



*BFUG\_SK\_ME\_52\_14a  
Last modified 01.12.2016*

## EHEA WEBSITE

### 1. Context

The European Higher Education Area and Bologna Process website <http://www.ehea.info> provides general information and resources for Higher Education experts. The BFUG Secretariat manages this website.

Mid-September 2016, a revised version was launched.

The website focuses on the main topics and achievements of the Bologna Process, and offers a historical overview of the Bologna Follow-Up Group activities. It also provides an agenda of upcoming events and a database with an advanced search engine (ministerial declarations, reports, background documents).

The ergonomic and graphic design was reviewed, the editorial content was reorganised and technical improvements were made. The website is now fully accessible and responsive.

### 2. Contribution of the BFUG members

The launch of the new version of the European Higher Education Area website in September 2016 was the first step of a long-term strategy to make it the international reference on higher education in Europe.

In order to ensure regular update, to produce new contents and to drive the online community interested in the main EHEA topics, the help of all members of the BFUG is requested.

At this stage, we can identify three categories of support to provide:

#### 1. Update the website

- Update the country/organisation presentation
- Inform the BFUG Secretariat about international events on EHEA topics
- Report all bugs or difficulties encountered browsing the website

#### 2. Promote the EHEA website

- Ensure that the official website of the country/organisation has an up-to-date page about the EHEA with a link to the EHEA website

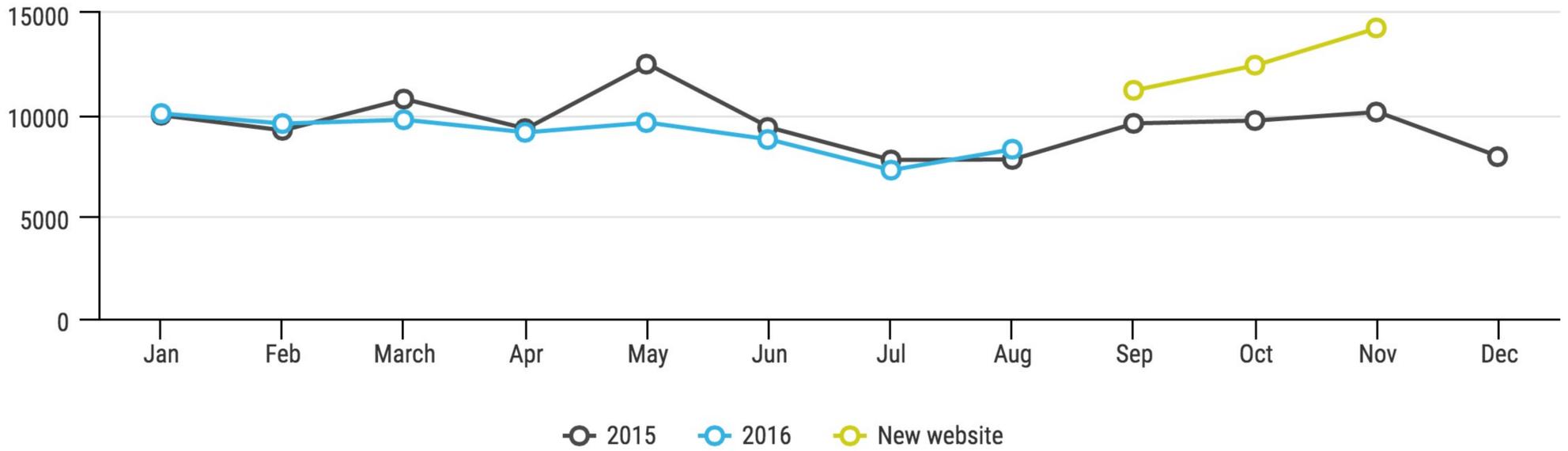
#### 3. Social networks

- Tweet/post on Facebook about events you attend using the #EHEA #BFUG
- Ask the community manager of the country/organisation to promote the new version of the EHEA website
- Inform the BFUG Secretariat about the English speaking social media accounts that should be followed (for example on Twitter/Facebook) for your country/organisation by the official BFUG Secretariat accounts.

