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Atollo Project

Breaking barriers,
building futures

D5.2 Digital Marketing Channels & Tools

Project website and partner channels



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About the Atollo project

The Atollo project aims to empower learners with disabilities by creating inclusive digital materials. Through a consortium of partners from Croatia, Bulgaria, Austria, Germany, Iceland, Norway, Ireland and Australia, including an EdTech company, universities, schools for children with SEN, public authorities, and NGO, we will analyse and compare existing programs, develop innovative digital tools and create high-quality digital educational content. We will pilot and test the digital materials and evaluate their implementation and then focus on the improvement of developed digital materials based on the feedback from the learners, teachers and experts. The result of the scientific evaluation of the use of digital materials will be an inclusive digital education toolkit that will contain advice and instructions for everyone who works with it, and uses digital educational materials for children with SEN.

We will use a user-centred design approach to ensure that the materials are accessible and inclusive for learners with various types of disabilities. This iterative process of improvement will help us create digital materials that are effective and engaging. Furthermore, the project will provide capacity building for teachers to use developed digital materials effectively. The expected results include a cutting-edge set of digital learning materials, capacity building for teachers and an inclusive digital education toolkit for policymakers and education institutions. We will share our findings and outcomes through various channels to reach a wider audience, including policymakers and education institutions, and create awareness about the importance of inclusive digital materials for learners with disabilities. The project will have a direct impact on the involved schools and their learners as well as a broader impact on the underrepresented group of children with disabilities, their educators and wider academic community through research paper derived from this project.

Specifically, WP5 is dedicated to creating a supportive pan-European educational ecosystem and facilitating the widespread adoption of innovative digital education practices tailored for SEN learners. Overall, WP5 aims to develop a robust communication framework, promote the Atollo Project's innovative approaches, forge strong partnerships, and monitor outreach efforts to ensure the successful integration of digital education solutions for learners with special needs throughout Europe.

Matrix set up and is maintaining the digital marketing channels, tools, and websites to promote the project's outcomes and impact. This included creating a project website, developing social media accounts, and using targeted digital marketing tools to reach relevant audiences. This will enhance the visibility of the project and its outputs and encourage adoption of the developed guidelines and digital educational content

The Atollo project Consortium

The Atollo project consortium is an Erasmus Partnership, bringing together 12 partners.

	Partner	Acronym	Country
1	PROFIL KLETT D.O.O.	PK	HR
2	SVEUČILISTE U ZAGREBU	UNIZG ERF	HR
3	HOGSKOLEN I INNLANDET	INN UNI	NO
4	REGIONALEN TSENTAR ZA PODKREPA NA PROTSESA NA PRIOSHTAVASHTO OBRAZOVANIE SOFIA GRAD	RCSIE	BG
5	ŠKOLA ZA ODGOJ I OBRAZOVANJE PULA	STE PULA	HR
6	HASKOLI ISLANDS	UI	IS
7	MATRIX INTERNET APPLICATIONS LIMITED	MATRIX	IE
8	PADAGOGISCHE HOCHSCHULE OBEROSTERREICH	PH OOE	AT
9	Ministarstvo rada, mirovinskoga sustava, obitelji i socijalne politike	MROSP	HR
10	STADT FRANKFURT AM MAIN DER MAGISTRAT, CHARLES HALLGARTEN SCHULE IN GERMANY	CHS	DE

No	Associated Partner	Acronym	Country
11	Central Queensland University	CQU	AU
12	NATSIONALNA ASOTSIATSIA NA RESURSNITE UCHITELI	NART	BG

The Atollo Project, an innovative initiative designed to revolutionise digital education for learners with special educational needs, is supported by a consortium of distinguished partners from across the globe. This consortium brings together a diverse group of institutions, each contributing unique expertise and resources critical for the project's success. Here we introduce the key partners involved in this transformative project:

- **Profil Klett (PK):** Based in Croatia, Profil Klett D.O.O. is leading the consortium, coordinating efforts to merge educational technology with inclusive practices. Their extensive experience in educational publishing and digital content development sets a solid foundation for the project's objectives.
- **University of Zagreb (UNIZG ERF):** The Faculty of Education and Rehabilitation Sciences at the University of Zagreb, Croatia, brings its specialised knowledge in rehabilitation and inclusive education, ensuring that the project's outputs are grounded in the latest research and tailored to meet learners' needs.
- **Inland Norway University of Applied Sciences, Rena (INN UNI):** Known for its innovative educational programs, INN UNI contributes expertise in digital learning platforms and instructional technology, pivotal for developing accessible educational tools.
- **Regional Center for Support of the Inclusive Education Process, Sofia (RCSIE):** This Bulgarian institution is instrumental in integrating the project's innovations into educational practices, ensuring that inclusive education methodologies are disseminated effectively throughout the region.
- **School of Education - Pula (STE Pula):** Specialising in education for children with disabilities, STE Pula provides essential insights into the practical needs and challenges faced in special education settings in Croatia.
- **University of Iceland (UI):** With a strong focus on inclusive education, the University of Iceland lends its expertise in educational research to evaluate the effectiveness of the digital tools and content developed, ensuring they are suitable for diverse learning environments.
- **Matrix Internet Applications Limited (Matrix):** This Irish tech company is tasked with developing the digital infrastructure for the Atollo Project, including websites and digital marketing channels, crucial for the dissemination and uptake of the project outputs.
- **University of Education Upper Austria (PH OOE):** A leader in teacher education, PH OOE offers valuable expertise in curriculum development and professional training, essential for the project's goal to enhance the competencies of educators working with SEN learners.
- **Ministry of Labour, Pension System, Family and Social Policy (MROSP):** This Croatian governmental body ensures that the project aligns with national and European policies on social inclusion and education, facilitating the integration of project outcomes into mainstream educational practices.
- **Central Queensland University (CQU):** Bringing an international perspective from Australia, CQU enhances the project with its research in digital education and its global impact, ensuring the project's applicability and relevance in diverse educational contexts.
- **National Association of Resource Teachers (NART):** Based in Bulgaria, NART is crucial for the grassroots dissemination and adoption of the project's methodologies, with its extensive network of professionals working directly in special education.

Together, these partners form a robust network, each enhancing the project through their specialised roles and collective commitment to fostering inclusive education. The Atollo Project benefits from this rich collaboration, poised to make significant advancements in digital education for learners with special educational needs across Europe and beyond.

Document Control Information

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Reviewers	Nola Santini (Profil Klett D.O.O.)
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2	31.05.2024	Nola Santini	

Introduction



Introduction to the digital marketing channels and tools

The project website and partner channels will disseminate and leverage the strengths and networks of the project partners and encourage close collaboration among the Consortium team with the goal of achieving the following best practices:

1. Establishing a Comprehensive European Educational Ecosystem
2. Supporting Educators and Institutions in Integrating Digital Education Tools
3. Creating a 'Best Practice' Framework for Digital Inclusive Education

The Digital Marketing Channels and Tools will establish a model for digital inclusive education that can be easily adopted and effectively implemented by educational institutions across Europe, enhancing the accessibility and quality of education for SEN learners. Developing a pan-European educational network involving higher education institutions, industry partners, non-profits, and educational technology clusters to enhance, develop, and deliver innovative digital educational content led by top experts from Europe and beyond.

The goals for the digital marketing channels and tools

- Showcase transformative educational practices through case studies and testimonials.
- Drive visitors to the project website.
- Drive awareness and use of digital educational tools.
- Collect feedback to refine and improve project offerings.
- Recruit additional educational and industry partners.
- Leverage influencers and multipliers to extend reach.
- Raise brand awareness and reinforce the Atollo Project identity.
- Promote success stories and case studies to illustrate the project's impact.
- Foster partnerships and community involvement.
- Build widespread awareness of the Atollo Project's objectives and available resources.
- Encourage the integration of Atollo digital tools into educational settings.
- To share content will be released to celebrate achievements and share insights from ongoing research and implementation phases.

Social media channels



Social media channels

The Atollo Project will leverage the existing social media channels of its partners for outreach, as the project itself will not have dedicated social media accounts. This approach ensures a wide reach and engagement through established networks.

