

The Digital Maturity Index

An Analysis of the Digital Footprint
of 100 UK Science Parks

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



S H A R P A H E A D

B2B DIGITAL MARKETING FOR GROWTH

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

The image shows a Google search result for 'sci tech daresbury'. The search bar at the top contains the text 'sci tech daresbury' and a search icon. Below the search bar, there are tabs for 'All', 'Maps', 'News', 'Images', 'Shopping', 'More', 'Settings', and 'Tools'. The search results show 'About 39,900 results (0.49 seconds)'. The first result is 'Sci-Tech Daresbury | Office & Lab Space to Rent' with a link to 'www.sci-techdaresbury.com/Science-Labs/Office-Space' and a phone number '01925 607000'. The description reads: 'Rent State of The Art Office and Lab Space in Daresbury with Onsite Parking! Types: Laboratory, Serviced, Shared, Furnished Amenities: High Speed Internet, Onsite Parking, World-Class Equipment, Comfort Cooling, Meeting R...'. There are two columns of links: 'Contact Us' (Sci-Tech Daresbury Office Space, Daresbury Laboratory Space) and 'About Us' (World-class Science & Innovation, Welcome To Sci-Tech Daresbury); 'Techspace One Building' (laboratory and office building, Suitable For Specialised Sectors) and 'Sci-Tech Daresbury' (National Science & Innovation Park, Ideally located in Daresbury); 'Sci-Tech Daresbury: Home' (www.sci-techdaresbury.com/) (Excellent Location. Sci-Tech Daresbury is a National Science and Innovation Campus established in 2006 and ideally located in the Liverpool City Region between Runcorn, Warrington, Manchester and Liverpool. London is only two hours away. Scroll down for 'How to find us' or visit TravelHub above.) and '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 ...); and 'Events' (Friday 18th November 2016. 8:00 am - 9:30 am. The Innovation ...). On the right side, there is a map showing the location of 'STFC Daresbury Laboratory' with a red location pin. Below the map are two photos: an aerial view of the building and a street-level view. The main title is 'Sci-Tech Daresbury' with a rating of 4.5 stars and '2 Google reviews'. There are buttons for 'Website' and 'Directions'. The address is 'Keckwick Ln, Daresbury, Warrington WA4 4FS'. The hours are 'Open · Closes 5PM'. The phone number is '01925 607000'. There is a 'Suggest an edit' link. Below that are 'Questions & answers' (Be the first to ask a question) and 'Reviews' (2 Google reviews). There are buttons for 'Write a review' and 'Add a photo'.

Google

sci tech daresbury

All Maps News Images Shopping More Settings Tools

About 39,900 results (0.49 seconds)

Sci-Tech Daresbury | Office & Lab Space to Rent
www.sci-techdaresbury.com/Science-Labs/Office-Space 01925 607000
Rent State of The Art Office and Lab Space in **Daresbury** with Onsite Parking!
Types: Laboratory, Serviced, Shared, Furnished
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Contact Us
Sci-Tech Daresbury Office Space
Daresbury Laboratory Space

About Us
World-class Science & Innovation
Welcome To Sci-Tech Daresbury

Sci-Tech Daresbury: Home
www.sci-techdaresbury.com/
Excellent Location. **Sci-Tech Daresbury** is a National Science and Innovation Campus established in 2006 and ideally located in the Liverpool City Region between Runcorn, Warrington, Manchester and 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 ...

Techspace One Building
laboratory and office building
Suitable For Specialised Sectors

Sci-Tech Daresbury
National Science & Innovation Park
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TenantHub
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Events
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See photos See outside

Sci-Tech Daresbury
4.5 ★★★★★ 2 Google reviews
Property management company in England Website Directions

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 Ask a question

Reviews
2 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

880%?

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:

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 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.**



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 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.**

Proposition-specific search quality



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.

info.sharpahead.com/science-parks

0118 322 4395

info@sharpahead.com

Reading Office

Sharp Ahead, Work.Life,
The White Building, 33 King's Road,
Reading, Berkshire, RG1 3AR

Leeds Office

Duke Studios,
3 Sheaf Street, Leeds,
LS10 1HD