



**RIPE
NCC**

Redesigned RIPE NCC Website

Mihnea-Costin Grigore

A new website!

The screenshot displays the RIPE NCC website homepage. At the top left is the RIPE NCC logo (RIPE NETWORK COORDINATION CENTRE). On the top right, the user name 'Mihnea-Costin Grigore' is shown next to a profile picture. Below the logo is a search bar with the text 'Search IP Address or ASN' and a magnifying glass icon. A dropdown menu shows 'RIPE Database (Whois)' and 'Website'. Below the search bar, it displays 'Your IP address is: 2001:67c:2e8:9::c100:14e6'. A main navigation bar contains six categories: 'Manage IPs and ASNs', 'Analyse', 'Participate', 'Get Support', 'Publications', and 'About Us'. Below this is a grid of links for each category. The 'News and Announcements' section features three articles. The 'Meetings' section lists recent events. The 'New on RIPE Labs' section highlights new publications. The 'Service Announcements' section includes 'IANA Stewardship Transition' and 'NRO News'.

RIPE NCC RIPE NETWORK COORDINATION CENTRE

Mihnea-Costin Grigore

RIPE Database (Whois) Website

Search IP Address or ASN

Your IP address is: 2001:67c:2e8:9::c100:14e6

<p>Manage IPs and ASNs ></p> <p>IPv4, IPv6 and ASNs LIR Portal RIPE Database Resource Transfers and Mergers</p>	<p>Analyse ></p> <p>RIPE NCC Statistics RIPEstat RIPE Atlas Raw Datasets</p>	<p>Participate ></p> <p>RIPE NCC Membership RIPE Community Policy Development Process Internet Governance</p>	<p>Get Support ></p> <p>Contact Us Training and Education Documentation Spam, Hacking and Phishing</p>	<p>Publications ></p> <p>RIPE Documents RIPE Labs IPv6 Info Centre RIPE NCC Activity Plan</p>	<p>About Us ></p> <p>What We Do Staff Executive Board Corporate Governance</p>
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News and Announcements

[RIPE NCC IPv4 Address Space Chart - Now Updated](#)
Publication date: 12 May 2015

[RIPE NCC Announces "Train the Trainer" Initiative in Partnership with CITC in Kingdom of Saudi Arabia](#)
Publication date: 06 May 2015

[UAE TRA Centre of Innovation Organises "Train the Trainer" Initiative in Cooperation with the RIPE NCC](#)
Publication date: 29 Apr 2015

Meetings Recent

[RIPE 70 Amsterdam](#)
11 May 2015 - 15 May 2015 Amsterdam, the Netherlands

[RIPE NCC General Meeting May 2015](#)
13 May 2015 - 15 May 2015 Amsterdam, Netherlands

[RIPE NCC Regional Meeting Tbilisi](#)
19 May 2015 - 20 May 2015 Tbilisi, Georgia

[ENOG 9 / RIPE NCC Regional Meeting](#)
08 Jun 2015 - 10 Jun 2015 Kazan, Russia

New on RIPE Labs

[On the Diversity of Interdomain Routing in Africa](#)
Publication date: 08 May 2015

[IPv4 Transfers in the RIPE NCC Service Region](#)
Publication date: 06 May 2015

[Security and Trust in the Internet Routing Registries operated by the RIRs](#)
Publication date: 04 May 2015

Service Announcements

[IANA Stewardship Transition](#)