Social Media Engagement Strategy

To create an active community and promote the Atollo Project via partner channels, the following actions will be undertaken:

- Regular publication and interaction with the project's ecosystem.
- Promotion through project newsletters and partner email newsletters.
- Targeted sponsored content to reach specific audiences.
- Use of relevant hashtags such as #DigitalEducation, #InclusiveLearning, and #AtolloProject.
- Utilise partners' channels to share stories, infographics, and key outcomes from the pilot.

WP5 Leaders will provide

- Pre-designed posts and graphics highlighting key successes.

- Scheduled plan for posting across various partners platforms including Facebook, Twitter, LinkedIn, and Instagram.
- Hashtags specifically created for tracking campaign engagement, e.g., #AtolloSuccess, #DigitalInclusion.

Instagram and Facebook

A suite of design assets sized for Instagram and Facebook are available to all partners to allow for sharing on partner accounts.

Email Newsletter

Brevo was selected as the Atollo Project email newsletter solution based on its service offerings and GDPR compliancy.

The official Atollo Project newsletter, managed via Brevo, will be issued on an ad-hoc basis as needed. It will communicate project progress, results, and key related topics. Partners are encouraged to contribute content, including their own and third-party material relevant to the project's target audiences. Subscribers can sign up via an embedded form on the project's website homepage.

For specific outreach purposes, consortium partners will use direct mailing, leveraging their mailing lists while adhering to GDPR norms. This includes:

- Sending emails to targeted individuals and organizations.
- Using partners' contacts to reach specific audiences.

By integrating these digital communication strategies, the Atollo Project ensures consistent and effective dissemination of information, fostering engagement and support across all stakeholder groups.

Promotional Emails: Email templates will be created for different stages of dissemination campaigns, tailored to various segments of the email list.

Website visitors can subscribe to the newsletter via an embedded form on the footer of all pages of the project website www.atolloproject.eu.



WP5 leader Matrix manages the Atollo Project newsletter editorial line to ensure consistency. Partners are encouraged to submit interesting and related content directly to Aoife O'Driscoll (aoife@matrixinternet.ie) to be promoted in the newsletter.

- Partners' own content related to the topics of the project
- Third-party content that partners find suitable and interesting for our target audiences (e.g. evergreen content, hot topics content)

All partners can already subscribe to the Atollo Project newsletter. To promote the newsletter, partners are encouraged to share it with their network. GDPR norms will be respected while handling all mailing lists.

Communication Channels & Tools

The table below provides an overview of the main communication tools that will be used for the dissemination and outreach activities of the Atollo Project, as well as their respective characteristics of communication:

Tool	Channel	Characteristic
Atollo Project Website	Portal for LMS	Official, informative, welcoming
	Blog articles	Semi-formal, informative, narrative, engaging
Social media	LinkedIn**	Professional, informative, visual, engaging, interactive
	Twitter **	Semi-formal, informative, interactive
	Facebook**	Informal, informative, visual, engaging
	Instagram**	
Mailing	Project email newsletter	Official, informative, narrative, promotional
	Partners' email newsletter	
	Direct mailing/message	Informal, informative, promotional
Press & media	Press releases	Official, informative, storytelling
	Press articles	
Events/Webinars	Project events	Official, informative, storytelling, promotional
	External representations	
Visual assets	Online and offline communications	Official, informative, visual, engaging
Partner communication channels	Social media, websites and email newsletters.	Official, informative, narrative, promotional

** Dissemination will be on partner platforms.

We are continually creating evergreen and thematic content for the project website and partner communication channels, scheduled and planned in a content calendar.

Project Website



Project Website

A dedicated project website was setup to support promotion of expert guidance and proved access to resources on digital education, inclusive learning, and technological advancements in special education. It is a user-friendly website with comprehensive information for each user type. The Atollo Project website is available at www.atolloproject.eu.

The website has two main purposes:

- Informative: it informs stakeholders about the project — through a narrative-based user experience — make all public project results available.
- Collaborative: it will host/link to the Atollo Project teaching resources for educators and parents

Initially we had a holding page which was created at the start of the project with key project details and the website was launched on 22/05/2024.

As the project progresses the website will feature detailed reports, data, and testimonials from the pilot phase on the Atollo Project.



Figure 1 Atollo Project Website



Figure 2 News and Events Section of Website

Website Domain

We nominated and purchased the following domain name for the Atollo Project website: www.atolloproject.eu/

Technologies Used

The selected website platform for the project website is the WordPress content management system (CMS).

WP5 leader Matrix Internet has created or worked on over 900 WordPress sites, and Matrix has also integrated custom plugins for WordPress. WordPress is the world's most widely used and capable CMS. It allows role-based access and administration and is fully extensible to facilitate advanced feature development and custom integrations, to operate in line with the processes of the organisation. WordPress provides a rich and easy-to-follow experience when creating and editing content. Our main criteria for a choice of a content management system for this specific project is:

- Security
- Reliability
- Ease of operation
- Scalable for the future
- Cost

WordPress is used on over 450 million websites, and its ubiquity ensures it will be a popular CMS for many years.

Future scoping: WordPress has a vast range of external plugins designed to meet the functional needs of most businesses, thus reducing development time and costs. Plugins are also built in a manner that enables Matrix Internet to build custom modules tailored to precise requirements. This ensures seamless integration of potential functionalities if needed later.

Website Administration

WP5 leaders Matrix Internet are administrators of the website.

Additional user accounts with relevant access will be setup in the future so that Consortium Partners can contribute to the website content and moderate or process user registration if necessary.

Website Pages

Homepage

The homepage introduces the Atollo Project and the main navigation links to:

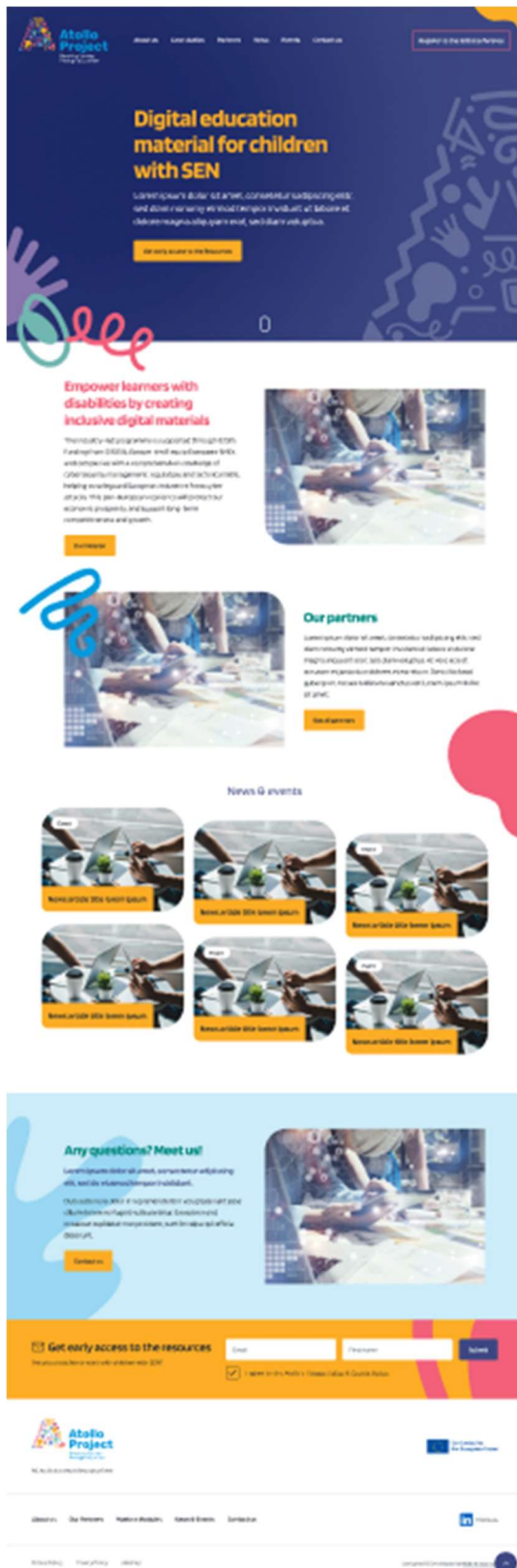
1. Home
2. About Atollo Project
3. Partners
4. News & Events
5. Contact us



The homepage content is a quick introduction, with a shortcut to a summary about the project, which links to the latest news and events. It highlights the number of partners involved, and their respective countries.

