

The Digital Maturity Index

An Analysis of the Digital Footprint
of 100 UK Innovation Centres

We look at the Superstars, Challengers, Stragglers and Spectators—and how your Centre can stand out online!



The Results

We analysed the “digital footprint” of 100 UK Innovation Centres and divided them into four groups based on the maturity of their digital marketing:

18 Superstars who get top marks in everything

20 Challengers who are strong in digital channels, but have room for improvement in at least one area

52 Stragglers who have work to do in multiple areas

10 Spectators who are virtually anonymous online



What good looks like:

Top position
in search results

Phone number easy to find
and consistent

Reviews and other
key property info in sidebar

Location pin appears
on Google map

The image shows a Google search result for 'Culham Innovation Centre'. The search bar at the top contains the text 'Culham Innovation Centre'. Below the search bar, the results are displayed. The top result is an advertisement for 'Culham Innovation Centre | Specialist Workspace | culham-ic.co.uk'. The ad includes the website URL 'www.culham-ic.co.uk/workspace', a phone number '01865 408300', and a description: 'Laboratories, workshops and office space for science and tech-focused businesses. 1 Month Notice Period · 24hr Access & Security · At Culham Science Centre · Support for Start-ups. Amenities: Broadband, Meeting Rooms, Kichenette & Campus Café, Free Parking'. Below the ad, there are two columns of text: 'Work with Innovators' (A supportive business community based at a world-class science park) and 'Office Space at Culham' (Flexible office space from £400p/m. Combine with labs & workshop space). The second search result is 'Culham Innovation Centre | Office, Workshop & Lab Space in ...' with the URL 'https://www.culham-ic.co.uk/'. Below this result are sections for 'About', 'Contact', 'The companies at the centre in ...', 'Office Space', 'Community', and 'News'. On the right side of the search results, there is a sidebar with a photo of the building, a map showing the location with a red pin, and the business name 'Culham Innovation Centre'. The sidebar also displays a 4.0 star rating from 5 Google reviews, the address 'D5, Culham Science Centre, Abingdon Rd, Abingdon OX14 3DB', hours 'Open · Closes 5PM', and phone number '01865 408300'. There are buttons for 'Website', 'Directions', 'Ask a question', 'Write a review', and 'Add a photo'. Blue lines with dots at the end point from the text labels to specific elements on the page: 'Top position in search results' points to the top of the search results; 'Phone number easy to find and consistent' points to the phone number in the ad and the phone number in the sidebar; 'Reviews and other key property info in sidebar' points to the star rating, address, and hours in the sidebar; 'Location pin appears on Google map' points to the red location pin on the map in the sidebar.

Google

Culham Innovation Centre

All Maps News Images Videos More Settings Tools

About 40,000 results (0.40 seconds)

Culham Innovation Centre | Specialist Workspace | culham-ic.co.uk
(Ad) www.culham-ic.co.uk/workspace 01865 408300
Laboratories, workshops and office space for science and tech-focused businesses
1 Month Notice Period · 24hr Access & Security · At Culham Science Centre · Support for Start-ups
Amenities: Broadband, Meeting Rooms, Kichenette & Campus Café, Free Parking

Work with Innovators
A supportive business community based at a world-class science park

Office Space at Culham
Flexible office space from £400p/m. Combine with labs & workshop space.

Culham Innovation Centre | Office, Workshop & Lab Space in ...
<https://www.culham-ic.co.uk/>
Work at one of Europe's leading science and technology centres, with dedicated lab space, workshop space and office space in the heart of Oxfordshire.

About
Our commercial connections and investment network bring you ...

Contact
For more information about our serviced or virtual office spaces ...

The companies at the centre in ...
Meet the companies at one of Europe's leading science and ...
[More results from culham-ic.co.uk »](#)

Office Space
Our workspace is designed to be used as both traditional office ...

Community
As a dynamic science and technology community based ...

News
Get up-to-date with our latest news and discover how other ...