NRO News

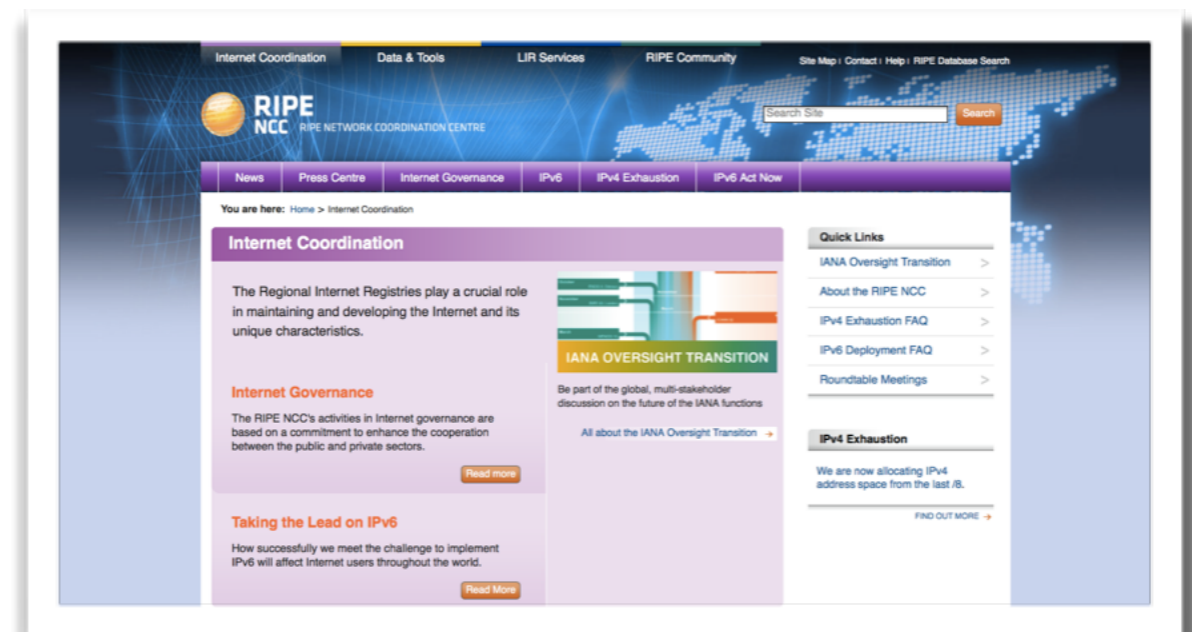
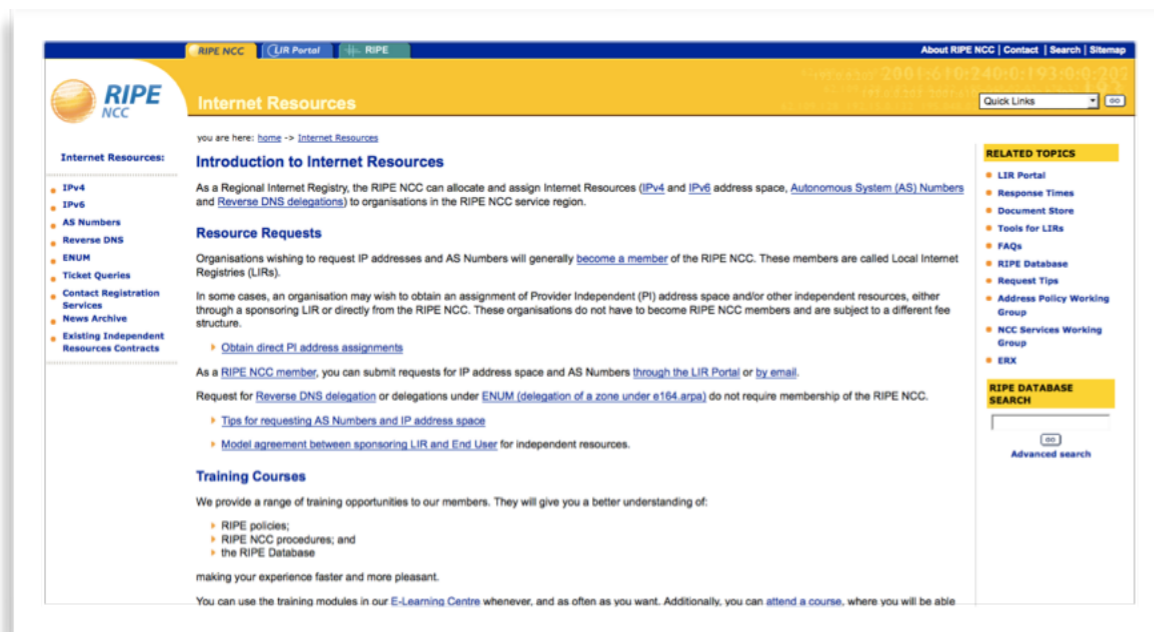
[NRO Statement on the Internet Coordination Meeting in London UK, May 2015](#)

- Navigation
- Search
- Design

- History and rationale
- Website redesign process
- Results and improvements
- Future development

History and Rationale

- Before 2011: Old website, pure HTML, manual updates
- 2011: CMS implemented, all content migrated



- Collected a lot of feedback:
 - RIPE NCC Survey 2013
 - Focus groups with RIPE NCC members
 - Online usability survey open to all website visitors

There is so much content and so many links, it's a forest...