The homepage displays the latest news and events and displays photographs of real people related to the project. There is a call to action to contact the Consortium if users have any questions. It contains the email newsletter signup with GDPR opt-in.

Design mock-up of homepage:



The screenshot shows the Atollo Project website with a dark blue header and a main content area. The header includes the Atollo Project logo, navigation links (About us, Our stories, Partners, News, Atollo, Contact us), and a button for 'Request to be added to the list'. The main content area features a large section titled 'Digital education material for children with SEN' with a sub-header 'Learn through digital content, content that is designed to be used in a way that is accessible to all children with SEN'. Below this is a section titled 'Empower learners with disabilities by creating inclusive digital materials' with a sub-header 'This is a project that is supported through the...'. The 'Our partners' section lists 'Learn through digital content, content that is designed to be used in a way that is accessible to all children with SEN'. The 'News & events' section displays a grid of six images, each with a caption 'Learn through digital content, content that is designed to be used in a way that is accessible to all children with SEN'. The 'Any questions? Meet us!' section includes a sub-header 'Learn through digital content, content that is designed to be used in a way that is accessible to all children with SEN'. The footer contains the Atollo Project logo, a list of partners (Atollo, Our partners, Partners, News, Atollo, Contact us), and a button for 'Request to be added to the list'.

About Atollo Project

This page offers a detailed overview of Atollo Project and highlights Our Mission and Our values and methods. These images will be updated as the project progresses to include photos of the partners so content is relatable and real.

<https://atolloproject.eu/about/>



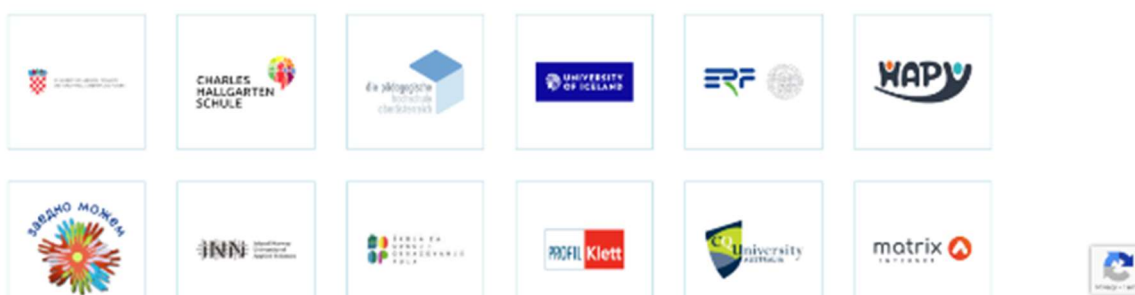
Our Partners

This page lists all Consortium partner and associated partners logos in alphabetical order. The logos link to a dedicated page for each partner on the project website.

Our partners

Collaboration for Inclusive Education

Collaborating across two continents, our consortium of partners from Croatia, Bulgaria, Austria, Germany, Iceland, Norway, Ireland, and Australia brings together expertise from EdTech companies, universities, special schools, public authorities, and NGOs. Our goal is to transform digital education to be truly inclusive, ensuring equal opportunities and access for all learners.



Dedicated Partner Page on Project Website

Matrix Internet has streamlined the workload for other partners by creating templates, guides, prompts, instructions, graphics and suggestions. For the dedicated individual Partner page for the project website, Matrix created an initial sample page for Matrix and shared the format, with detailed guidelines:

Each Partner page contains:

Partner tagline: max 80 characters

- Partner bio: 300-800 characters
- Partner country:
- Partner contribution to Consortium content: 300-1,500 characters
- Partner mission tagline: max 80 characters
- Partner mission content: 300-1,500 characters
 - Contact details
 - Partner address and Google Maps embed code
 - Nominated Partner contact number
 - Nominated Partner email for project contact
 - Partner website URL
- Each Partner was given guidelines on image dimensions and guidelines for images on their dedicated page. Each Partner selected imagery that was on brand for their organisation, university, agency or company, and also aligned with the project website.



Connecting Ideas. Creating knowledge.

Profil Klett Ltd. boasts a twenty-three year tradition of publishing textbooks and other educational materials. Since 2015, the company has been an integral part of Klett Group, one of Europe's foremost publishing houses specialising in educational resources. Beyond publishing, Profil Klett is dedicated to investing resources in the development and modernisation of education.

One of Profil Klett's notable achievements is the creation of K2B, an innovative digital educational platform designed for the creation of digital learning experiences. As a leading institution in the private sector within the education field, Profil Klett leverages its extensive experience gained from collaborating with over 50,000 professors and teachers to benefit all stakeholders.

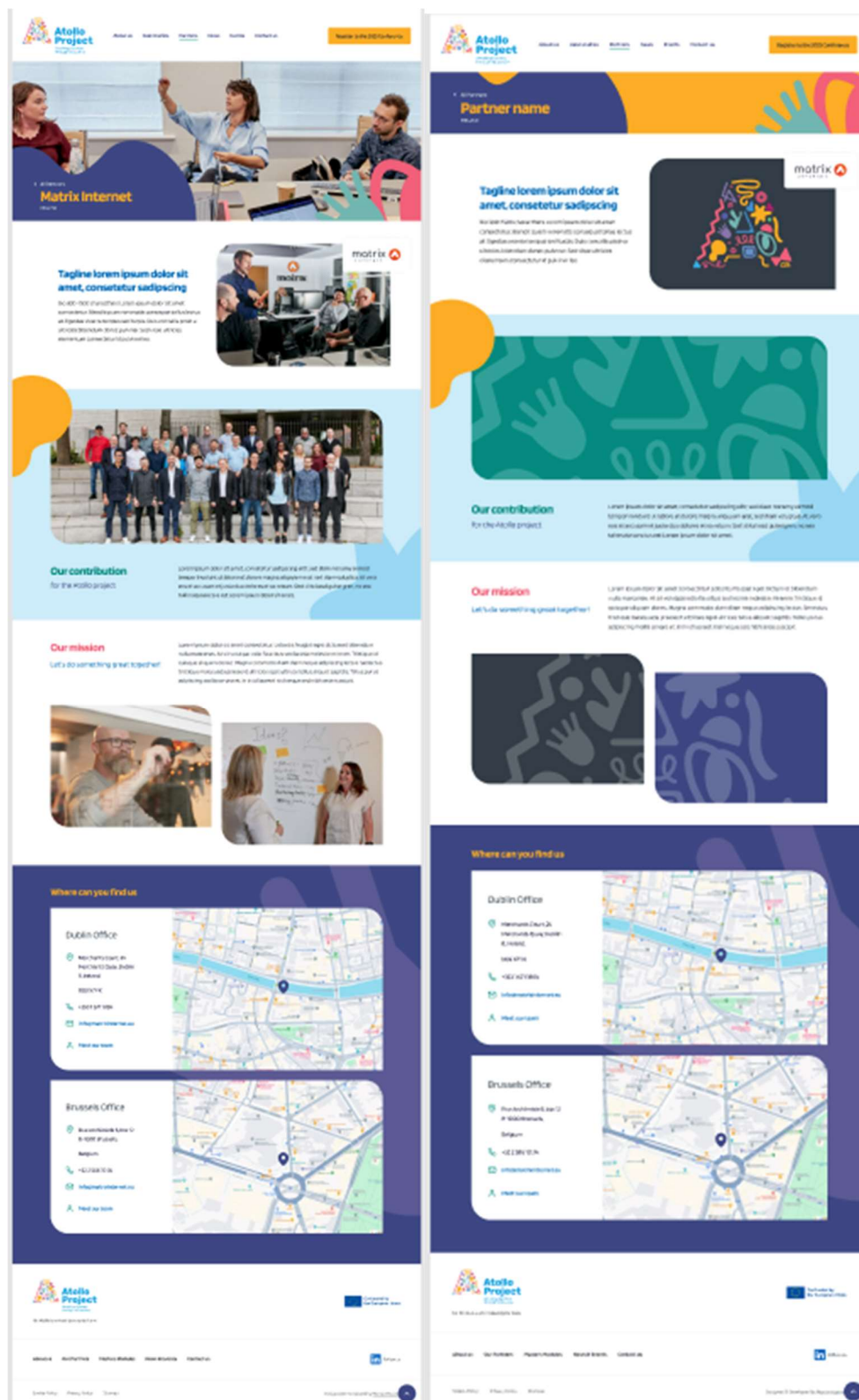




Our contribution for the Atollo project

In this project, we are responsible for project management, the development of digital educational content for pupils with developmental difficulties, specifically creating 45 completed digital units (lessons aimed at enhancing digital and mathematical competencies). Throughout the project, we will develop inclusive digital educational content, a framework for digital future digital content for children with developmental difficulties at the European and global level, and conduct a series of training sessions for teachers, parents, and caregivers on how to use digital content for educational purposes.

