

A 7Loci Report. What To Do?

How to write and edit a professional report, evaluating the quality of a DMO web presence.

This task, by the way, contributes to the evaluation of your own eTourism compliance



What Are We Talking About Today?



1. A Guideline
2. Web Presence Of What?
3. Quality Of The Official Website
4. Map Of The Web Presence
5. Web Reputation
6. Mobile-Friendliness
7. Strengths & Weaknesses



A Guideline



Some pieces of advice – and a summary – on how to organize a report, and design a presentation, about our quality evaluation.



Source:
a-mentor

Plan the sections, and decide how many digits to each section.

Web Presence Of What?

Sure that **it is** a DMO?

How can you tell?

Enquiry about its **tasks**, **targets** and **seasons**.

Which are its **competitors**?



Source:
eTourismSummit.com

eTOURISM LABS

A stylized graphic of a laboratory flask with a grey outline. The flask's bulb contains a red and white globe of the Earth. Three red circles of varying sizes are positioned above the neck of the flask, resembling bubbles or data points.

Quality Of The Official Website



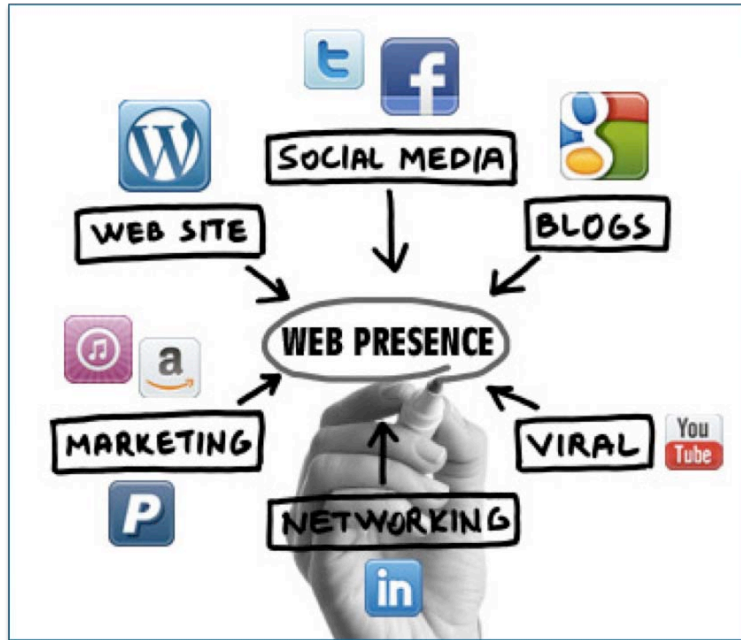
The 7Loci Meta-Model and **Model**, i.e. our questionnaire.

1. A Model from the 7Loci Meta-Model
2. Questions about Identity
3. Questions about Content
4. Questions about Services
5. Questions about Individuation
6. Questions about Management
7. Questions about Usability

Map Of The Web Presence



Links among **official** and **semi-official** pieces of web presence.