Useful content drowns in an ocean of cruft

Less links, less content, quicker access to data that is relevant to me, like a dashboard on the front page

Provide easy 1click links to LIR Login, RIPE ATLAS Login and Database Search (the tools I use most often)

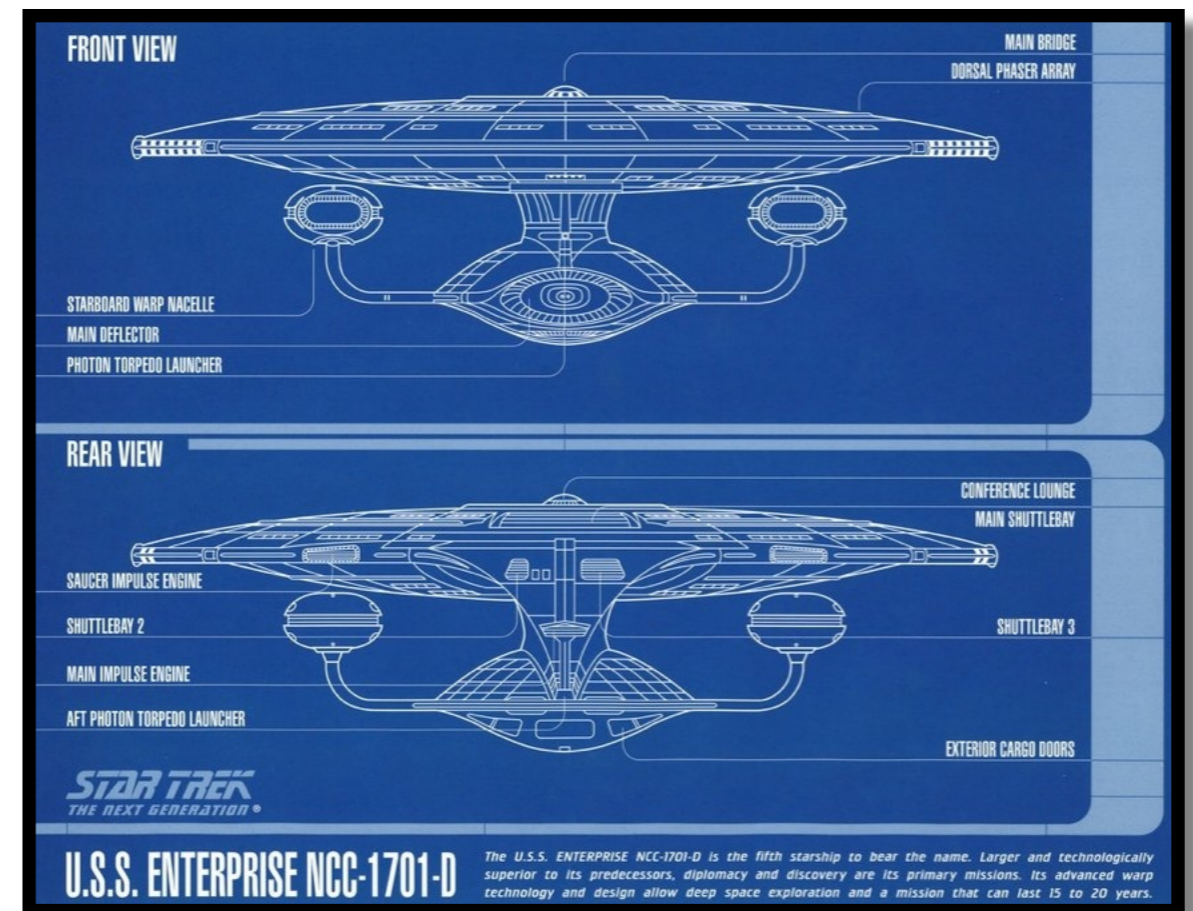
Everything is fine, thanks for the great work :-)