Sample Partner page

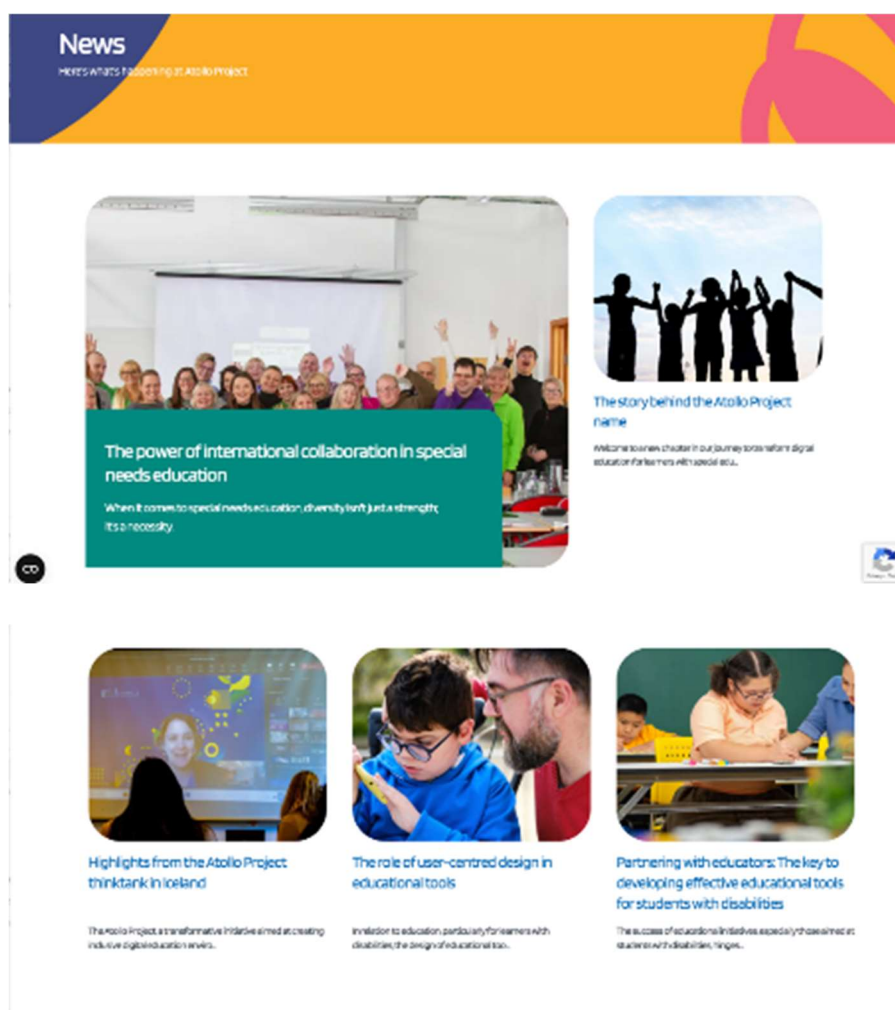


News & Events

The website's blog, titled News & Events, serves as the central hub for updates on the Atollo Project and related topics, establishing the project as a leader and expert in its field. This section will feature:

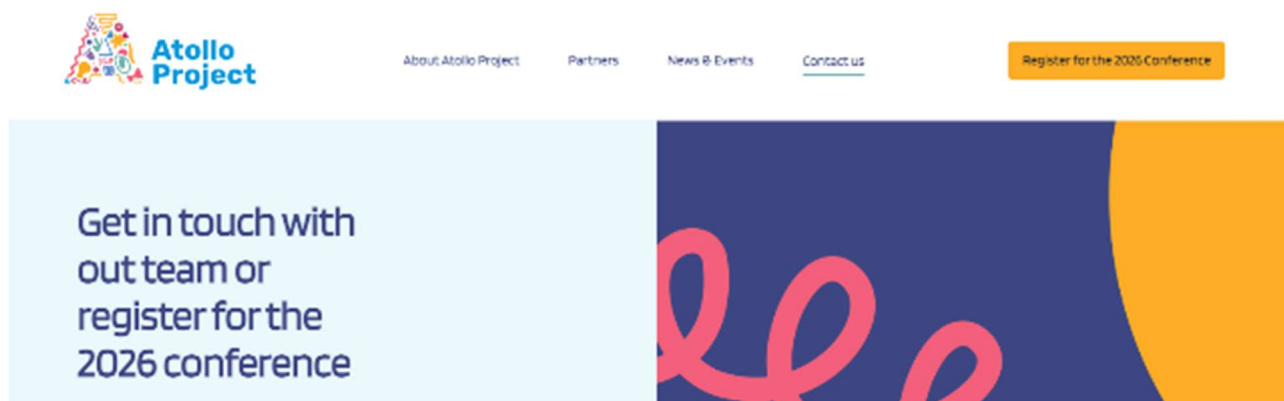
- Informative articles on project milestones, progress, and activities.
- News on related European projects and initiatives.
- Announcements of all Atollo events.
- Evergreen content and hot topics on digital education, inclusive learning, and technological advancements in special education.

<https://atolloproject.eu/news-events/>



Contact Us

Website visitors can contact the Atollo Project Consortium through a contact form, which is accessible on all pages via a main navigation link. This reassures users that Atollo Project is available to respond to any queries.



It encourages visitors to get in touch with our team or register for the 2026 conference.

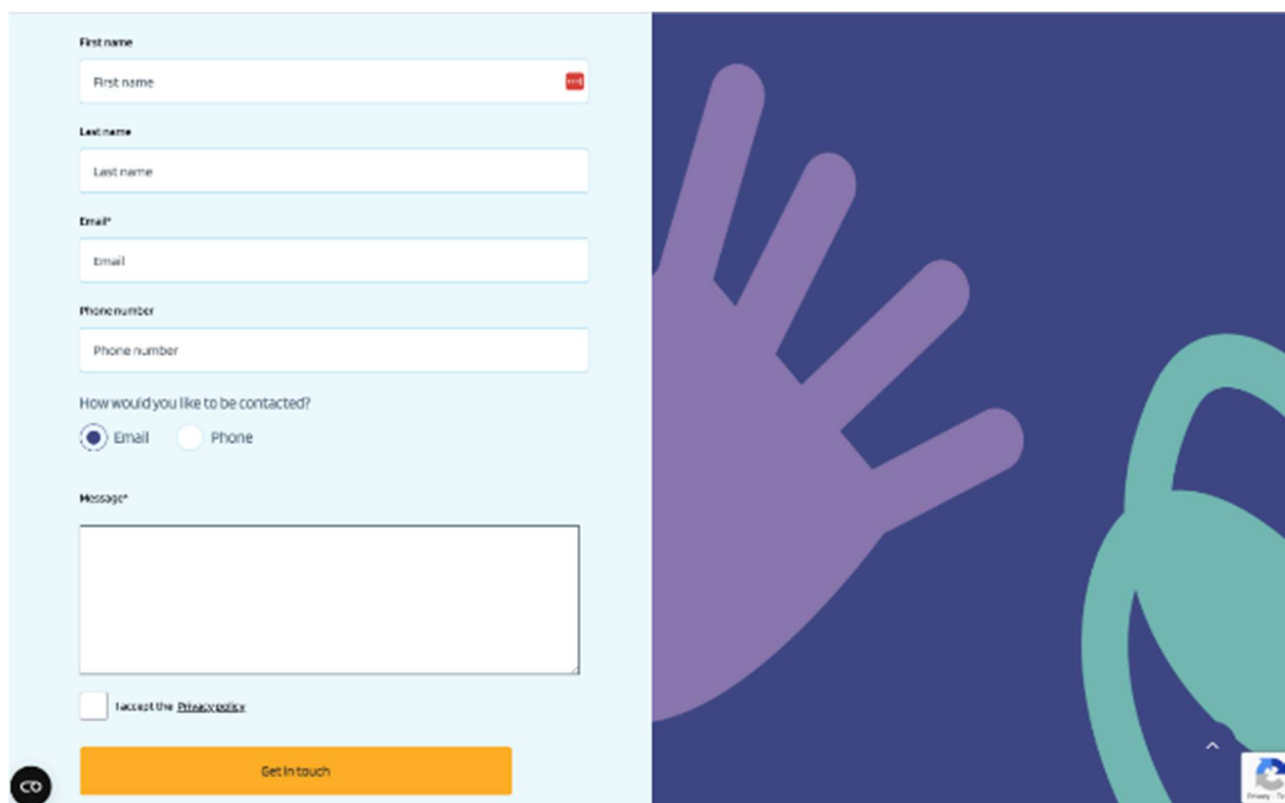
Guiding that our team is eager to connect with students, parents, educators and organisations who are passionate about transforming the educational landscape for learners with disabilities.

