DELIVERABLE

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

D7.1.2. BLOG ACTIVITY REPORT

Revision no. 04

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

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<td>C</td>
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Project co-funded by the European Commission within the ICT Policy Support Programme
REVISION HISTORY

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<th>Author</th>
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<td>20/03/2016</td>
<td>Karel Charvat</td>
<td>CCSS</td>
<td>Initial draft</td>
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<tr>
<td>02</td>
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<td>Nikos Gkouveris</td>
<td>Talos - RTD</td>
<td>Revision of document, adding statistics</td>
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<td>03</td>
<td>31/03/2016</td>
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<td>27/03/2017</td>
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<td>CCSS</td>
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Statement of originality:
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Disclaimer:
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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 was one from the basic communication instrument of SDI4Apps between internal and external developers and also user community. It was 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 was 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. It was used to promote and collect ideas for Hackathons organised last year, but also published new development. We plan run Blog also after end of the project as tool promoting potential businesses, but also give news to broader community.
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. SPOI administration interface
2. SPOI Visualization by WebGLayer
3. Smart POI app released to Google Play
4. New pilot application for tourism
5. CodeCamp a Hackathon in Prague
6. Playing with Metadata
7. OpenSensorsNetwork pilot - SensLog API for FarmTelemetry module
8. OpenSensorsNetwork pilot - SensLog API for VGI has new version
9. Implementation of Map composition into Moodle started
10. INSPIRE Hackathon Challenge 2 - First demo of A Leaflet module for visualizing Map Compositions
11. INSPIRE Hackathon Challenge 3 - first release of HSLCollector apps'
12. INSPIRE Hackathon Challenge 2 - First proof of concept for “Google Docs for Maps
13. INSPIRE HACKATHON - Challenge 3 - results
14. First day of INSPIRE HACKATHON
15. MOODLE is ready for testing
16. Three data sets are ready for experimentation
17. Come to meet us on INSPIRE Hackathon and build Open Land Use for Europe
18. “Maps” as learning objects - Moodle integration
19. A Leaflet module for visualizing Map Compositions
20. Plugin for authoring and viewing Map Compositions in QGIS
21. OpenSensorsNetwork pilot - SensLog has module for VGI
22. Building a Map Composition compliant API for selecting data from SensLog
24. “Google Docs for Maps”: collaborative whiteboard for drawing on maps
25. Great News for all friends of SDI4Apps Mobile Thematic Viewer is on Google Play
26. Enhanced JSON schema for interchangeable Map Compositions
27. Where is it again? Mobile redlining map creation and sharing app
28. Recorded Video from the MedHackathon Conference
29. “Maps” as Volunteered Geographic Information
30. INSPIRE4Youth - cooperate with us, some information for technicians II
31. INSPIRE4Youth - cooperate with us, some information for technicians I
32. INSPIRE4Youth - use our maps
33. How to combine OpenLandUse data with Transport related data for planning purposes.
34. Athens Museum Planner MedHack Result
35. MedHack - Students Final Exam in WebGLayer
36. OpenSensorsNetwork pilot - SensLog API get new services
37. Participate at the MedHackathon Remotely
38. Using SensLog VGI API for updating Open Transport Map - Idea for MedHack
39. VGI tools implementation II Collecting of Point of Interest - Join us on MedHack
40. VGI tools implementation I Collecting information for Open Land Use - Join us Join us on MedHack
41. Come on MedHack and build with us guide for Active Sustainable Tourism
42. Open Tourist Destination Management - Idea for MedHack
43. Semantic data structure for Geography Education - Join us on MedHack in Patras
D7.1.2. Blog Activity Report