better search function

very busy website, hard to navigate

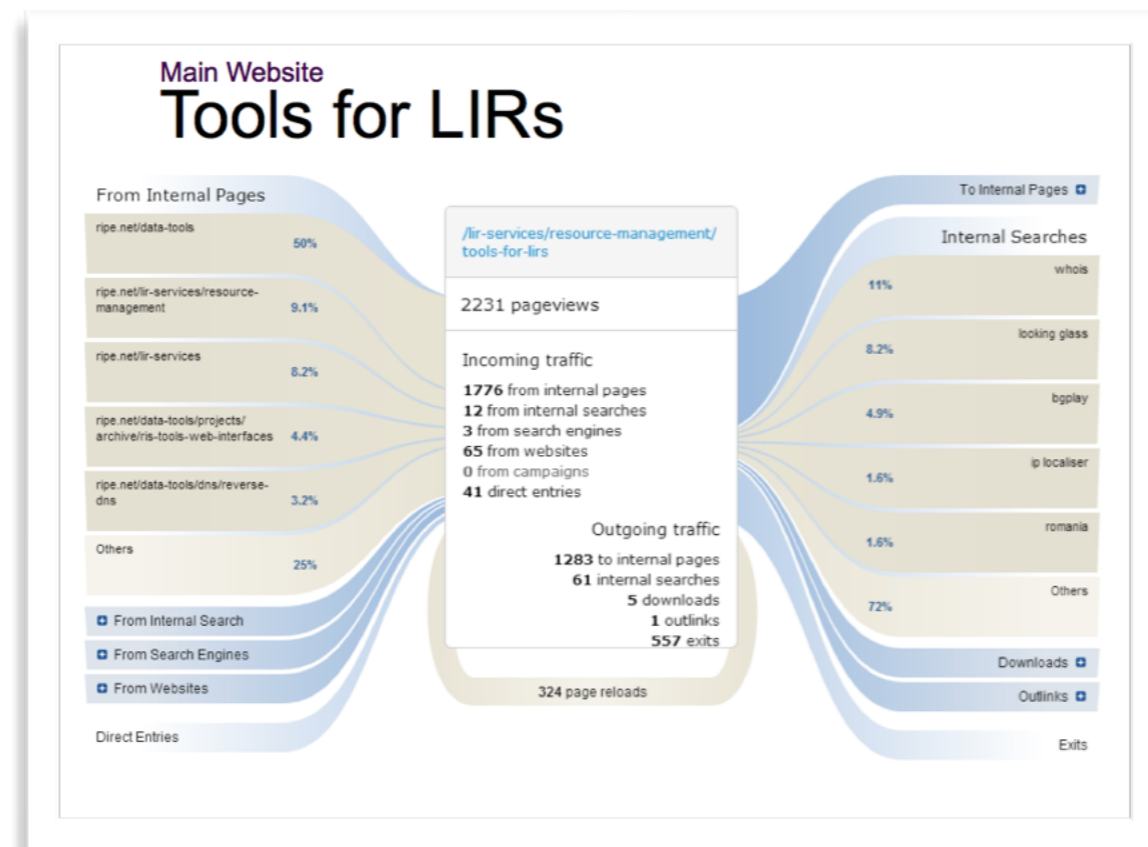
Some webpages have too much information and you need to navigate your way through several links to find the info your are looking for.

- This is what you asked for:
 - Improve site **navigation, structure and usability**
 - Improve **search** functionality

