The Digital Maturity Index

An Analysis of the Digital Footprint of 100 UK Science Parks



The Results

We analysed the "digital footprint" of 100 UK Science Parks and divided them into four groups based on the maturity of their digital marketing:

9 Superstars who get top marks in everything

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

44 Stragglers who have work to do in multiple areas

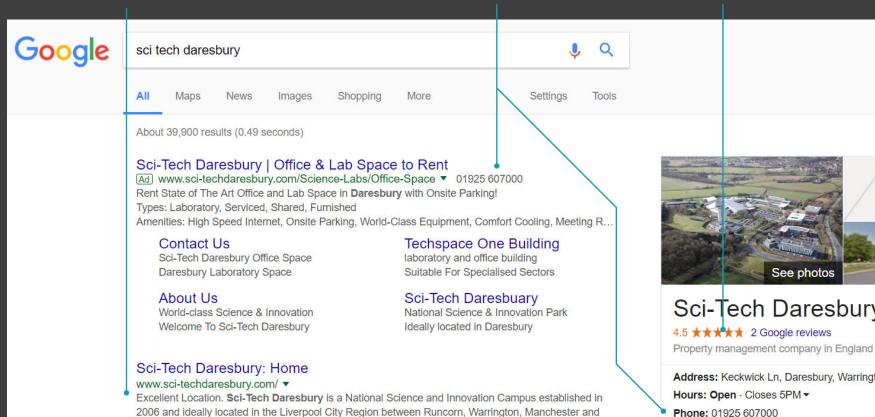
15 Spectators who are virtually anonymous online



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



Liverpool. London is only two hours away. Scroll down for 'How to find us' or visit TravelHub above.

Campus Companies

Interactive Map · Properties · Science Facilities · Conference ...

Contact

The Innovation Centre. Sci-Tech Daresbury, Keckwick Lane ...

TenantHub

TenantHub is a free online tool exclusively for the use of Sci ...

Events

Friday 18th November 2016. 8:00 am - 9:30 am. The Innovation ...



Sci-Tech Daresbury

Address: Keckwick Ln, Daresbury, Warrington WA4 4FS

Hours: Open · Closes 5PM ▼ Phone: 01925 607000

Suggest an edit

Questions & answers Be the first to ask a question

Write a review

Website

Add a photo

Ask a question

Directions

Reviews

2 Google reviews

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



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

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

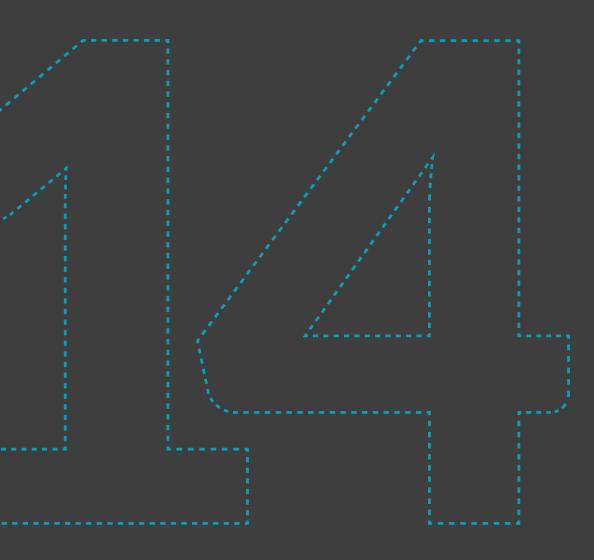


Digital Footprint:

The imprint your organisation makes on the online world.

- 100 UK Science Parks analysed in January 2018
- 14 performance indicators evaluated for each park
- Results show opportunity for improvement for most organisations
- 88% of science parks 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:



2 Website quality

Propositionspecific search quality

Let's start with Brand search experience





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



Only 8 of the 100 Science Parks evaluated 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 Park



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 Science Park

— 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.





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 61% of Science Parks have secure (https) sites

22% of Science Park websites have poor UX

70% are not https



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 space.

We looked at proposition-specific search results relevant each Science Park, including geographic and brand searches.

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



41% of Science Parks did not appear on the first page when searching for 'lab space' in their geographic location

16% of Science Parks did not appear on the first page when searching for 'lab space' — even when the Science Parks' own brand names were included in the search term



To connect with users 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.



Our research demonstrates that there are some simple, and free, steps that 88% of Science Parks can take to improve their digital presence.

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



Want to find out more?

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

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