

# The Digital Maturity Index

An Analysis of the Digital Footprint  
of 100 UK Innovation Centres

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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 first 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" and "Office Space at Culham". The second result is "Culham Innovation Centre | Office, Workshop & Lab Space in ...". The right sidebar contains a photo of the building, a map showing the location, and a detailed business listing for "Culham Innovation Centre" with a 4.0 star rating, 5 Google reviews, address "D5, Culham Science Centre, Abingdon Rd, Abingdon OX14 3DB", hours "Open · Closes 5PM", and phone "01865 408300".

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](http://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**  
[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.**

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**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.**



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# Want to find out more?

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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](https://info.sharpahead.com/innovation-centres)

**0118 322 4395**

[info@sharpahead.com](mailto:info@sharpahead.com)

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