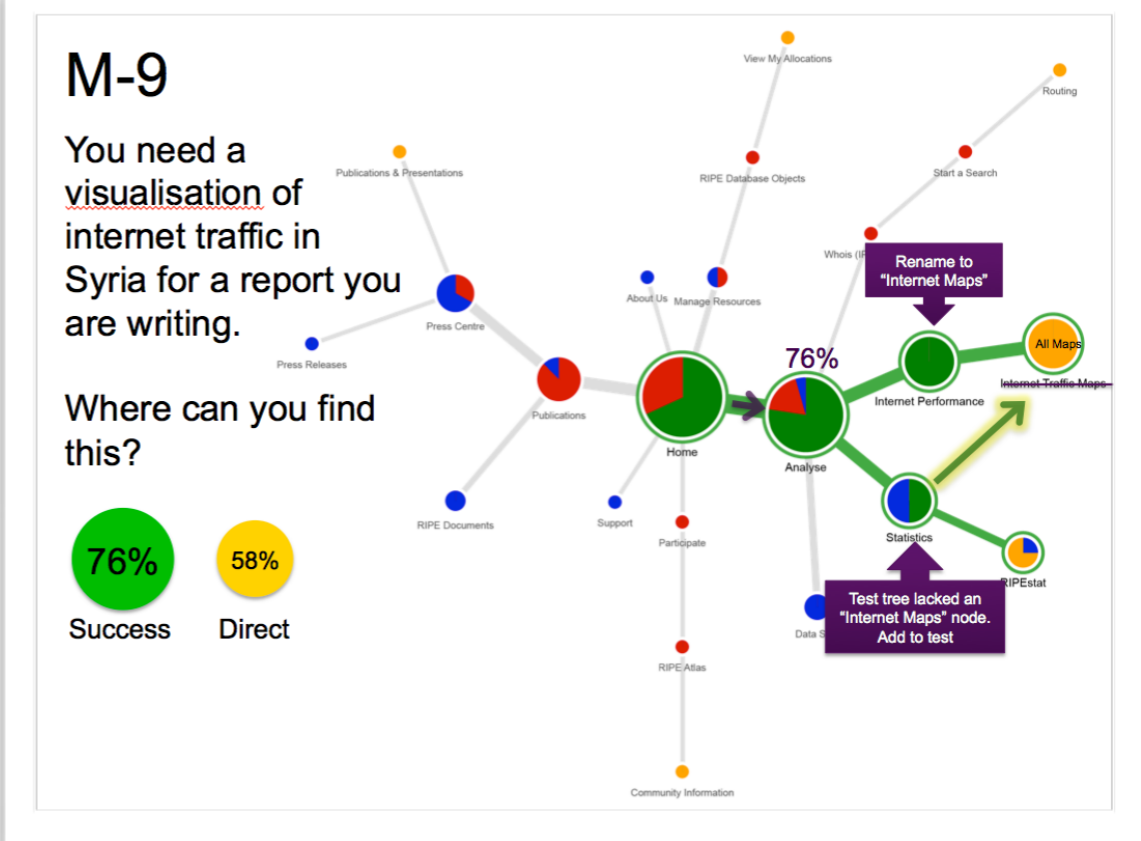
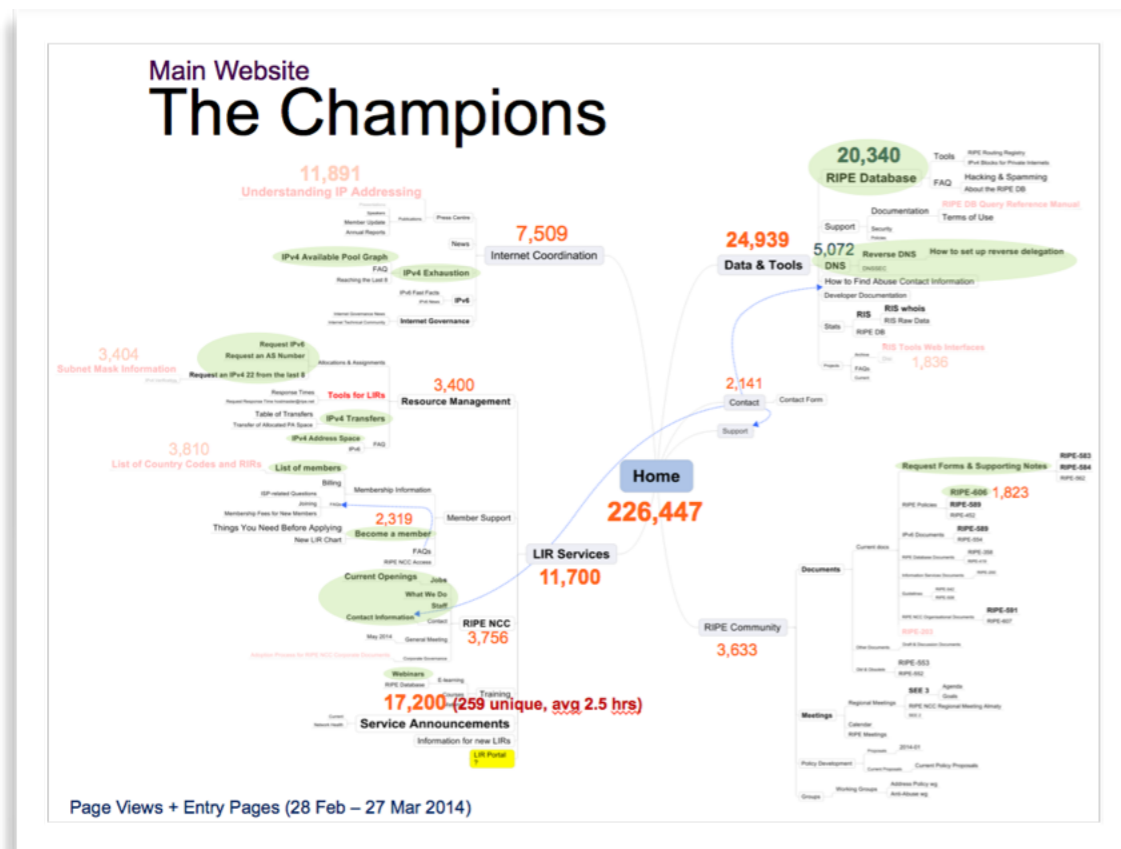


