

# **Website & Members Only Portal Upgrading**



**Secretariat  
Steering Committee meeting**

**20 February 2025**

# Introduction

- The International Maritime Organization (IMO) received a grant from the European Union for a regional project.
- This multilateral Project dubbed SAFE SEAS FOR AFRICA will take 36 months to implement
- The SSA project aims to contribute to enhancing maritime security and safety in Africa
- IMO's component – to foster intra-national/inter-agency, inter-regional coordination and cooperation between the Participating States, regional stakeholders and International Naval partners
- Under the project, website and members only portal upgrades will include:
  - i) Redesigning website outlook, search engine optimization, content management, event registration, web analytics, accessibility/Language translation and automated feedback mechanism
  - ii) Members Only portal redesign, capacity building tracking, monitoring and reporting, automated feedback mechanism (for member states & partners), web analytics, media/document support and Flexible administrative protocol.

These upgrades align with suggestions made at the 7<sup>th</sup> High Level Meeting in Dar es Salaam Tanzania

# Reasons for Website/Members Only portal

- Information source: The DCoC website/MO portal serve as a central point for information sharing and capacity building coordination since 2021.
- Visibility & Reach: Through the website, publics in the global shipping industry, academia, media and youth are informed on efforts made under the DCoC/JA framework to enhance regional maritime security and promote interagency and regional cooperation.
- Technical support: The CBC matrix provides platform for DCoC states to update their capacity building needs and priorities and collaborate with partners in an access-based, safe platform
- Archive: The website and microsite contain information on the work of the DCoC framework in combatting piracy, armed robbery against ships and illegal maritime activities at sea. Trainings, technical support and in country, regional and high-level dialogues have been recorded on the site. This helps reduce duplication of efforts and promote continuity of work done with regional partners.
- News source: The website provides firsthand information reducing the risk of disinformation and misinformation about the framework.

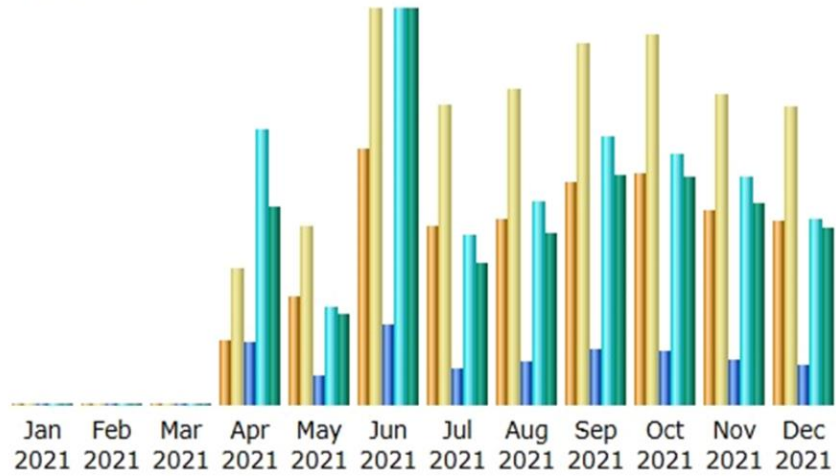
# Justification for upgrade

- **1.7 million** hits were registered in 2024 alone with 43K unique visitors (highest in the platform's history. In 2023, the website registered 623K hits with 20K unique visitors) – there is **need to expand reach** to external publics i.e non signatory states, more youth and women, regional and global media and academic institutions in the region, particularly within coastal states.
- 75% search engine optimization score for the DCoC website. With page structure redesign, content and server enhancement for better page loading, projected SEO performance should go to 80-85% by end of year.
- The matrix, hosts the capacity needs of 19 out of 22 DCoC member states with eight partner nations/organizations having received access to provide support to member states – **Need to promote active involvement** of member states in updating the profile and direct partners to support states through the platform for best ROI.
- **Technological advancement** since 2021 call for website upgrades to meet consumer demand – there is need to rework the sites outlook to make it more **user-friendly**, attractive to youth, **accessible** to potential and existing partners and provide mechanisms for **event registration**, **automated feedback** and **progress monitoring and reporting**.
- **Need to show impact** – The Secretary General's called for member states to move past workshops and trainings into tangible action/results that are trackable, and which will attract further support. One way to show impact is through the DCoC website and its microsite, in the form of human-interest stories and topical features, project reports on technical support vis-a-vis action and audio-visual footage.



