



What makes a good website?  
How mobile devices change higher  
education today for tomorrow?

EDUNIVERSAL WORLD CONVENTION 2014

## 5 questions

**How will you get people to your website?**

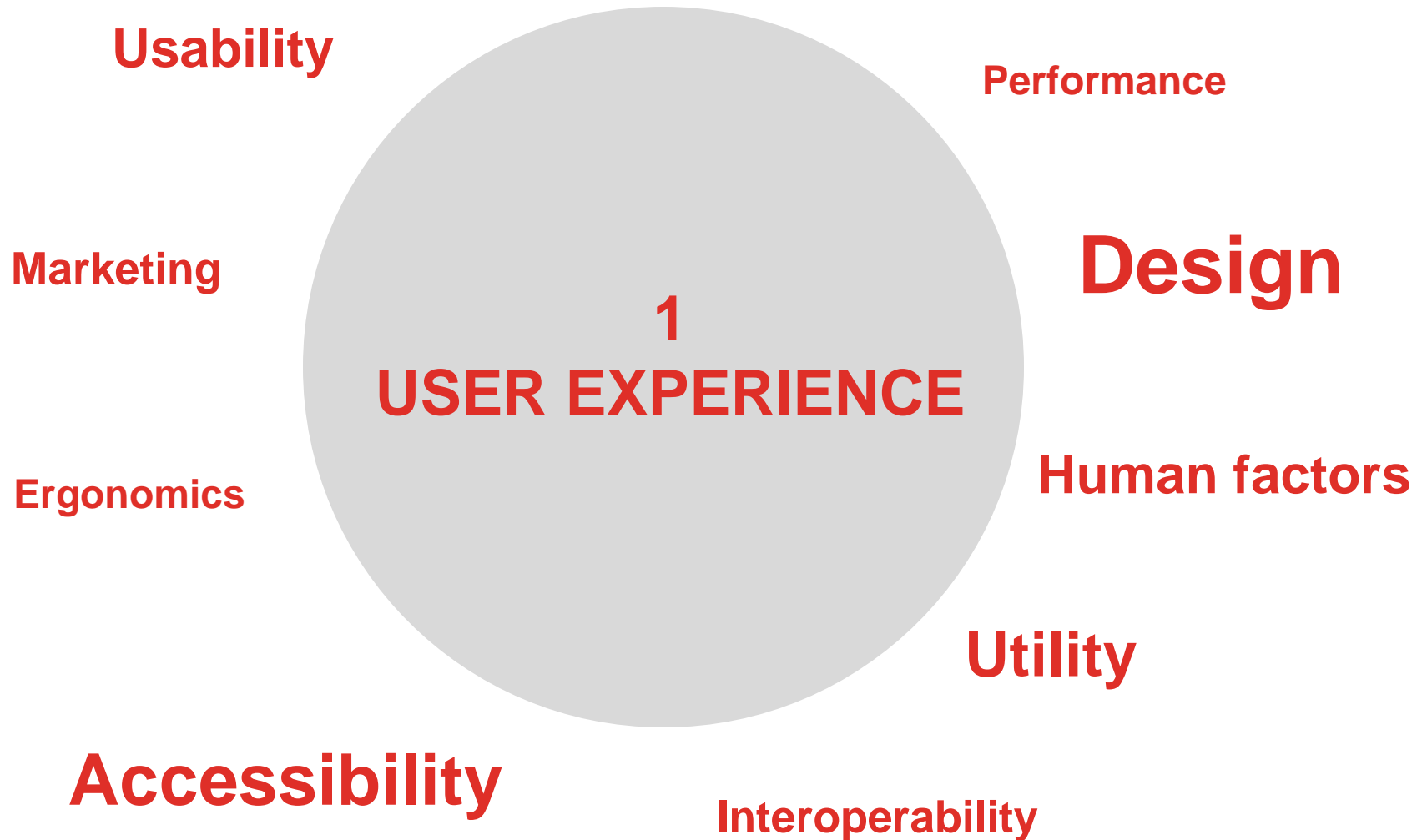
**Who will be coming to the site?