

# Website User Experience

## Finnish Rural Network support unit

The NSU carried out a website user experience exercise to identify the 'personas' of their website audiences, including profiling users' professions and interests, so website content could be collected and written considering what the users would want to find and read.

The result is website content targeted to two main user groups: (potential) beneficiaries and those who work closely with the Rural Development Programme (RDP). This includes two different parts:

One main page contains stories of what has been done with the help of the RDP tailored to audiences such as entrepreneurs, farmers, young people etc. Another 'main page' intended for those who are closely working with RDP.

The NSU manages three websites: in Finnish and Swedish, and a smaller one in English.



## Target audience

(Potential) project beneficiaries and those who work closely with the RDP

## Results

This kind of website content writing allows better targeting of various stakeholder groups. While the old website was intended to reach everybody with the same messages, the new one provides separate spaces for different types of content, intended for different audiences.

The number of website users is constantly on the rise: for example, 70% of last week's visitors were new. Most of them are referred from Facebook where the NSU posts lots of stories of good projects.

## Find out more

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