The form is GDPR compliant with an obligatory opt-in to our privacy policy so we can collect responses and respond accordingly. The relevant fields are set to obligatory, so we capture the details we need to reply. Input field titles must be visible on all states.

Any obligatory field must have (*) at the end of the input field title. reCAPTCHA v3 verification is setup as a SPAM filter.

All submissions to the form are sent to admin@atolloproject.eu which is monitored and responded accordingly by WP5 leaders.

<https://atolloproject.eu/contact-us/>



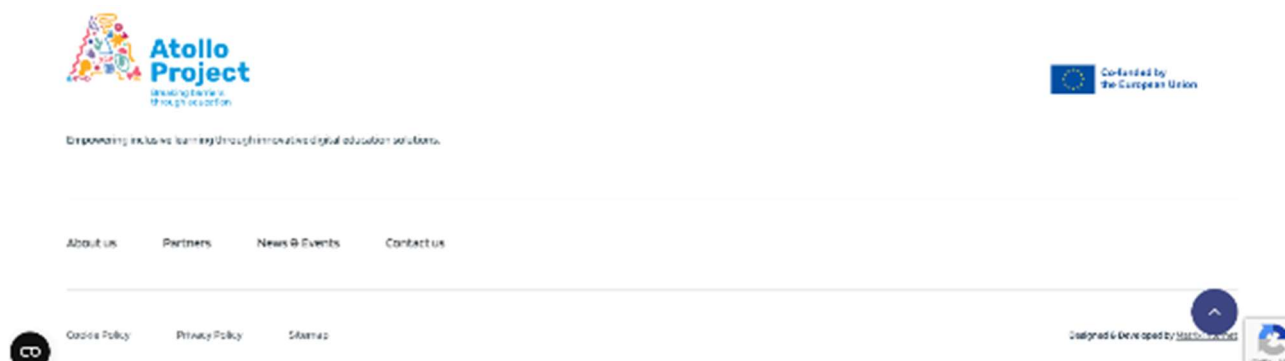
The image shows a contact form on the left and a background graphic on the right. The form includes fields for First name, Last name, Email, and Phone number. Below these is a section for 'How would you like to be contacted?' with radio buttons for 'Email' (selected) and 'Phone'. There is a 'Message' text area and a checkbox for 'I accept the [Privacy Policy](#)'. At the bottom of the form is a 'Get in touch' button. The background graphic features a large purple hand reaching out towards a green circular shape on a dark blue background.

Footer

The footer appears on all website pages.

It also displays the co-funded by the European Union logo that is displayed on all related materials of co-funded projects.

It contains links to our [Contact Us](#) page as well as links to our [Cookie Policy](#), [Privacy Policy](#) and [Sitemap](#).



Privacy Policy

Displays the website's privacy policy

<https://atolloproject.eu/privacy-policy>

Cookie Policy

This page details the website's cookie policy and displays which cookies are active (automatically updated by Cookiebot) and where users can view and update their cookie preferences <https://atolloproject.eu/cookie-policy/>

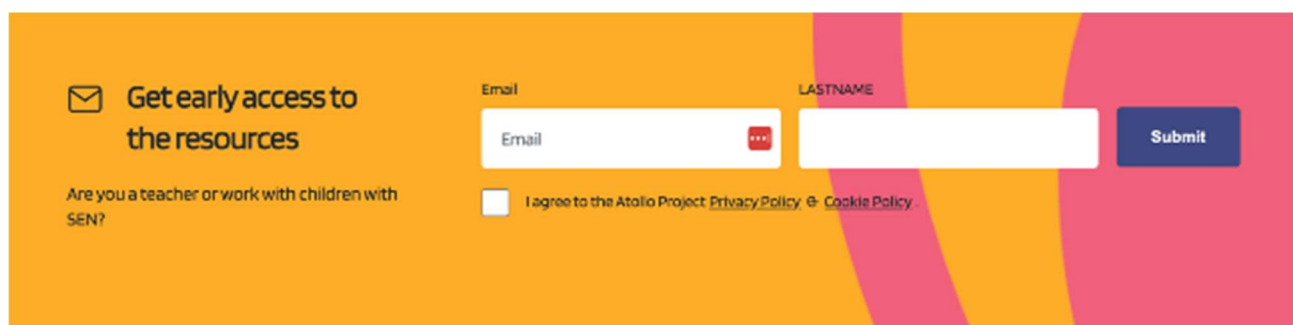
Sitemap

This page lists the website pages and the relationships between them. Search engines can read this file and crawl the website more efficiently for indexing and ranking on their related search engine platforms:

<https://atolloproject.eu/sitemap/>

Newsletter Signup

The newsletter signup is embedded in the bottom of the homepage.



The image shows a newsletter signup form on a website. It has an orange background on the left and a pink background on the right. The form includes a checkbox with an envelope icon and the text "Get early access to the resources". Below this is a question: "Are you a teacher or work with children with SEN?". There are two input fields: "Email" and "LASTNAME". A "Submit" button is on the right. At the bottom, there is a checkbox and the text "I agree to the Atollo Project Privacy Policy & Cookie Policy".

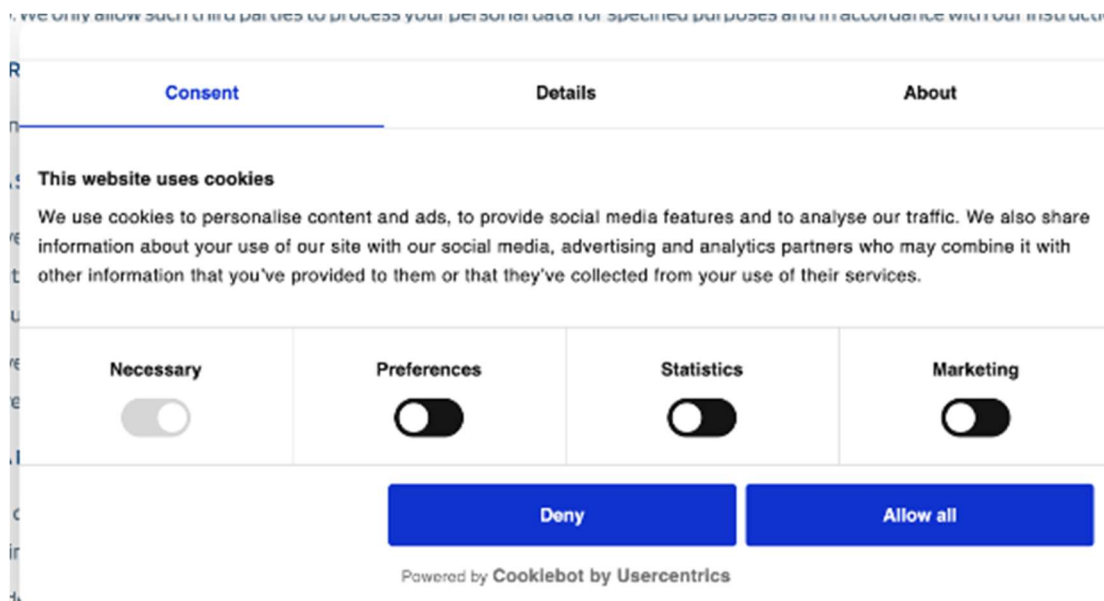
Cookie Script

In line with GDPR requirements, a cookie script was installed on the website.