**

**What question will my visitors have?**

**What do you want your visitors to do?**

**How do my visitors like to stay in touch?**

# 5 rules



**Content**

**Target**

**Search**

**2**

**Page Rank**

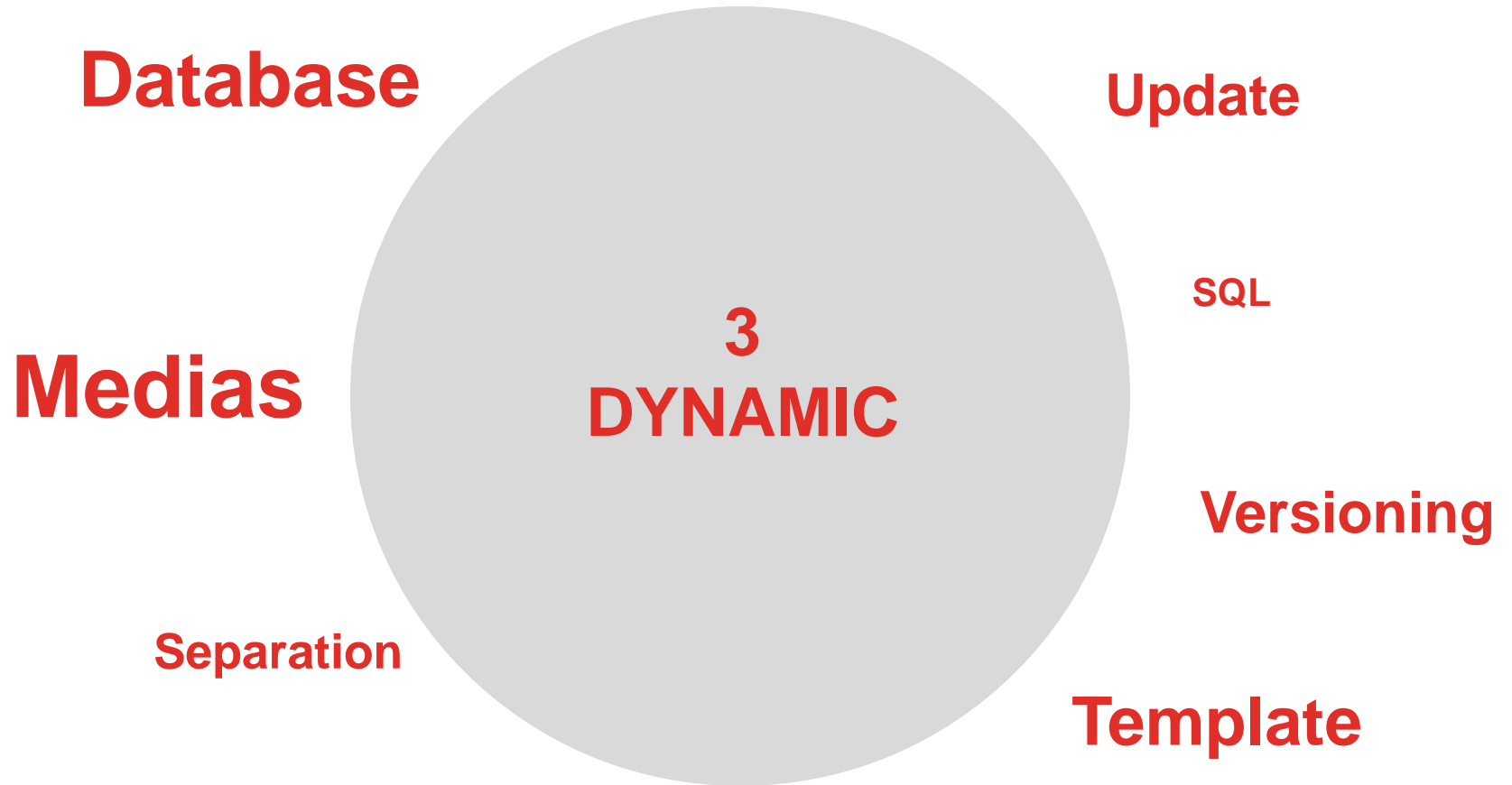
**SEARCH ENGINE  
OPTIMIZATION  
(SEO)**

