



Project website

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Project acronym:	ADA
Project full title:	Advanced Data Analytics in Business
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Project start date:	November 15, 2018
Project duration:	36 months

Abstract	This document is aimed to specify the activities related to the project website design and set-up. Project website is one of the key tools for project visibility and dissemination of project activities and results, intended for broad audience, including project team members, perspective students and teachers, national and European authorities, and others. Some parts of this document are subject to modification and improvements, i.e. during project lifetime website will be constantly updated and upgraded.
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Activity:	Project website design and set-up (Deliverable 4.3.)
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VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Revision description	Partner responsible
Ver. 1	25.03.2019	First version	UNIKG

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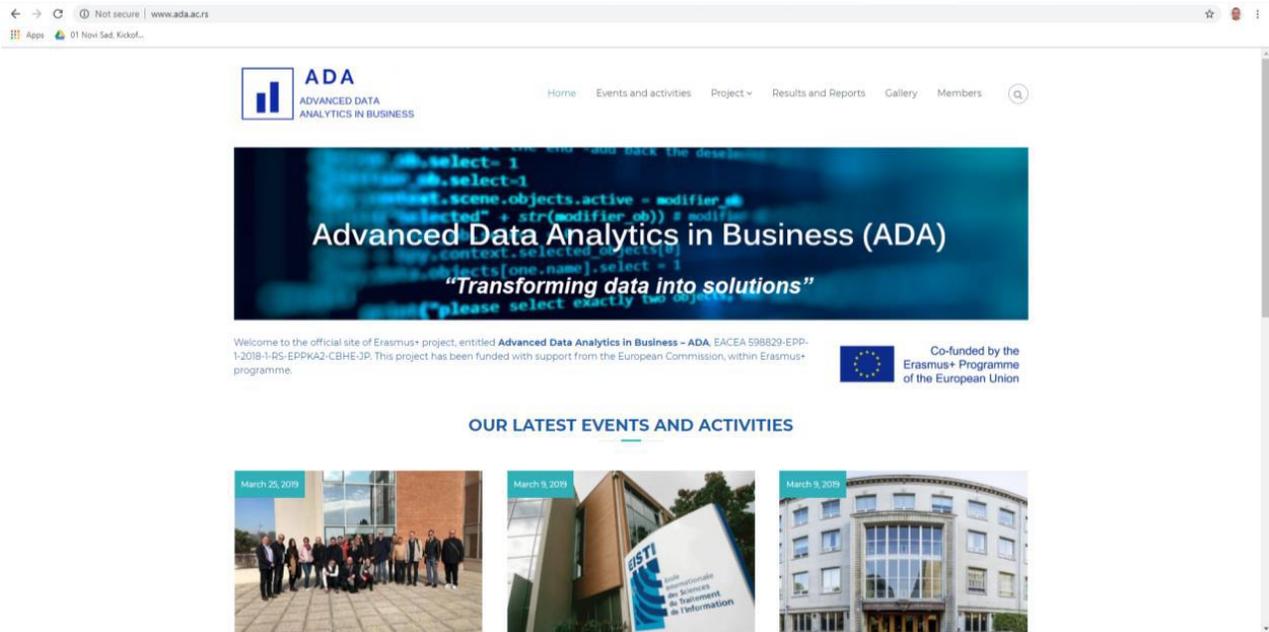
Project website set-up

In accordance with the Project application, as one of the main tools for project visibility and dissemination of project results, website of the project was designed and set-up. The activities on this task started immediately after the project has started (15 November 2018). AMRES (Academic network of Serbia), the body responsible for the management of .ac.rs domain, was contacted and, following the official application procedure, the project website domain was registered as <http://www.ada.ac.rs/>.

At the same time, the analysis of many Erasmus+ project websites was performed and based on this analysis, the initial website structure was designed. The website was build using Wordpress, the most popular open-source platform for website design and set-up, and Flash theme. The web-site is hosted at the premises of the University of Kragujevac, project partner responsible for dissemination.

Initial, draft version was launched before kick-off meeting, held in Novi Sad on November 26-27, 2018. Following suggestions collected during the kick-off meeting, the web-site was upgraded, using several plugins, available in Wordpress.

After selection of project logo and motto, these important elements of project visibility were added to the website homepage, as it can be seen on the following website screenshot.



Besides project logo and motto, project website homepage also contains menu, with links to the most important details of the project, such as Events and Activities, Project description, with details on its objectives, work packages and participants, Results and reports, etc. Central part of the website homepage presents most recent project events and activities, while at the bottom of the page logos of all project partners, hyperlinked to its websites, are presented.

The project website is regularly updated with all project activities, events and results. In addition, the website is registered to Google Analytics, in order to monitor website traffic statistics.