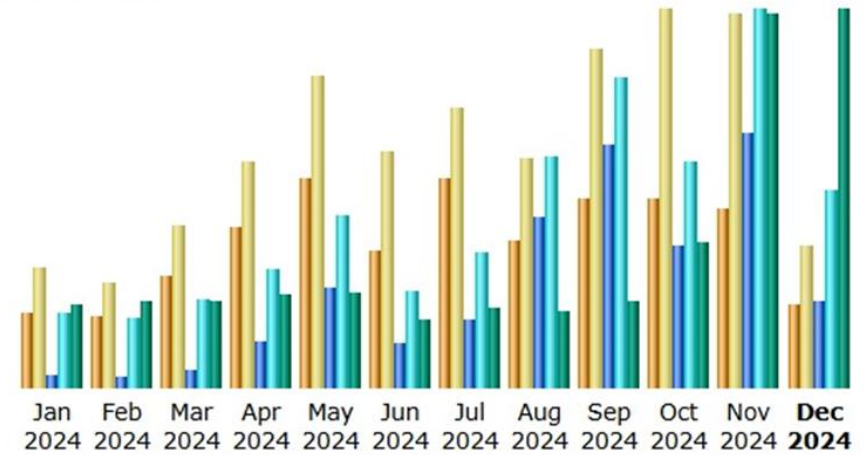
## Website traffic between inception and 2024

### Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2021	0	0	0	0	0
Feb 2021	0	0	0	0	0
Mar 2021	8	8	9	9	1.22 KB
Apr 2021	299	643	6,435	28,638	1.59 GB
May 2021	502	836	3,194	10,165	750.18 MB
Jun 2021	1,189	1,843	8,265	41,191	3.18 GB
Jul 2021	838	1,397	3,699	17,739	1.14 GB
Aug 2021	864	1,469	4,566	21,061	1.39 GB
Sep 2021	1,041	1,681	5,807	28,034	1.85 GB
Oct 2021	1,082	1,728	5,663	26,104	1.83 GB
Nov 2021	905	1,449	4,598	23,776	1.62 GB
Dec 2021	853	1,390	4,168	19,385	1.43 GB
<b>Total</b>	<b>7,581</b>	<b>12,444</b>	<b>46,404</b>	<b>216,102</b>	<b>14.75 GB</b>

### Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2024	1,863	2,987	10,914	61,404	9.00 GB
Feb 2024	1,772	2,598	9,247	58,862	9.42 GB
Mar 2024	2,772	4,002	15,044	73,431	9.51 GB
Apr 2024	3,972	5,583	39,816	98,216	10.09 GB
May 2024	5,166	7,675	82,438	143,846	10.33 GB
Jun 2024	3,408	5,811	36,644	80,272	7.30 GB
Jul 2024	5,141	6,907	55,618	112,368	8.65 GB
Aug 2024	3,666	5,674	141,568	191,014	8.35 GB
Sep 2024	4,716	8,357	200,397	255,774	9.36 GB
Oct 2024	4,712	9,333	116,526	186,107	15.86 GB
Nov 2024	4,456	9,271	210,200	312,008	40.72 GB
<b>Dec 2024</b>	<b>2,051</b>	<b>3,508</b>	<b>71,748</b>	<b>163,527</b>	<b>40.96 GB</b>
<b>Total</b>	<b>43,695</b>	<b>71,706</b>	<b>990,160</b>	<b>1,736,829</b>	<b>179.54 GB</b>

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← → ↻ 🔍 freetools.seobility.net/en/seocheck/check?url=https%3A%2F%2Fdcoc.org%2F&crawltype=1#fg-server ☆ ABP 🛡️ 📁 📄 👤 ⋮

Analyze your website with Seobility:  [Analyse website](#)  
You have 1 of 3 checks left today.