**Local**

**Keyword**

**Google**

**Analytics**



**CMS**

**Support**

**Workflow**

**Collaboration**

**4**

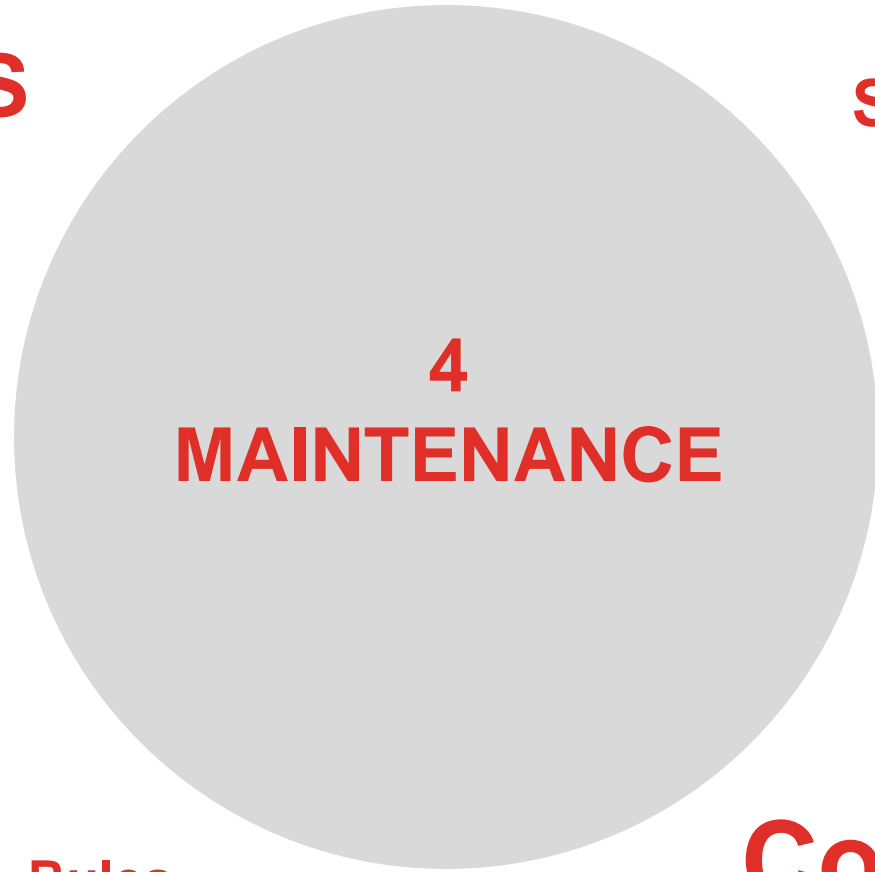
**MAINTENANCE**

**Update**

**Team**

**Rules**

**Content**



**DISPONIBILITÀ**

**Data**

**Cache**

**Storage**

**5**

**WEB HOSTING**

**Security**

**Files**

**24/7**

**Server**

# Who is using the Internet?



**2 991 900 000**

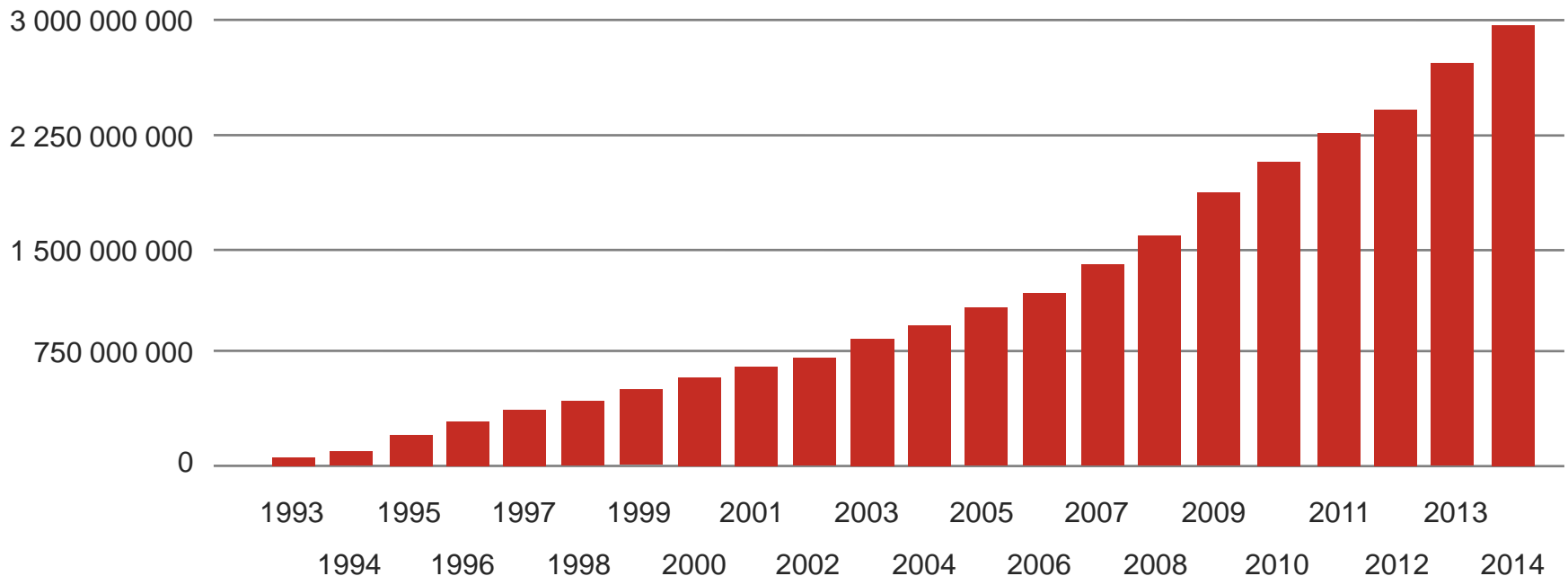
Internet user in the world  
(via fixed connections)

Around 40% of the world population has an internet connection today.

In 1995, it was less than 1%.

The number of internet users has increased tenfold from 1999 to 2013.

The first billion was reached in 2005. The second billion in 2010. The third billion will be reached by the end of 2014.





# Global digital statistics

TOTAL  
POPULATION



**7,26**  
**BILLION**

Urbanization : 53%

ACTIVE  
INTERNET USERS  
(via fixed connections)