44. Support for usage of Map Composition of HSLayers NG by thick clients - Other idea for MedHack in Patras
45. FarmTelemetry Light - Idea for MedHack in Patras
46. Capsella will cooperate on organizing MedHack
47. s4a.js 1.0 - simple solutions to well-known problems...
48. OpenSensorsNetwork pilot - SensLog API version 1.0 is open
49. JSON for accessing composition of Map Composer
50. We are looking for ideas on MEDHACKATHON
51. Riga public bus transport system analysis
52. Registration for MEDHACKATHON is now open.
53. 12 days till end of voting for best applications from Baltic Hackathon
54. HACKATHON RESULT No. 9: Delineation of yield potential zones based on satellite remote sensing
55. HACKATHON RESULT No. 3: Use of Linked Open Data for Educational Purposes
56. HACKATHON RESULT No. 2: 3D Model of Buildings Automatically Created from Open Datasets
57. HACKATHON RESULT No. 6: Ideas and Data from Open Riga
58. HACKATHON RESULT No. 8: IT System for Development of National Economy in the 21st Century
59. HACKATHON RESULT No. 7: Journey to creating Drivenet Maps - Open Data real-time road Maps for Autonomous Driving from 3D LIDAR point clouds.
60. Drivenet Maps - Open Data real-time road Maps for Autonomous Driving from 3D LIDAR point clouds [Baltic Open (Geo)Data Hackathon]
61. HACKATHON RESULT No. 1: EcoSystem Services Portal
62. Baltic Open (Geo)Data Hackathon ideas and data form Open Riga
63. Open Data from Latvia's State Forests
64. Delineation of yield potential zones based on satellite remote sensing
65. SK INSPIRE Open Land Use Map
66. Baltic Open (Geo)Data Hackathon pilot - Allocate SPOI into regions and cities
67. Baltic Open (Geo)Data Hackathon pilot - New structure for tourism, geography, education - Semantic linkage of different type of objects.
68. Baltic Open (Geo)Data Hackathon pilot - Linkage of Smart POI database and GTFS
69. Baltic Open (Geo)Data Hackathon pilot - Open Tourist Destination Map on Riga Hackathon
70. LayMan REST API 2.0
71. Baltic Open (Geo)Data Hackathon pilot - 3D model of buildings automatically created from open datasets
72. Baltic Open (Geo)Data Hackathon pilot - routing algorithms
73. OpenSensorsNetwork pilot - Publishing sensor data from different sources
74. TLS certificates for web servers in a cloud
75. Baltic Open (Geo)Data Hackathon pilot - DBpedia or Wikidata for spatial data?
76. SPOI based Cycling routes Tourism Application
77. Sentinel-2 Data - Find the Data You Need
78. SPOI: Linkage of Smart POI database and GTFS
79. Registration for the Baltic Open (Geo) Data Hackathon 2016 is OPEN
80. HSLayers-NG: tool for Riga hackathon
81. Pilot OpenSensorNetwork: Invitation for Baltic Open (Geo) Data Hackathon
82. Catalogue for Sensors: first candidate - IoT Discovery
83. Baltic Open (Geo) Data Hackathon, 16-18 March 2016, Riga
84. Deployment of the SDI4Apps platform to multiple clouds
85. Clouds Compared
86. What is the Cloud?
87. SDI4Apps Met Experts from OpenTransportNet and W3C
88. LayMan and CKAN
89. LayMan - The Layer Manager
90. DanubeHack summary
<table>
<thead>
<tr>
<th></th>
<th>Title</th>
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<tbody>
<tr>
<td>91.</td>
<td>Updated SPOI</td>
</tr>
<tr>
<td>92.</td>
<td>Overview of the SDI4Apps Open API</td>
</tr>
<tr>
<td>93.</td>
<td>SPOI at WhereCamp 2015</td>
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<tr>
<td>94.</td>
<td>SensLog: Solution for sensor networks</td>
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<tr>
<td>95.</td>
<td>WebGLayer - an advanced geovisualization API</td>
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<td>96.</td>
<td>News in RSS</td>
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<td>97.</td>
<td>HSLayers-NG: Modern mapping framework</td>
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<td>98.</td>
<td>GeoDCAT-AP Implementation for INSPIRE Metadata</td>
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<td>99.</td>
<td>SPOI in 6 Languages</td>
</tr>
<tr>
<td>100.</td>
<td>SDI4Apps’s Points of Interest (SPOI) Dataset</td>
</tr>
<tr>
<td>101.</td>
<td>Plzen Code Camp: Organizing the Work</td>
</tr>
<tr>
<td>102.</td>
<td>Plzen Code Camp: ‘Conception’ of the SDI4Apps Platform</td>
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</table>
The posts are searchable on the base of tags categories

<table>
<thead>
<tr>
<th>Tags</th>
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<tbody>
<tr>
<td>2014  2014 INSPIRE Conference</td>
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<tr>
<td>2015  2016  API</td>
</tr>
<tr>
<td>Baltic Open (Geo)Data Hackaton</td>
</tr>
<tr>
<td>Barcelona  catalogue</td>
</tr>
<tr>
<td>Danube Region</td>
</tr>
<tr>
<td>Danube Strategy</td>
</tr>
<tr>
<td>FarmTelemetry Senslog</td>
</tr>
<tr>
<td>hackathon  hackathon</td>
</tr>
<tr>
<td>HSLayers NG  Inspire</td>
</tr>
<tr>
<td>INSPIRE4Youth  INSPIRE Hack</td>
</tr>
<tr>
<td>IoT Discovery  ISAF  jelgava</td>
</tr>
<tr>
<td>JRC  Latvia  linked open data</td>
</tr>
<tr>
<td>Map Composer</td>
</tr>
<tr>
<td>Map compositions</td>
</tr>
<tr>
<td>Mobile Viewer  Moodle</td>
</tr>
<tr>
<td>open data  open land use</td>
</tr>
<tr>
<td>OpenSensorNetwork</td>
</tr>
<tr>
<td>Open Transport Map</td>
</tr>
<tr>
<td>Open Transport Net  OTN</td>
</tr>
<tr>
<td>PILOT  redlining  routing</td>
</tr>
<tr>
<td>SD4Apps  SensLog</td>
</tr>
<tr>
<td>sensor data  SmartOpenData</td>
</tr>
<tr>
<td>Smart Points of Interest</td>
</tr>
<tr>
<td>SmartTouristData  SPOI  VGI</td>
</tr>
<tr>
<td>WebGLayer</td>
</tr>
</tbody>
</table>