### 3. EHEA website statistics

Main statistics since the launch of the new website (from September 14th 2016 to November 30th 2016).  
Source: Google Analytics

Visits by month (Jan 2015 to Nov 2016)



Overview on visits



daily visits  
(2016 vs 2015)

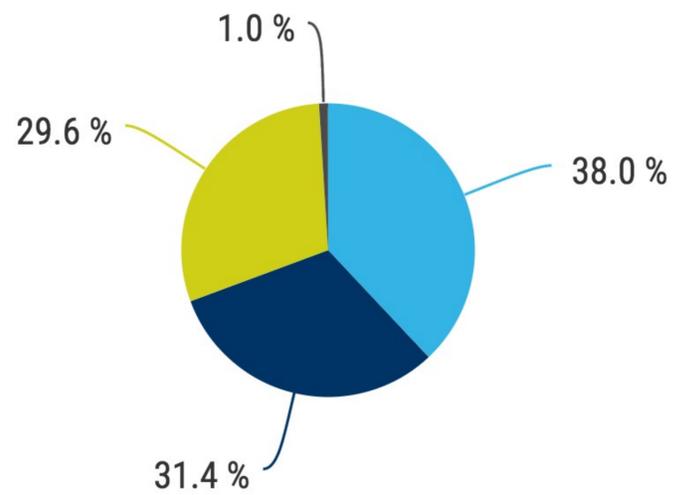


duration  
of an average visit



pages viewed  
during one visit

How do visitors come from?

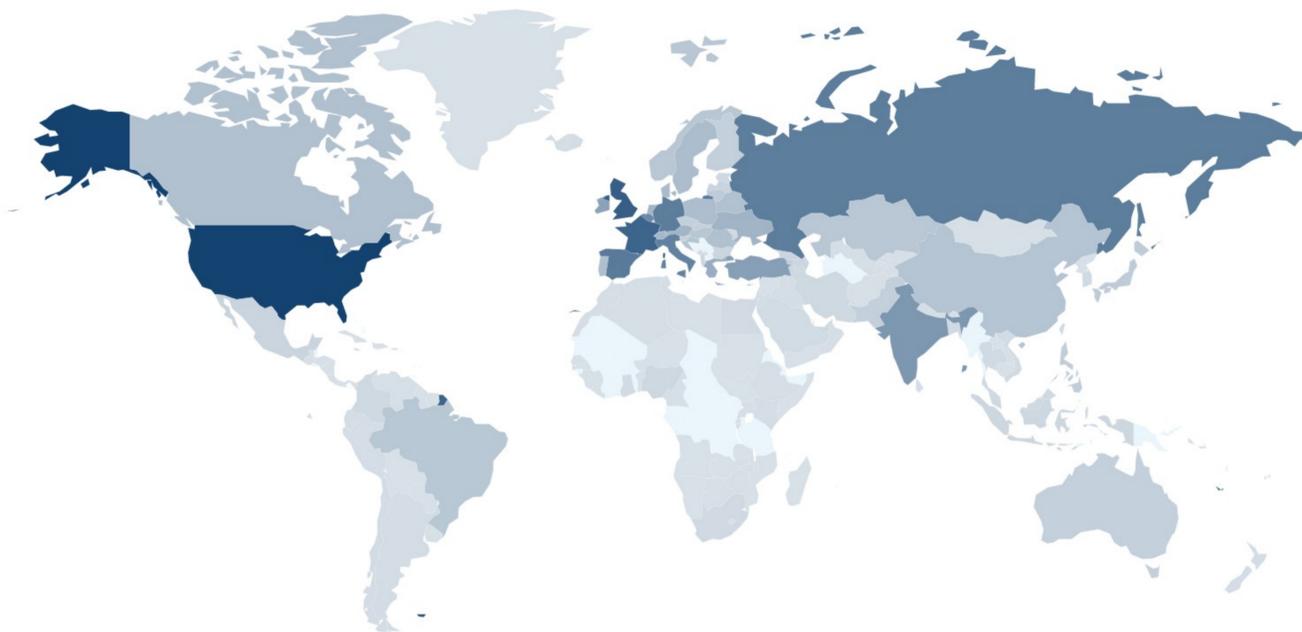


What are the visitors looking for?

1. How does the Bologna Process work?
2. Members
3. Ministerial Declarations/Communiqués
4. Work programme 2015-2018
5. Qualifications frameworks

- Search (Google, ...)
- Link from other website
- Social (Facebook, ...)
- Bookmark

Where do the visitors come from?



Visits by country