Cookiebot

We nominated Cookiebot as our cookie script solution to assist with GDPR compliance.

The first time a user clicks on <https://atolloproject.eu/> they get a cookie popup to enable them to select their cookie preferences:



WE ONLY ALLOW SUCH THIRD PARTIES TO PROCESS YOUR PERSONAL DATA FOR SPECIFIC PURPOSES WITH YOUR AUTHORITY

Consent Details About

This website uses cookies

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

Necessary	Preferences	Statistics	Marketing
☐	☐	☐	☐

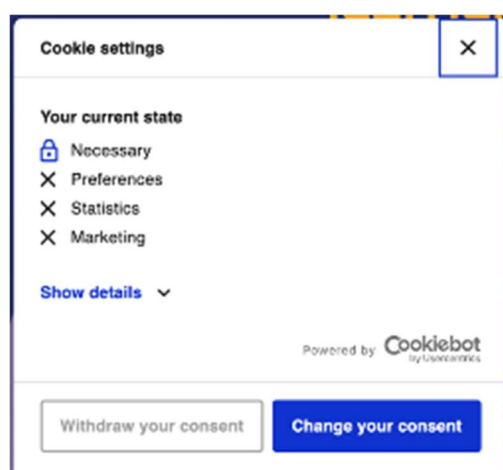
Deny **Allow all**

Powered by **Cookiebot** by Usercentrics

The Cookiebot icon is always readily available in the bottom left of all pages, so users can update their cookie preferences at any time:



When users click on the Cookiebot update icon they are presented with their current preferences and the following options:



Cookie settings [X]

Your current state

- ☒ Necessary
- ☐ Preferences
- ☐ Statistics
- ☐ Marketing

[Show details](#) ▼

Powered by **Cookiebot** by Usercentrics

[Withdraw your consent](#) [Change your consent](#)

Cookiebot automatically scans to monitor and report all types of cookies and similar tracking on the project website and updates the cookie policy page accordingly. Our cookie policy is automatically updated and is available to read at <https://atolloproject.eu/cookie-policy/>

Why Cookiebot?

Cookiebot consent management platform (CMP) is a plug-and-play compliance solution built around an unrivalled scanning technology that detects and controls all cookies and trackers used on a website, and automatically manages end user consents. It is a market leader in the field of CMP.

Cookiebot CMP is a self-serve cloud service provided by the e-privacy company Usercentrics that enables automated compliance with global data privacy laws, in particular EU GDPR.

Cookiebot will enable The Atollo Project to collect, manage and document user consents on the project website to achieve full compliance with global privacy regulations while facilitating high consent rates and building trust with our website users.

Website Analytics

Monitoring website usage is an important consideration for the overall project mission and goals. We needed to set up tracking goals with real-time data monitoring and location tracking of the various users who visit the project website, but first we needed to select the best solution.

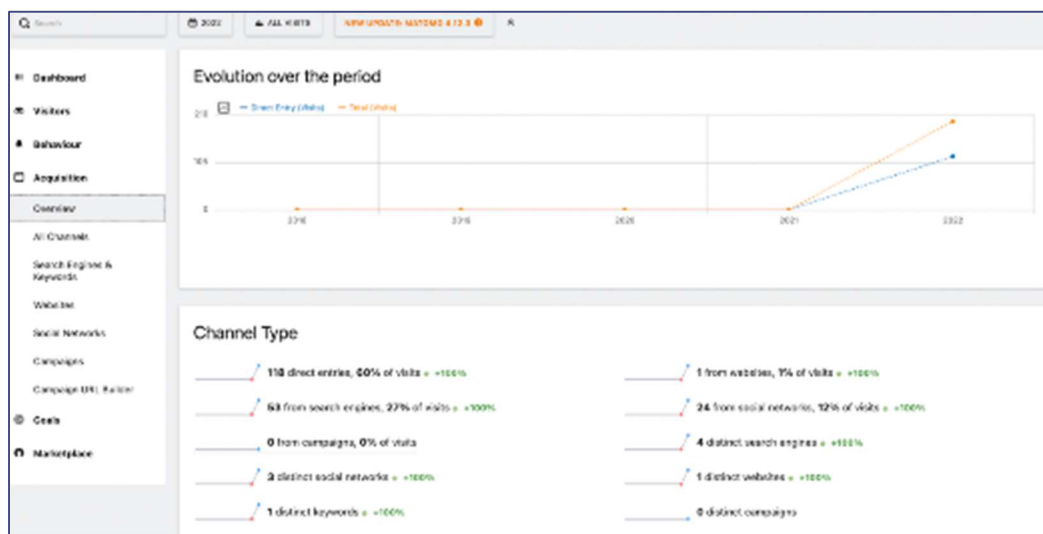
Matomo was selected for the project as it provides a customisable dashboard to personalise views and can be used without consent and is still GDPR-compliant.

Why we chose Matomo

- User-privacy protection — 100% GDPR-compliant
- 100% ownership of the data
- It displays the different search engines and keywords that are used to arrive on a page
- Matomo can help marketers determine pages with a high volume of traffic, and which pages are flopping with the target audience
- Heatmaps are available with the premium subscription
- Matomo offers users the ability to import their historical Universal Analytics data
- It is open source, so functionalities can be highly customised
- There is no sampling

How Matomo tracks

- Matomo offers cookieless tracking by using visitor config_id – a randomly-seeded, privacy-enabled, time-limited hash of a limited set of the visitor's settings and attributes. The config_id or config hash is a string calculated for a visitor based on their operating system, browser, browser plugins, IP address and browser language.
- We can track pageviews, an event, a downloaded file, a click on an external link or for how long a user stayed on the site.

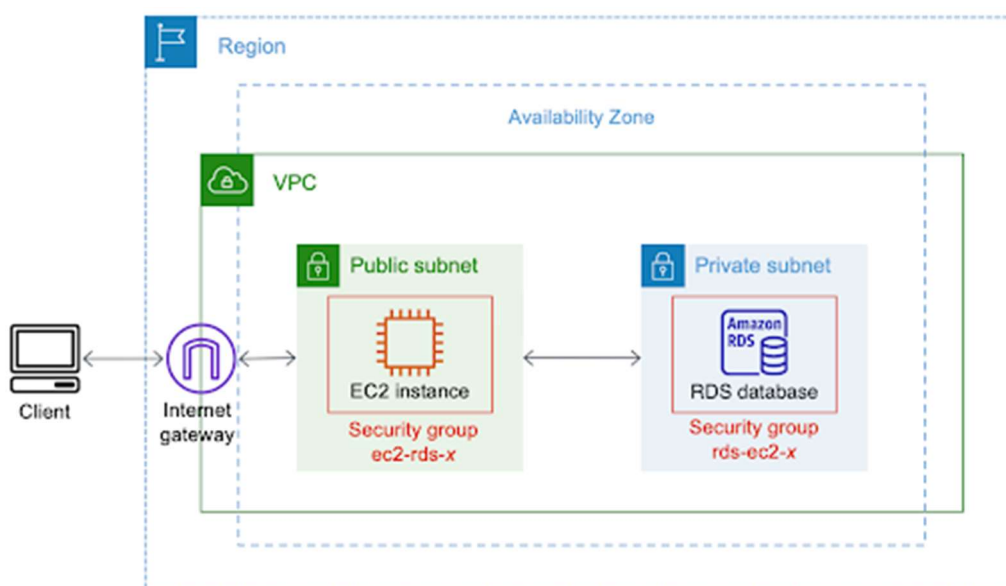


- City
- Language code
- Device type
- Browsers
- Visits by day of the week
- Actions - Main metrics
- Referrers Overview
- Channel Type
- All Channels
- Search Engines
- Visits Summary
 - Visits
 - Actions
 - Maximum actions in one visit
 - Actions per Visit
 - Avg. Visit Duration (in seconds)
 - Bounce Rate
- Country
- Region
- City
- Language code
- Device type
 - Desktop
 - Smartphone
 - Phablet
 - Tablet
- Browsers
- Visits by day of the week
- Actions - Main metrics
- Pageviews
 - Unique Pageviews
 - Downloads
 - Unique Downloads
 - Outlinks
 - Unique Outlinks
 - Searches
 - Unique Keywords
- Referrers Overview
 - Visitors from Search Engines
 - Visitors from Social Networks
 - Visitors from Direct Entry
 - Visitors from Websites
 - Visitors from Campaigns
 - Distinct search engines