Website Redesign Process

- Information architecture
 - Fresh, neutral perspective
 - Deployed web analytics tools (Piwik)
 - Face-to-face and remote interviews
 - Workshops
 - Online surveys
 - Usability tests



- A lot of data!



- New navigation:

Top-level Information Structure

Manage IPs
& ASNs

Analyse

Participate

Get Support

Publications

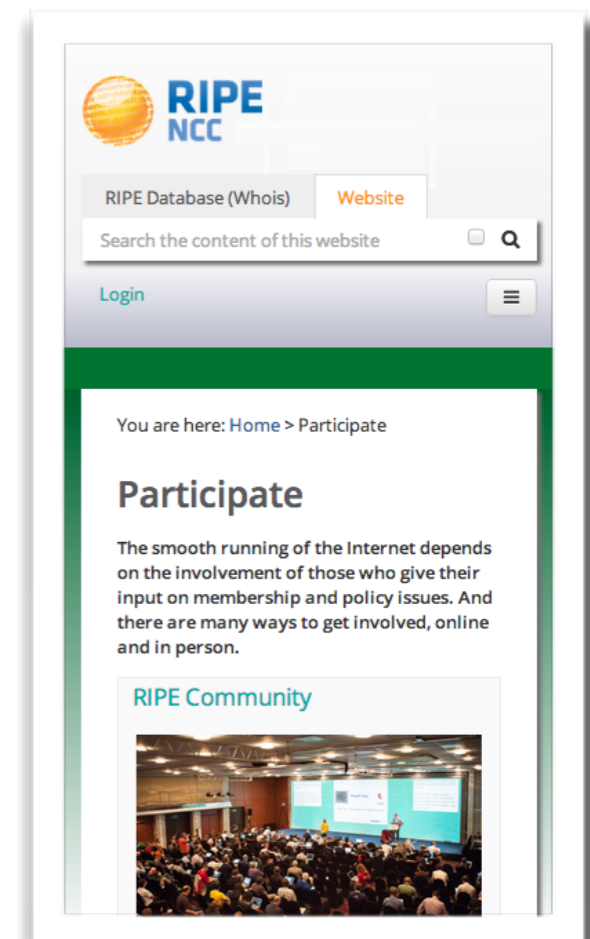
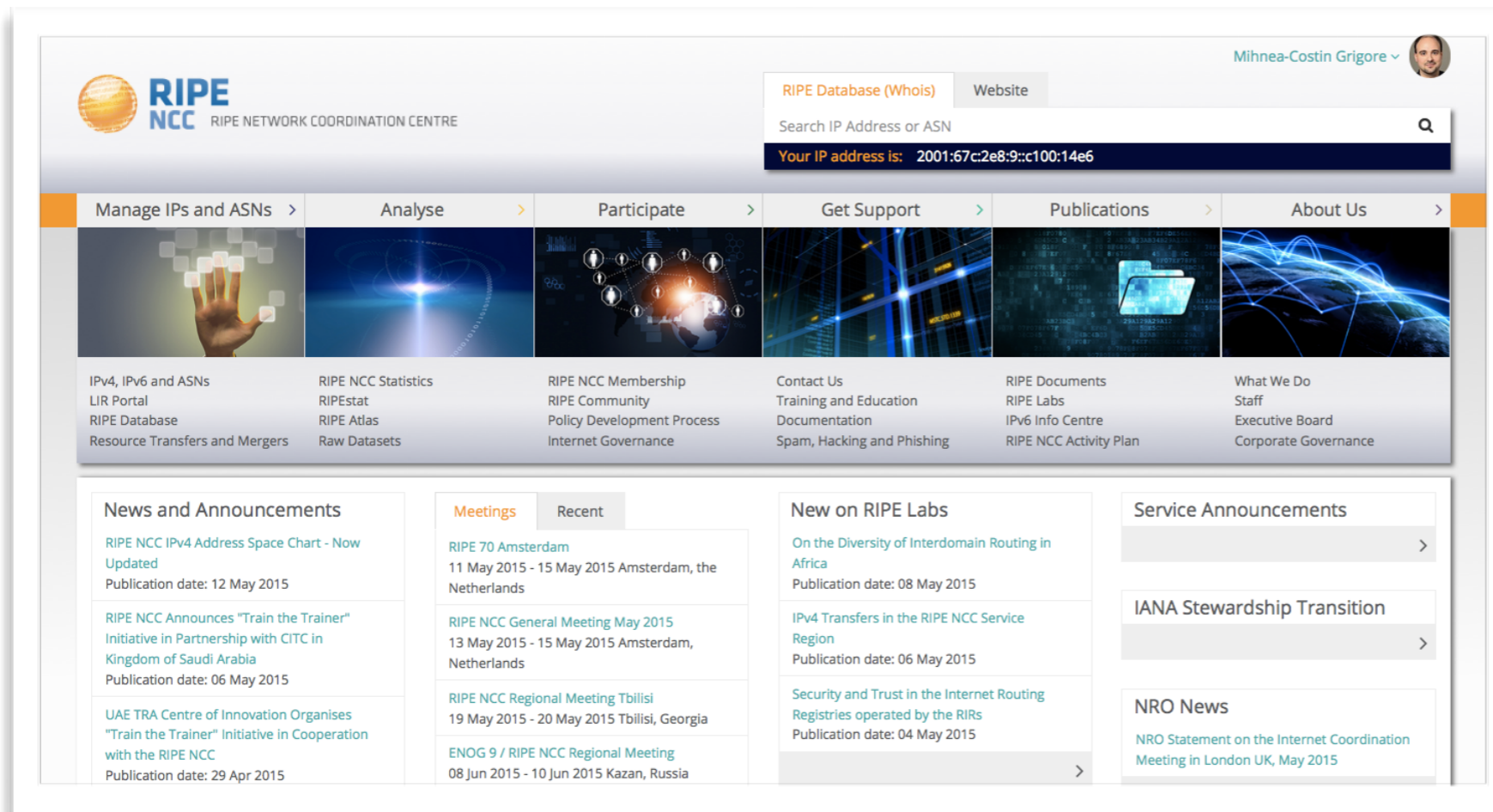
About Us

- Search functionality
 - 10,000 items in CMS, 40,000 emails, 5,000 blog posts
- Cleaning up content (**internal SEO!**)
- Improving search algorithm
- New search interface

- Bonus round: graphical redesign!