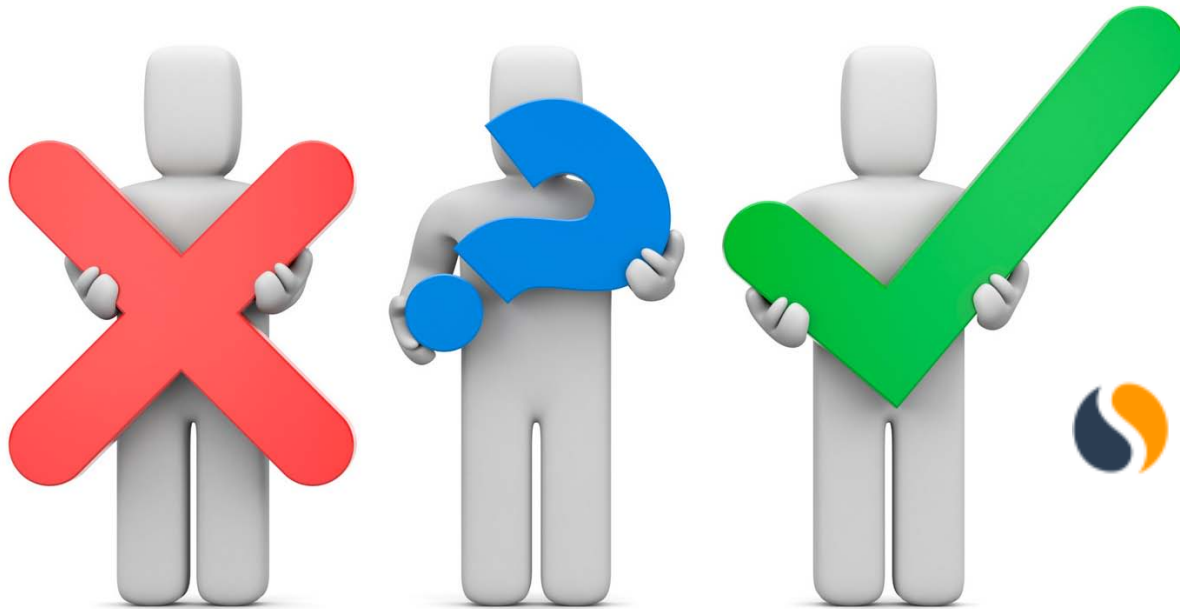


Source:
socialpopcreative.com

Web Reputation



What does the world tell about “our” destination?

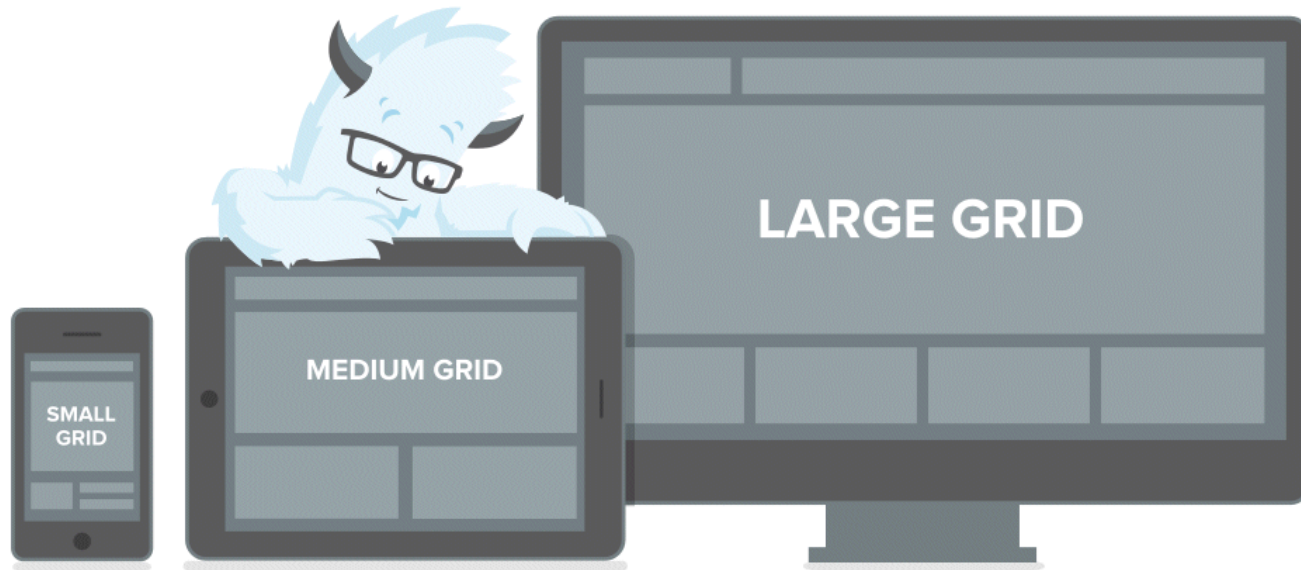


Source:
poweredbysearch.com



Mobile-Friendliness

Desktop **only**?



Source:
zurb.com

Strengths & Weaknesses



A list. How to improve?...



Source:
kennedypearce.com