**2,99**  
**BILLION**

Penetration : 42%

ACTIVE SOCIAL  
MEDIA ACCOUNTS



**2,03**  
**BILLION**

Penetration : 28%

ACTIVE UNIQUE  
MOBILE USERS



**3,63**  
**BILLION**

Penetration : 50%

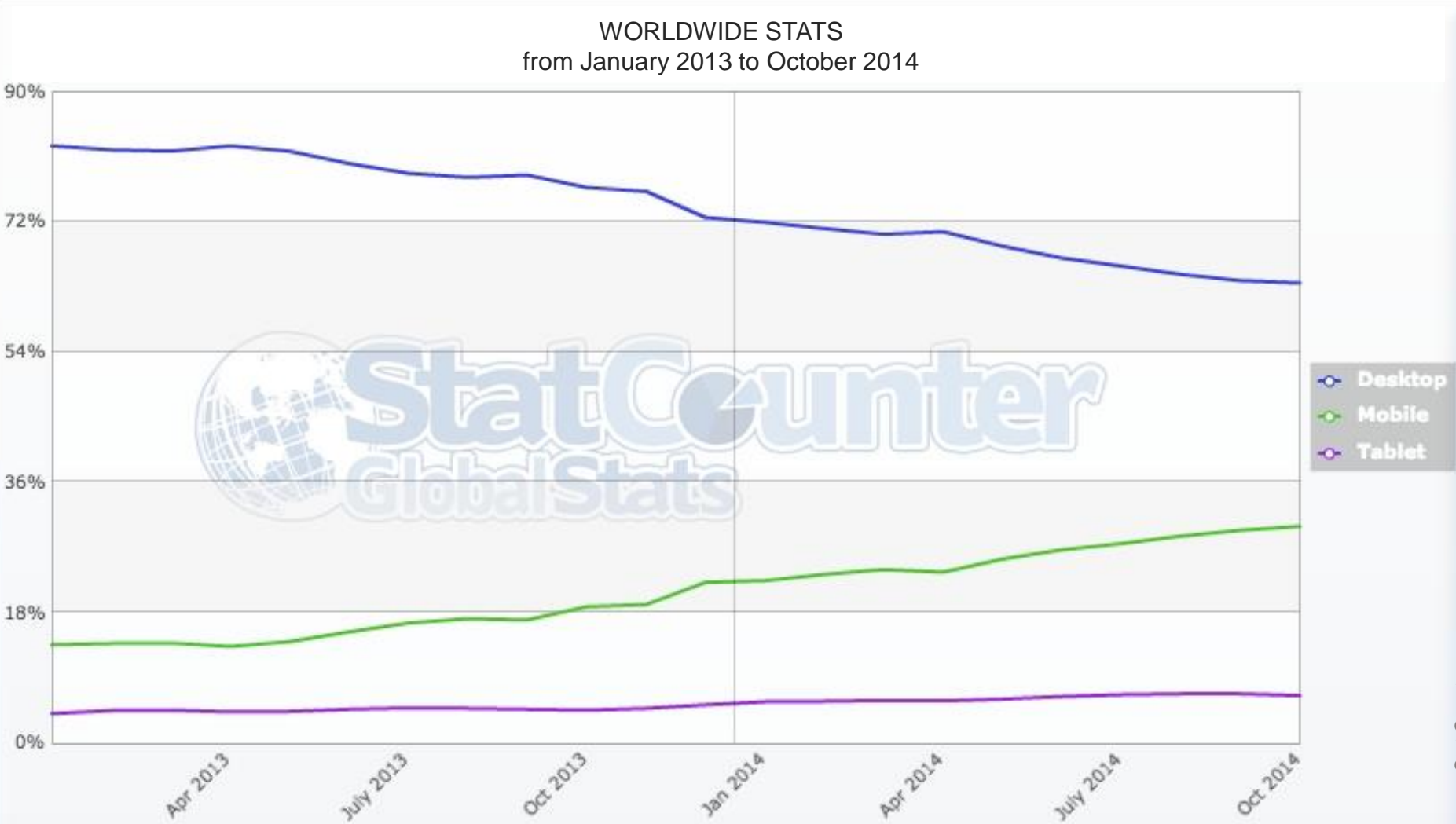
ACTIVE MOBILE  
SOCIAL ACCOUNTS



**1,56**  
**BILLION**

Penetration : 22%

# Platform comparison : mobile devices around 35% of global traffic



# Mobile growth stats



**3**

There are 3 times as many mobile phones in the world as there are computers.

**1  
BILLION**

In China alone, there are already over 1 billion mobile subscriptions.

