



Delivering Online Content, during severe weather/events - Case Study on the Volcanic Ash Incident, 2011

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The Met Office website (www.metoffice.gov.uk) averages 4.5 million unique users and 15 million visits a month with 95% UK audience which has created a destination portal for authoritative online platform in communicating severe weather events to the General Public.

With the eruption of Eyjafjallajökull volcano in 2011, there was a "real-time", sudden requirement for trust and authority content to be delivered to the general public searching for relevant content through online channels.

The Met office identified the demand for such content analysing online traffic and search term referrals arriving on the Met Office website during the eruption with 30% of visits arriving on www.metoffice.gov.uk new to the website (unique visits) during this time period. Also, the top 11 internal searches completed on the website were for users searching for "volcano" related content.

This presentation describes how to satisfy user demand and to signpost relevant information to the general public, key digital tactics were deployed across the website to drive users to the right content. This required identifying what tactics to use (e.g. Search Engine Optimisation, Pay Per Click, Content Marketing, Video and Social Media) working across office in a timely fashion to satisfy the sudden demand for user engagement.