1 List

There is now almost 50 contribution on the list. All are publicly available. The list of current contribution is here:

1. HACKATHON RESULT No. 2: 3D Model of Buildings Automatically Created from Open Datasets
2. HACKATHON RESULT No. 6: Ideas and Data from Open Riga
3. HACKATHON RESULT No. 8: IT System for Development of National Economy in the 21st Century
4. HACKATHON RESULT No. 7: Journey to creating Drivenet Maps – Open Data real-time road Maps for Autonomous Driving from 3D LIDAR point clouds.
5. Drivenet Maps – Open Data real-time road Maps for Autonomous Driving from 3D LIDAR point clouds [Baltic Open (Geo)Data Hackathon]
6. HACKATHON RESULT No. 1: EcoSystem Services Portal
7. Baltic Open (Geo)Data Hackathon- ideas and data form Open Riga
8. Open Data from Latvia's State Forests
9. Delineation of yield potential zones based on satellite remote sensing
10. SK INSPIRE Open Land Use Map
11. Baltic Open (Geo)Data Hackathon pilot – Allocate SPOI into regions and cities
12. Baltic Open (Geo)Data Hackathon pilot – New structure for tourism, geography, education – Semantic linkage o different type of objects.
13. Baltic Open (Geo)Data Hackathon pilot – Linkage of Smart POI database and GTFS
14. Baltic Open (Geo)Data Hackathon pilot – Open Tourist Destination Map on Riga Hackhathon
15. LayMan REST API 2.0
16. Baltic Open (Geo)Data Hackathon pilot – 3D model of buildings automatically created from open datasets
17. Baltic Open (Geo)Data Hackathon pilot – routing algorithms
18. OpenSensorsNetwork pilot – Publishing sensor data from different sources
19. TLS certificates for web servers in a cloud
20. Baltic Open (Geo)Data Hackathon pilot – DBpedia or Wikidata for spatial data?
21. SPOI based Cycling routes Tourism Application
22. Sentinel-2 Data – Find the Data You Need
23. SPOI: Linkage of Smart POI database and GTFS
24. Registration for the Baltic Open (Geo) Data Hackathon 2016 is OPEN
25. HSLayers-NG: tool for Riga hackhaton
26. Pilot OpenSensorNetwork: Invitation for Baltic Open (Geo) Data Hackathon
27. Catalogue for Sensors: first candidate – IoT Discovery
28. Baltic Open (Geo) Data Hackathon, 16–18 March 2016, Riga
29. Deployment of the SDI4Apps platform to multiple clouds
30. Clouds Compared
31. What is the Cloud?
32. SDI4Apps Met Experts from OpenTransportNet and W3C
33. LayMan and CKAN
34. LayMan – The Layer Manager
35. DanubeHack summary
36. Updated SPOI
37. Overview of the SDI4Apps Open API
38. SPOI at WhereCamp 2015
39. SensLog: Solution for sensor networks
40. WebGLayer – an advanced geovisualization API
41. News in RSS
42. HSLayers-NG: Modern mapping framework
43. GeoDCAT-AP Implementation for INSPIRE Metadata
44. SPOI in 6 Languages
45. SDI4Apps’s Points of Interest (SPOI) Dataset
46. Plzen Code Camp: Organizing the Work
47. Plzen Code Camp: ‘Conception’ of the SDI4Apps Platform

The posts are searchable on the base of tags categories

![Tags](image)

Figure 1: Blog tags

The information about latest contributions and latest comments are displayed on blog Web page
2.2 Ranking

Among most popular contributions belong contributions related to Riga Baltic Hackathon, for example http://sdi4apps.eu/2016/03/baltic-open-geodata-hackathon-ideas-and-data-form-open-riga/
Figure 3: Most popular pages

or


Figure 4: Most popular pages
3 VISIBILITY OF BLOG CONTRIBUTIONS THROUGH SOCIAL NETWORK SITES

Any contributions from the SDI4Apps blog are automatically published in SDI4Apps page on FACEBOOK.

Figure 5: Linkage to Facebook

Figure 6: Linkage to Facebook
Contributions are shared also on other FOODIE pages like Open Transport Net

Figure 7: Linkage to Facebook

Or WirelessInfo

Figure 8: Linkage to Facebook
The contribution are also shared on the project’s LinkedIn group, named SDI4Apps

Figure 9: SDI4Apssp blog on LinkedIn

Figure 10: SDI4Apssp blog on LinkedIn
like Sustainable Integrated development

Figure 11: SDI4Apsp blog on LinkedIn

Urban Planning Domain Working Group - DWG (OGC)

Figure 12: SDI4Apsp blog on LinkedIn
Plan4all

Figure 13: SDI4Apsp blog on LinkedIn

And approximately 30 others.
4 ANALYSIS OF ACCESS BASED ON GOOGLE ANALYTICS

Developers Blog together with Social Network is now optimal mix for increasing visibility of project and also increasing access to Web pages. Since the project implemented the Developer’s Blog, the visibility and daily visitors of the website have greatly improved. This can be seen in the screenshot below.

![Overall statistic](image)

**Figure 14: Overall statistic**

The Date span for the above numbers is ranged from **July 2015 to March 2016**. It is clear that the launch of the Developer’s blog in June in conjunction with the launch of the project’s Facebook Page.

The table/graph below, shows some raw numbers regarding the same period that is mentioned above. Below a short description of each property is shown.

![Detail statistic](image)

**Figure 15: Detail statistic**

A **session** is the total periods of time a user is actively engaged with a website. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

**Users** means the total number of visitors, that have had at least one session within the selected date range. Includes both new and returning users.

**Pageviews** is the total number of pages viewed. Repeated views of a single page are counted.

**Pages/Session** (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.

**Avg. Session Duration** is self-explanatory: The average length of a Session.
Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).

**Bounce Rate** is the percentage of single-page visits (i.e. visits in which the person left the site from the entrance page without interacting with the page).

% New sessions: An estimate of the percentage of first time visits

The pie chart above, shows the percentage of the returning visitors and the first time visitors that reached the SDI4Apps website.

![Pie chart showing returning and first time visitors](chart.png)

**Figure 16: Country statistic**

The table above shows the total sessions broken down by country of origin. Visitors from Latvia are dominating this list, since the most recent project meeting and Hackathon of the SDI4Apps project was held in Latvia.

The table below, shows the top 10 domains with the most referrals/links to the SDI4Apps website, according to the Google Webmaster Tools.
The next figure shows a detailed graph with the most popular searches that people use in Google, that leads to the SDI4Apps website, from March 1st 2016, to March 28th 2016:

![Graph showing url statistics](image)

**Figure 17: url statistics**

![Graph showing most popular search on Google](image)

**Figure 18: Most popular search on Google**
According to Google Webmaster Tools, the website’s average position in the search engine is 21st, and has an average CTR (click-through rate) of 2.6%.

Figure 19: Subjects statistics
5 CONCLUSION AND RECOMMENDATIONS

The goal for the next period is to continue using and contributing to the Developer’s Blog to support our services and product and to support its utilization and also commercialization. As optimal mix we see combination of Blog, Social Media, workshops and Hackathons. This approach is helping us improve our position inside the community and also on the market as well.