Culham Innovation Centre
4.0 ★★★★★ 5 Google reviews
Business center in England
[Website](#) [Directions](#)

Address: D5, Culham Science Centre, Abingdon Rd, Abingdon OX14 3DB
Hours: Open · Closes 5PM
Phone: 01865 408300
[Suggest an edit](#)

Questions & answers
Be the first to ask a question
[Ask a question](#)

Reviews
5 Google reviews
[Write a review](#) [Add a photo](#)

Google fact:

89% of B2B customers search online before making a decision. If they can't find you, they won't use you...



The digital reality

- 71% of B2B researchers start their research with a generic search
- 67% of the buyer's journey is done digitally
- Prospects will find out key information (or not!) without ever reaching your website

Google
is your
homepage.



So, are you one of the

75%

who is missing at least one basic best practice?

To be a Digital Marketing Superstar, or even a Challenger, you need to know what good looks like.

Most Centres are missing out on free, basic digital techniques that could help them better connect with prospects and stakeholders.



Digital Footprint:

The imprint your Centres make on the online world.

- 100 UK Innovation Centres analysed in March 2018
- 14 performance indicators evaluated for each Centre
- Results show opportunity for improvement for most organisations
- 75% of Innovation Centres missing at least one basic best practice





14 signals of success (or failure).

**Based on best practice,
we identified 14 key digital
marketing signals**

These signals make up your digital footprint.

All based on publicly available information
that prospects and stakeholders will see
every day.



A quick technical point -

We've grouped these signals into three broad categories:

1

**Brand
search
experience**

2

**Website
quality**

3

**Proposition-
specific search
quality**



Let's start with Brand search experience



After all, that's where prospects and customers usually start.



1

Brand search experience

This is the search engine results page (usually Google) that users will see when they type in your brand name.

There are four key elements:

- Does a Centre appear in position 1 (at the top of the page)
- Does the Centre have a website?
- Does the Centre have a Google My Business Listing?
- What is the overall story that the page tells about a Centre?



**Only 35% of
Innovation
Centres
received full
marks for their
brand search
results page.**

These superstars appear at the top of the page,
with outstanding features including:

Brand ads

Helpful site links

Google My Business
listings with strong reviews
and imagery

Easy to find information such
as telephone numbers and
directions to the Centre



What if you're not a superstar?

Do these three things:

Claim and update your Google My Business listing

Buy a brand ad using Google AdWords

Build a landing page (if you don't have a website already)



This will make sure that prospects and stakeholders can find your Innovation Centre — and the basic information they will need to interact with you.



**We've talked about
the brand search
experience. Now it's
time to look at your
website.**



2

Website Quality

This is the experience that prospective tenants and stakeholders have when they are on your website.

We looked at six different signals, the most important of which are:

- **HTTPS** – is your site secure? Does a green padlock appear in the address bar?
- **Responsiveness** – is your site mobile friendly?
- **User experience** – can a user find the information they need quickly and efficiently?
- **Homepage content quality** – does your homepage contain new, relevant content including social proof?



Only 45% of Innovation Centres have secure (https) sites

26% of Innovation Centre websites have poor UX

28% are not mobile responsive



These things are harder to fix. But if you're serious about offering a best practice digital experience, it's time to invest in your website.



3

Proposition-specific search quality

Now let's look at how prospective clients and tenants find your workspaces.

We looked at proposition-specific search results relevant for each Innovation Centre, including geographic and brand searches.

The result of these searches indicates how likely it is that someone in the market for office or coworking space would find information on each of the 100 Centres.



49% of Innovation Centres did not appear on the first page when searching for 'rent office space' in their geographic location

12% of Innovation Centres did not appear on the first page when searching for 'office space' – even when the Centres' own brand names were included in the search term!



**To connect with prospects and stakeholders,
they need to be able to find you.
One solution is Google AdWords.**

**It's a tool created by the giant of all
search engines that allows you to
improve your visibility quickly—not
only against your brand name, but
against a whole host of relevant
proposition-specific search terms.**

Proposition-specific search quality



Our research demonstrates that there are some simple, and free, steps that 75% of Innovation Centres can take to improve their digital presence.

There are also some longer term, more strategic improvements that should be done to ensure that an Innovation Centre's digital footprint is contributing to its overall success.



Want to find out more?

If you want to find out how your Innovation Centre scored or how you can improve your digital footprint, please get in touch.

info.sharpahead.com/innovation-centres

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