**Figure 1: Blog tags**
The information about latest contributions and latest comments are displayed on blog Web page.

**Recent Posts**

- Streaming from the Final SDI4Apps Conference
- SPOI Visualization by WebGLayer
- Smart POI app released to Google Play

**Recent Comments**

- Nikolas Petropoulos on INSPIRE Conference 2017
- Nikita on HACKATHON RESULT No. 7: Journey to creating Drivenet Maps – Open Data real-time road Maps for Autonomous Driving from 3D LIDAR point clouds.
- Karel Charvat on “Maps” as learning objects – Moodle integration

Figure 2: Recent post and comments

2.2 Ranking

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 SDI4Apss 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](image1)

Or WirelessInfo

![Figure 8: Linkage to Facebook](image2)

The contribution are also shared on the project’s LinkedIn group, named SDI4Apps
Figure 9: SDI4Apss blog on LinkedIn

Figure 10: SDI4Apss blog on LinkedIn

like Sustainable Integrated development
Urban Planning Domain Working Group - DWG (OGC)

Figure 11: SDI4Apss blog on LinkedIn

Figure 12: SDI4Apss blog on LinkedIn

Plan4all
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, for the whole time span of the project (1/4/2014 - 23/3/2017)

Figure 14: Overall statistics

The SDI4Apps website counts 45490 page views, which is a quite impressive number. Each visitor, viewed approximately 2.2 pages per visit and the average duration of which was about 2 minutes.

It’s clearly seen that the launch of the Developer’s Blog in conjunction with the project’s Facebook page, gave the SDI4Apps site, a significant boost in page views. The month with the most page views was January 2016 with 5023 page views!

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 table below shows the top 10 visited countries:
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:

**Figure 16: External Domains linking to sdi4apps.eu**

<table>
<thead>
<tr>
<th>Source</th>
<th>Acquition Sessions</th>
<th>% New Sessions</th>
<th>New Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>allevents.in</td>
<td>21</td>
<td>55.00%</td>
<td>4,882</td>
</tr>
<tr>
<td>vebidoo.com</td>
<td>18</td>
<td>36.39%</td>
<td>639</td>
</tr>
<tr>
<td>virmir.com.ua</td>
<td>15</td>
<td>36.39%</td>
<td>639</td>
</tr>
<tr>
<td>github.com</td>
<td>15</td>
<td>36.39%</td>
<td>639</td>
</tr>
<tr>
<td>wordpress.com</td>
<td>14</td>
<td>36.39%</td>
<td>639</td>
</tr>
<tr>
<td>erfc.gr</td>
<td>12</td>
<td>36.39%</td>
<td>639</td>
</tr>
<tr>
<td>beok.lv</td>
<td>12</td>
<td>36.39%</td>
<td>639</td>
</tr>
<tr>
<td>lvportals.lv</td>
<td>12</td>
<td>36.39%</td>
<td>639</td>
</tr>
</tbody>
</table>

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**Figure 17: Referrer statistics**
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%.

The figure below shows the overall categorization of how the visitors arrive in our website:

![Figure 18: Overall categories](image)

Our of a total of 20,636 sessions, 29.2% comes from Social Media, 29.1% type directly the address in the address bar of their browsers, while 27.9% arrive through a search engine. A significant percentage of them (13.8%) arrive through another website that links our site.

Finally, the table below, shows exactly which Social Networks refer the most visitors to the website:
As expected, the most famous Social Network Medium of the project is LinkedIn (over 53% of the Social Network referrals comes from it). Facebook follows with approximately 43% and Twitter comes third with approximately 4%.
5 CONCLUSIONS

The blog was consider as very useful instrument to build community around SDI4Apps, It will be also useful in future for promoting our services and tools and to communicate with potential users and customers. The blog will be after the end of the project an important tool to support sustainability of results and also to support the exploitation and commercialisation of results. The blog will continue not only on SDI4Apps pages, but also on Plan4all web pages. The blog on SDI4Apps will be focused mainly on tools and on Plan4all on datasets.