- Distinct social networks
- Distinct keywords
- Distinct websites
- Distinct campaigns
- Percent of Visitors from Direct Entry
- Percent of Visitors from Search Engines
- Percent of Visitors from Campaigns
- Percent of Visitors from Social Networks
- Percent of Visitors from Websites
- Channel Type
 - Direct Entry
 - Websites
 - Search Engines

Hosting

The website is hosted on a single tier AWS hosting. This is a simple hosting solution, however, given the selected provider is Amazon AWS, it still provides a very good stability and reliability overall. The advantage here is that services aren't doubled up just in case something goes down, which very rarely happens with AWS. The SLA of AWS for this configuration guarantees an uptime of 99.5%.



As part of our support (detailed in the next section) Matrix will monitor the resource usage on the server and highlight the requirement to upgrade some or all of the resources before it becomes an issue. We do this to maximise the website's uptime.

SSL

A Let's Encrypt SSL certificate was installed on the server as part of the go-live process. Let's Encrypt is a free, automated, and open certificate authority provided by the nonprofit Internet Security Research Group (ISRG).

Support

To ensure the project website is kept fully up-to-date and secure and to optimise long-term website performance the website was added to Matrix Internet dedicated support, where technical support and maintenance will be provided for the agreed duration of the project.

CMS and all plugin updates are performed within a month of new releases. Backups are regularly taken to act as website recovery in case of minor or major data loss.

A monthly report detailing current website performance status is sent to nominated people (WP5 working leaders and co-leaders).

Dedicated support team

The WP5 leaders have access to a dedicated support team with rapid response times by emailing support@matrixinternet.ie:

- Within 2 hours during office hours (Monday to Friday).
- Within 4 hours outside office hours on weekdays (Monday to Friday).
- Within 24 hours on weekends or holidays.

Monthly support report

Technical support and maintenance are carried out monthly. To minimise downtime while ensuring the website is fully up-to-date and secure, a dedicated support developer completes the following steps once a month:

- A full copy of the live website files and database are taken
- This is then used to create a fully independent clone of the website and testing environment
- All appropriate updates are performed in appropriate areas and WordPress Core
- Full QA/QC is performed on this cloned website.
- Once verified and tested, these updates are pushed to the live site
- Web server updates are also processed where appropriate
- The live site is also tested to ensure no issues have presented

A full monthly report is generated and shared with the WP5 working leaders and co-leaders

Partner Webpage



Partner Webpage

Each Consortium Partner was tasked with creating a dedicated project page on their respective website. For this deliverable Matrix Internet created its own Partner landing page first, to use a working illustrative example, and then created a detailed brief for all Partners to follow.

Partner Webpage Content Guide

The following Partner Webpage Content Guide was provided to guide partners:

Webpage Creation

- **Brief:** Each partner please create a page on their website showcasing the Atollo Project
- **Page Template:** Partners may use an existing page template such as news items, case studies, or project pages. Ensure that the design aligns with your organisation's website style while maintaining a focus on the Atollo Project.
- **Banner and Localization:** Include a banner specific to the Atollo Project and localise the content provided to reflect your organisation's role and perspective within the consortium.
- **Assets:** Utilise the range of assets prepared by the coordinating partner to enhance the page visually and informatively. These assets include logos, infographics, and photographs relevant to the project. Please remember to display the co-funded by European Union logo which is on the banners provided.

- **Project Link:** Ensure the page includes a direct link to the Atollo Project project's main website for visitors seeking more detailed information: www.atolloproject.eu

Content Requirements (please localise)

- **Page Title:** Use 'Atollo Project' as the page title to maintain consistency across all partner websites.
- **Introductory Section:** Introduce the Atollo Project project, mentioning the launch year (2024), the funding information (€1.2 million from the Erasmus+ Programme), and the project's mission to create high-quality, accessible, and engaging digital educational content that caters to the unique needs of learners with disabilities.
- **Detailed Description:** Expand on the consortium's composition, the roles of different partners, and specific contributions your organisation is making to the project.
- **Training tools:** Describe the approach to creating materials such as adopting a user-centered design approach and engaging in an iterative process of development, pilot testing, and evaluation, we aim to ensure that our digital materials are both effective and enjoyable for learners.

Visibility and Promotion

- **Prominent Display:** Position the Atollo Project page in a prominent part of your website, such as in recent news, featured projects, or other high-visibility areas.
- **Call to Action:** Encourage visitors to learn more about the project, participate in events, or apply to the program through clear call-to-action buttons.

Update and Reporting

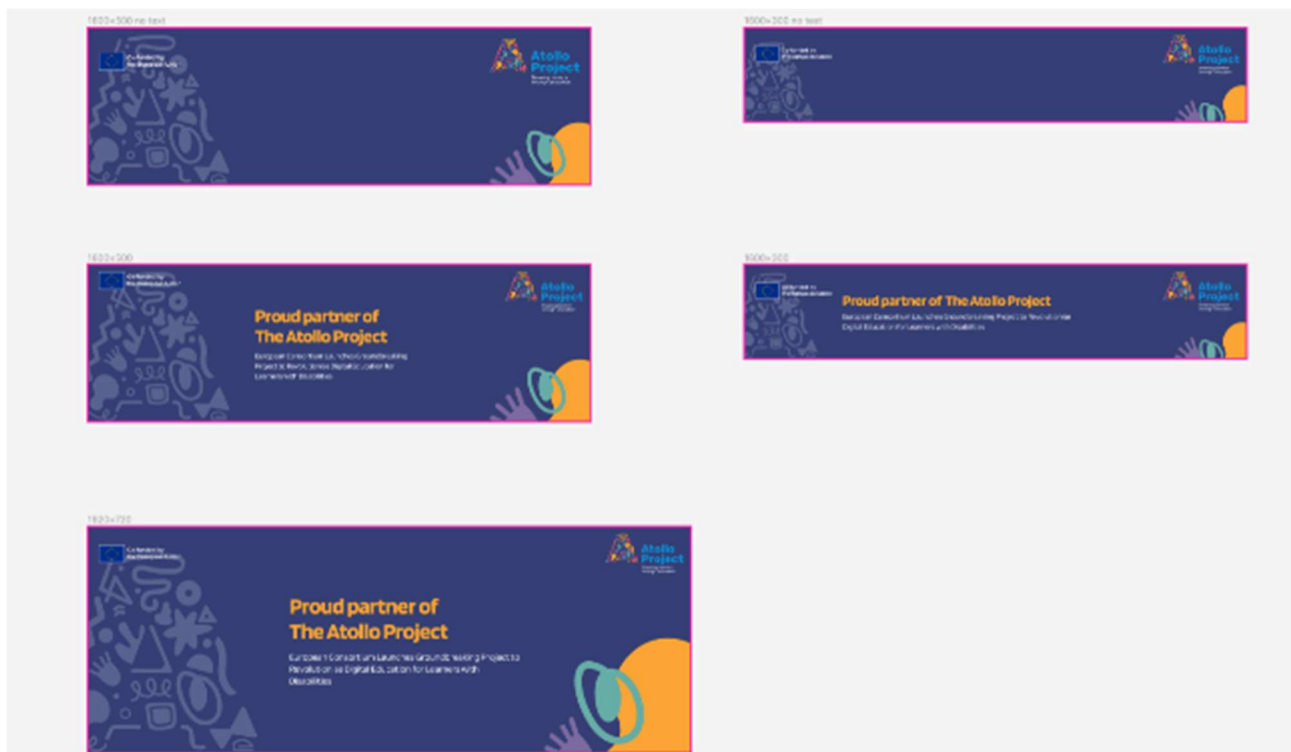
- **URL Submission:** Once the page is live, submit the URL to the consortium's central coordination team via the provided SharePoint link for inclusion in the overall project directory.
- **Continuous Updates:** Regularly update the page with new developments, upcoming events, and additional resources as the project progresses.

