# Good practices for an attractive project website

These guidelines aim at giving project communication managers some advice on how to make their project website as efficient and attractive as possible for their audience. They are based on the experience and good practices we observed on some of the existing project websites. The examples given here are only proposals; each project team is free to set-up their website as they deem fit to reach their target audiences.

Catch your visitor´s attention

Raising the interest of your visitors starts already from the homepage. Make sure to present clearly the purpose of your website, e.g. by including a short and reader-friendly description of your project. You could also publish attractive content such as videos or shortcuts to your main outputs and results. If relevant, keep the news and events widgets up-to-date with the latest activities of your project.
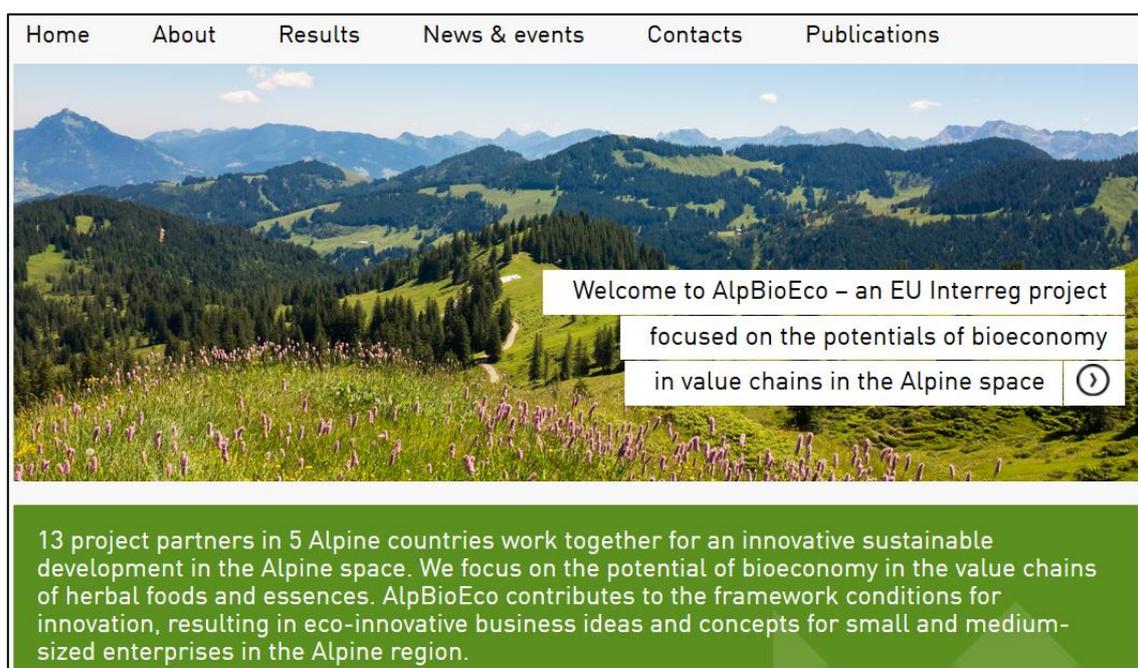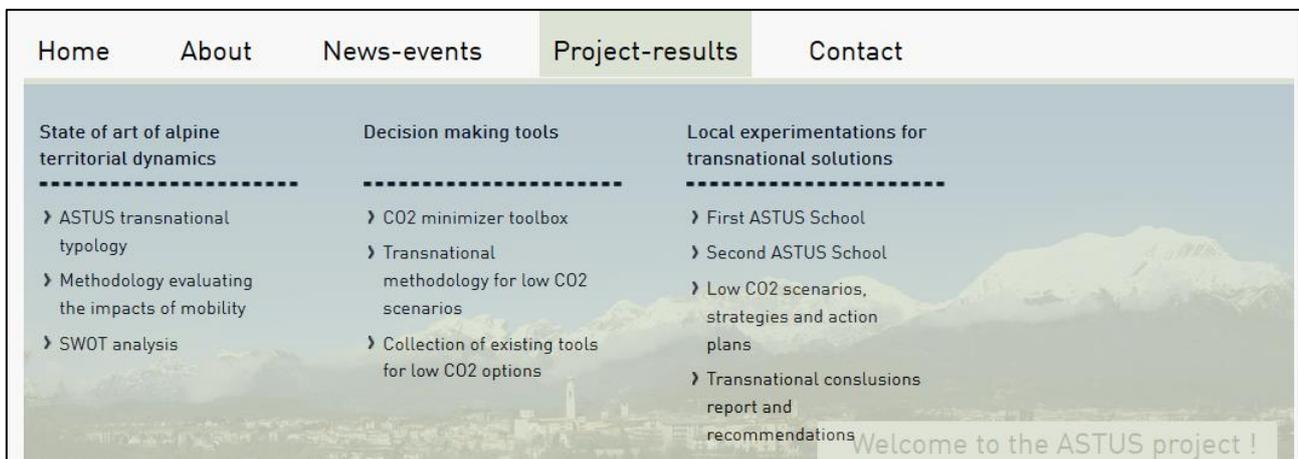
Further good practices for inspiration: see RockTheAlps, GRETA, SPARE and many others.

Guide your reader

Your visitors should be able to browse easily through your website and to find without difficulty the content or information they are looking for. Make sure to label clearly the different sections of your website and that the access to the pages is easy to find. We advise you to include a reader-friendly description of the content available on each of the pages or in the published documents (output, deliverable, video etc.). This will effectively inform your visitors and encourage them to go further and consult your project content. Whenever relevant, including adequate pictures or illustrations also make a page more attractive.

Further good practices for inspiration: see ASTUS, AlpLinkBioEco, PlurAlps and many others.

Promote your results

All your project outputs as well as the main deliverables should be available on your project website. You should publish them under a clear and self-explanatory title, so that visitors unfamiliar with the project and/or the Interreg Alpine Space programme can understand what it is about. In addition, we advise you to include a reader-friendly description of the document (output, deliverable, video etc.) to encourage your visitors to consult it. You should limit your use of project management terms and acronyms; although the programme bodies can use your website for their monitoring, it remains first an important communication tool to reach your target groups.

Newly CaSCo guide published: "Contracts Incorporating Low Carbon Timber"

The recently published guide "Contracts Incorporating Low Carbon Timber" aims to support local authorities to include wood from short supply chains into their public tenders. The document explains every stage of the process and offers:

- Recommendations regarding main challenges to include carbon from short supply chains at each stage of the renovation or construction project
- Tips for writing your documents and tenders
- Explainations how to use of the CaSCo's toolkit at various stages

Contracts Incorporating Low Carbon Timber_Recommendations and Key Stages.pdf

Interreg
Alpine Space
CaSCo

CONSTRUCTION
OR **RENOVATION**
Contracts incorporating
Low Carbon Timber

Recommendations and key stages
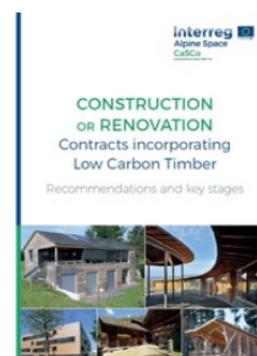
Further good practices for inspiration: see AlpFoodway, CaSCo, CoNSENSo and many others.

Other useful tips

- Keep your website up-to-date and feed it regularly with new contents
- Publish your project news and other project content: a project event, meeting or latest results…
- Make use of the Events calendar and publish your events on the programme website or the national pages
- Link your website to your social media accounts to encourage your audience to follow your activities
- Make sure to upload your outputs in our project output library for more visibility!