**500  
BILLION**

By the end of 2015, about half a trillion apps will have been downloaded.

**60**

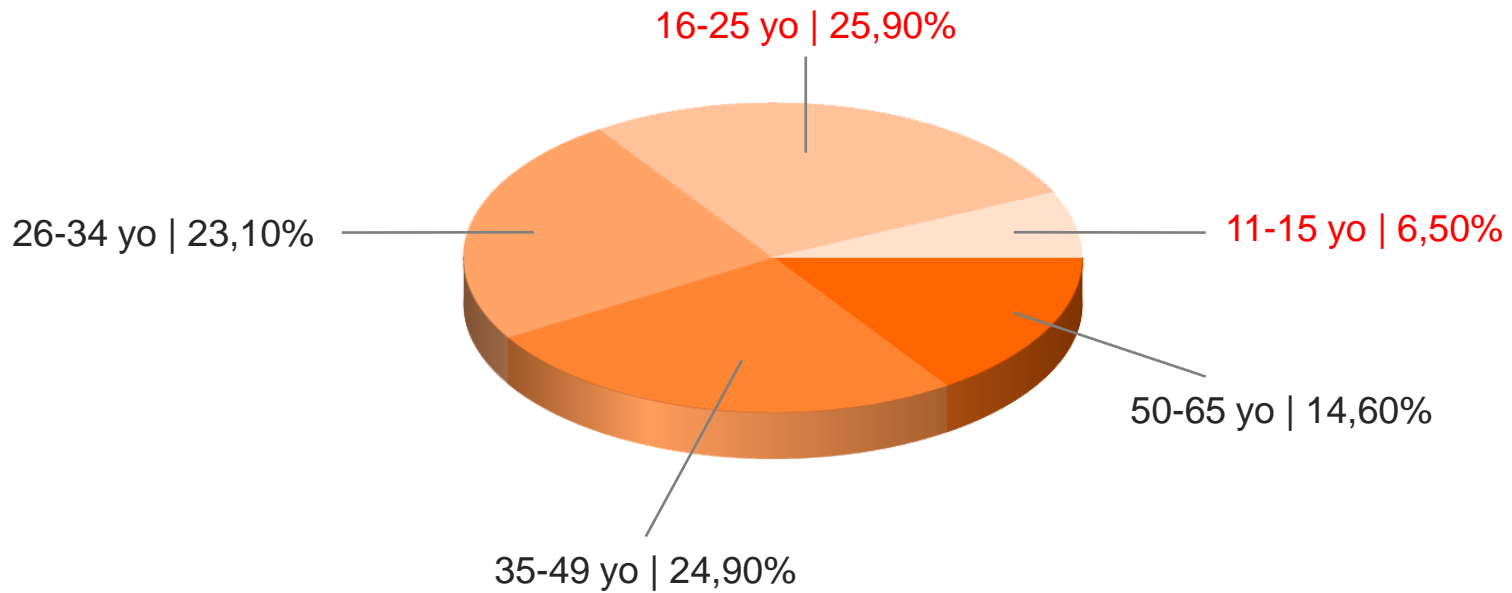
Young adults typically check their smartphones 60 times per day.

**2015**

Mobile growth is unlikely to subside. By 2015 there will be 20 times more content, 15 times more apps and quadruple the mobile transactions compared to four years earlier.

# About the mobile consumers

Demographics



# About the mobile consumers

Mobile users perform actions after a local information search



**46%**

CONTACT



**59%**

VISIT



**16%**

SOCIAL



**34%**

PURCHASE

# Axes for the mobile market

**Mobile application**

**Mobile version website**

**Responsive design**

# Conclusion

**UX + SEO + DYNAMIC + MAINTENANCE + WEB HOSTING  
=  
GOOD WEBSITE**

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**MOBILE DEVICE  
MUST CHANNEL & GROWING**

THANK YOU :-)

Any questions ?

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