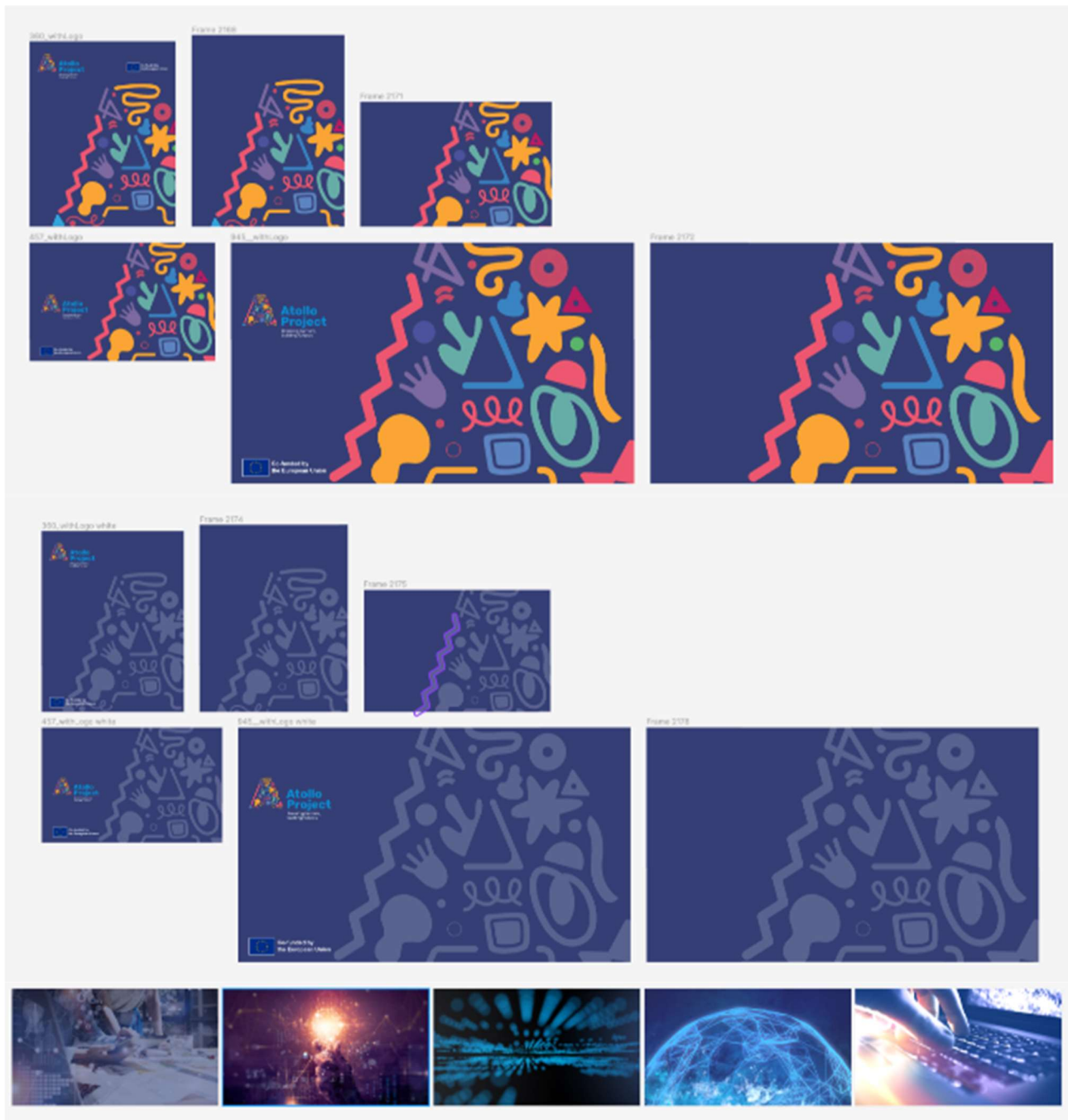
Sample page

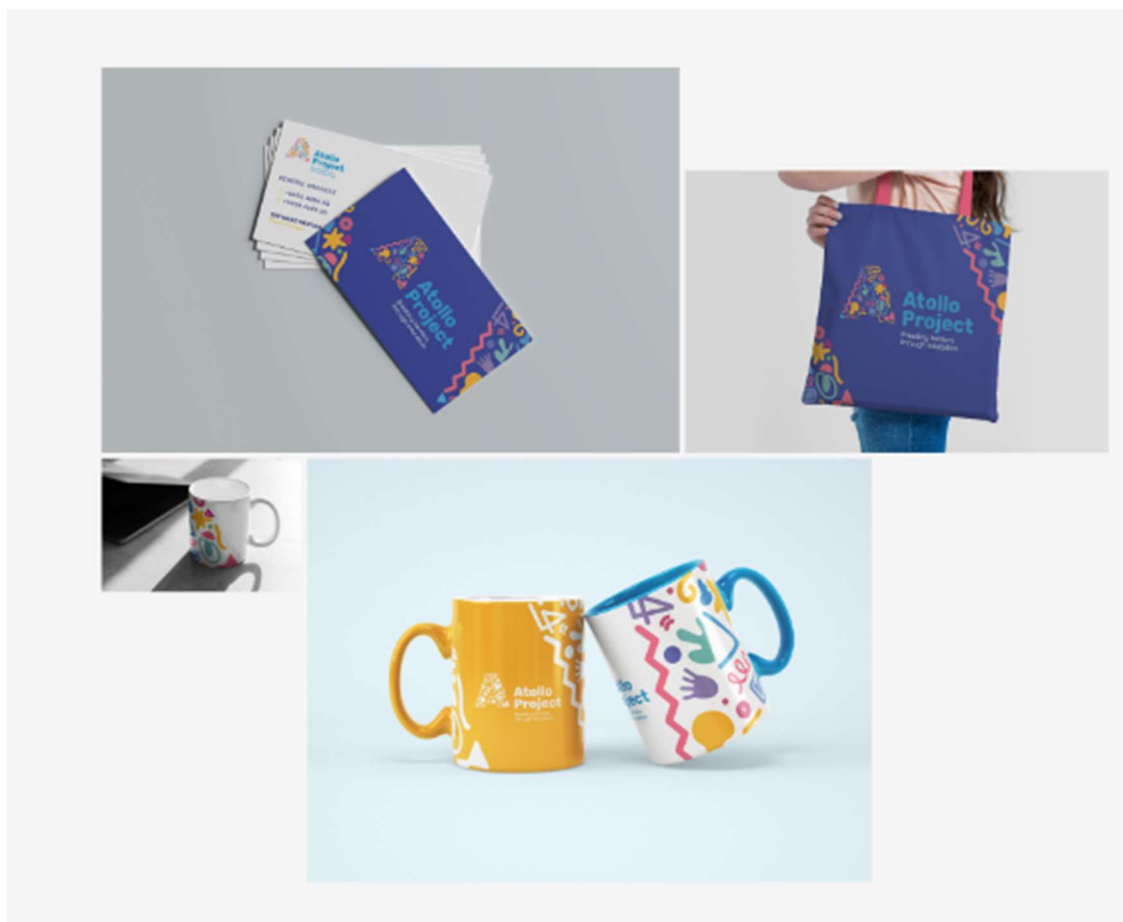
- **Matrix page:** <https://www.matrixinternet.ie/atollo-project/>

Partner Webpage Assets

A range of assets were provided to support the partners in the creation of their dedicated page.









Atollo Project

Breaking barriers,
building futures

Legal Disclaimer

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