- 1250px wide, HTML5, CSS3, responsive



Results and Improvements

- Results:

Before (2014)

After (2015)

Site Search Keywords	
KEYWORD	SEARCHES ▼
whois	36
1	7
127.0.0.1	7
2	6
8	6
151.75.48.160	6
8.8.8.8	5
as	5
as number	5
ip	5

1 - 10 of 500 NEXT >

Site Search Keywords	
KEYWORD	SEARCHES ▼
8	9
bgplay	5
google.com	5
transfer	5
become a member	4
ipv4	4
ipv6	4
lir	4
www.google.com	4
abuse	3

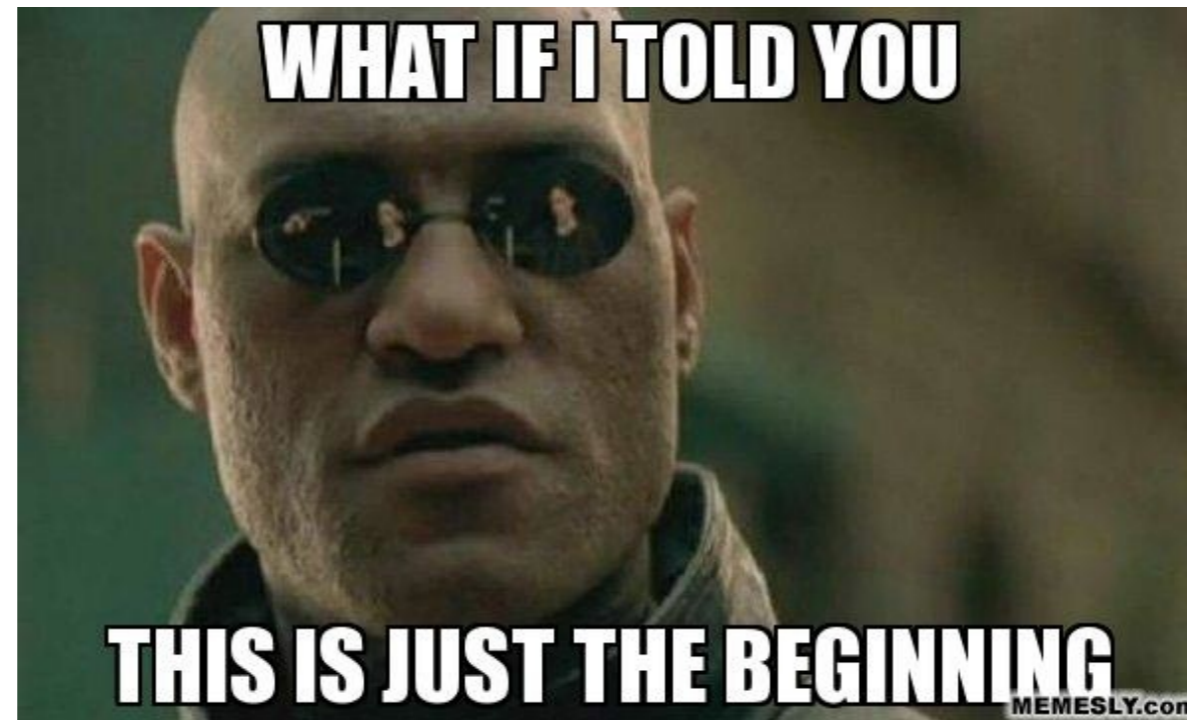
1 - 10 of 500 NEXT >

- Results:
 - Average daily site searches dropped from **1572** to **227**
 - Template load time dropped from **1760 ms** to **518 ms**
 - More than **1500** items archived to clean up navigation and search results

- Other improvements:
 - SSO everywhere!
 - Diff tool highlights changes to RIPE Document versions
 - ASCII file download automatically generated
 - HTTPS-only website

- Intangible, but equally valuable:
 - Enhanced cooperation between internal teams
 - Tighter visual and functional integration of RIPE NCC websites and services
 - Modern, flexible codebase will allow further improvements

Future Development



- Extend RIPE NCC Access integration
- Periodic review and fine-tuning based on statistics
- Site-wide review to clean up stale content & SEO
- Server-side upgrades

- Series of RIPE Labs articles:
 - <https://labs.ripe.net/Members/mgrigore>
- Contact us for feedback: ws@ripe.net
- Talk to us in person!