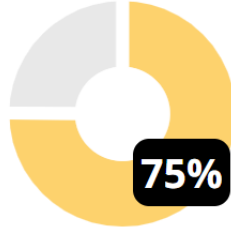
## Dcoc.org - SEO Checker

[PDF Export](#) [Sign up for free!](#)

### Overview of the SEO Check

 <a href="#">Like</a>	Meta information	100%
	Page quality	59%
	Page structure	29%
	Link structure	81%
	Server	54%
	External factors	100%

### SEO Score



**75%**

[SEO Score Widget](#)

🕒 Response time	📄 File size	📄 Words	📄 Media files	🔗 Number of links
0.61 s	71.50 kB	697	23	57 internal / 7 external

### Task list of SEO Improvements

[Do you need help?](#)  
7 tasks

# DCoC Website/MO portal Upgrade - Implementation

- The Republic of India has offered to support the website and portal upgrades. 1<sup>st</sup> Technical meeting was held on 4 February 2025 to discuss the outline of the project
- Implementation will be executed following suggestions made at the 7<sup>th</sup> High Level Meeting in Dar es salaam as follows:
  1. **A matrix/website survey** to analyze areas needing improvement
  2. **Standardizing the matrix** into the following categories as the existing ones were deemed too general:
    - Information Sharing (to tackle MDA),
    - Capability Development (To handle training, Maritime Law Enforcement),
    - Capacity Building (to handle equipment facilitation, marine pollution, thematic sub-working groups),
    - Operational Coordination (Working Group 3 activities, wreckage removal)
    - Public Messaging (DCoC Secretariat, Communications Strategy development)
  3. **Establishing protocols for matrix information sharing** among member states requires defining the type, depth, and sensitivity of information to be shared.
  4. Finding ways the **matrix can be used to deconflict** capacity building activities.
  5. **Showcase needs assessment results** carried out by development partners on the matrix and subsequent actions
  6. Include a **catalogue of training** available and training required in the matrix
  7. Hold **force generation conferences bi-annually for donors** to consider further contributions to the matrix and foster an integrated approach.
  8. **Implementation monitoring on activities** carried out between partners and member states.

# Proposed redesigned sitemap for the Matrix

COUNTRY	CATEGORY	SUBCATEGORY	SPECIFIC ASSISTANCE REQUIRED	PRIORITY	STATES INTENDING TO ASSIST	STATES ACCEPTED BY DCOC/JA-MS	UPDATE BY ASSISTED STATE
						<b>Alert email to:</b> -Accepted states -Others with portal access Members Only	<b>Alert email to:</b> -Assisting state -Others with access
DCOCJA	INFO-SHARING	ISN → SOP		HIGH →	STATE X STATE Y ORG. A	STATE X ORGANIZATION A	General Updates with Alerts like ISN SOP, RMSS, News Alerts
		NMISC					

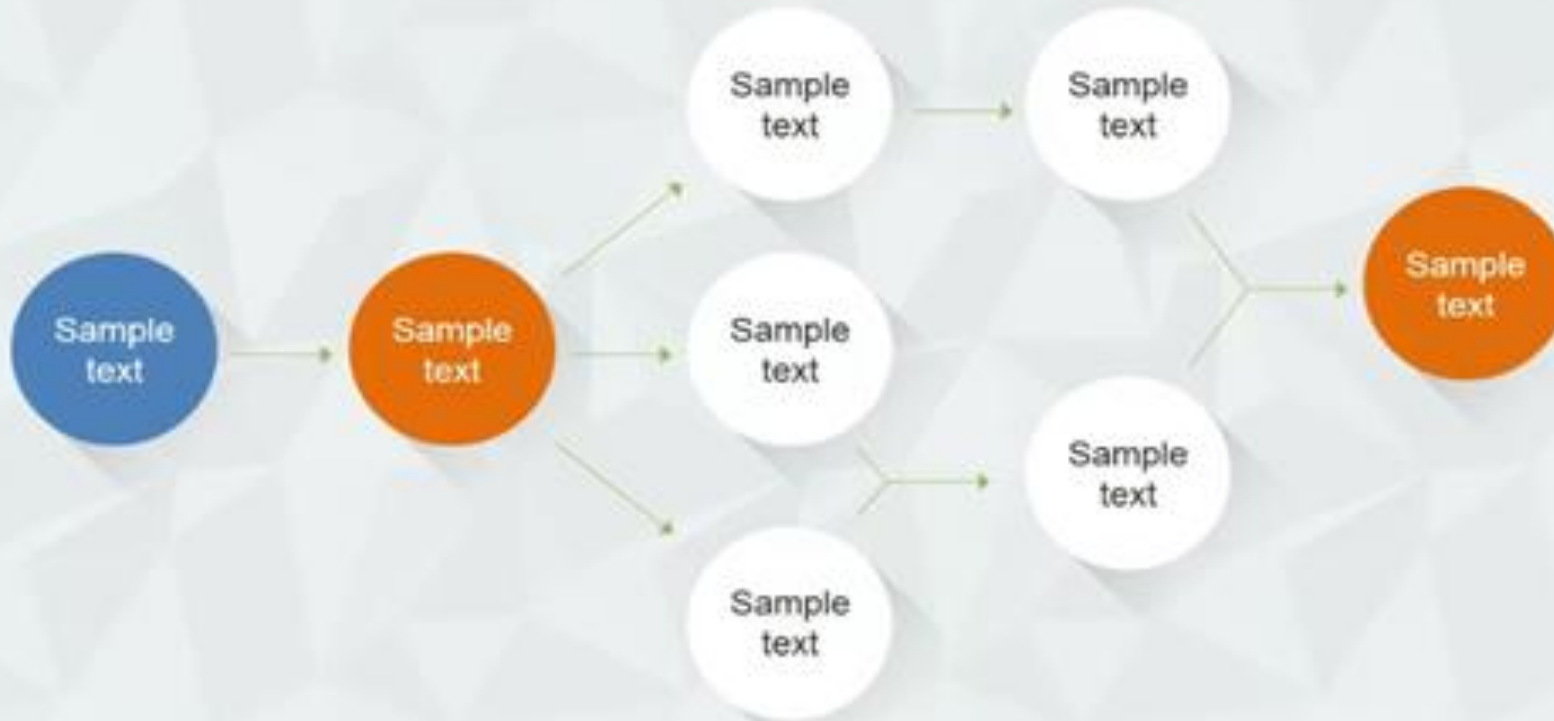


# Way Forward

- The Upgrading work will need be done in phases.
- India proposed renaming the Capacity Building Coordination Matrix into an 'Assistance' Matrix or 'Requirement' Matrix' since Capacity Building is only one part of support provided within the matrix.
- Proposals to have clear specifications rather than a narrative on the data collected from member states for the matrix. This will form a basis for including data analysis tools on qualitative reporting.
- Proposal to utilize of PERT charts (program evaluation and review technique) to track the progress of the projects.
- India to share POCs/ technical experts for support during the website/matrix upgrading process.
- DCoC Signatory States and Friends will be appraised of the proposed upgrading to welcome further suggestions and promote ownership.
- Under visibility enhancement with UNITAR, content management will be improved.
- Appreciation for EU's financial support in the enhancement of the DCoC website/Members Only portal.

# Way Forward

## Simple PERT Diagrams for PowerPoint



# Thank you!

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