

# WEB PRESENCE EVALUATION EMILIA ROMAGNA

Quality evaluation based on the 7 Loci meta-model performed by Martina Massara, Gaia Ronning, Michela Dall'Aglio, Alessia Ambrosino, Alessandra Messora, Sara Piana



**emiliaromagnaturismo** BETA VERSION





# INTRODUCTION

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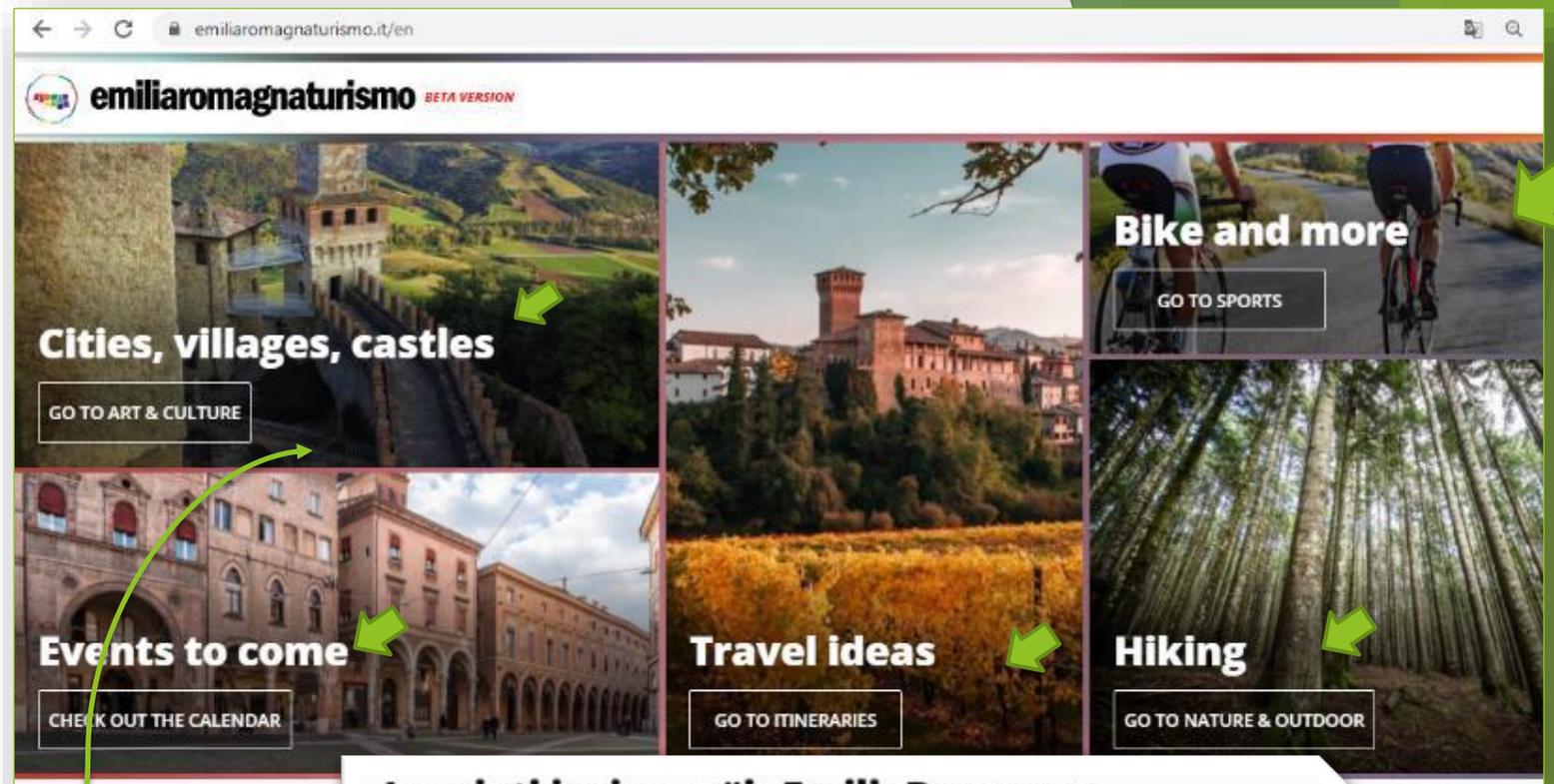
- Emilia Romagna is a union of two historical and geographical regions:
  - Emilia
  - Romagna



# QVIS? IDENTITY

## WEBSITE BRAND

- **WEB DESIGN:** home page well structured and complete.
- **Storytelling** through images and video of the regional **heritage**.
- **Layout:** images with basic titles or hashtags.



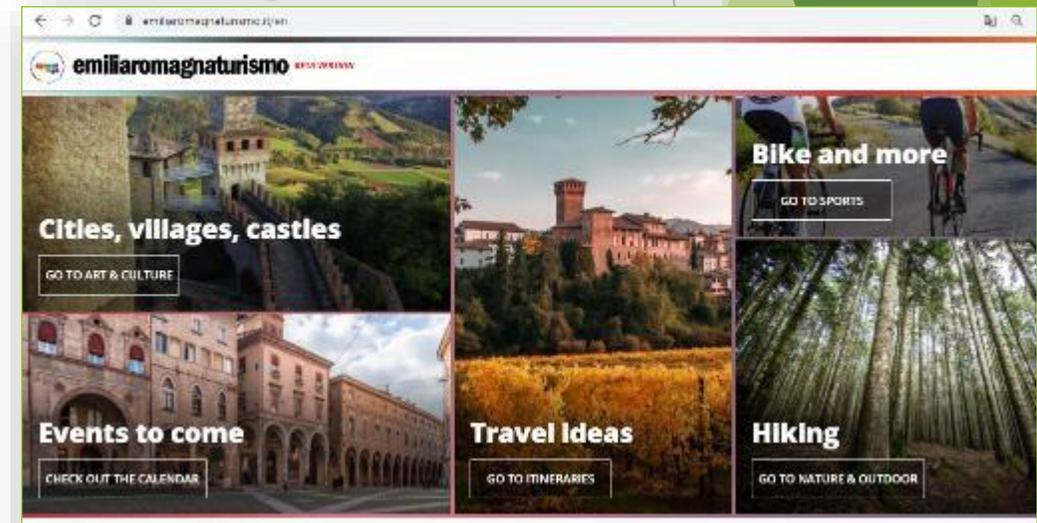
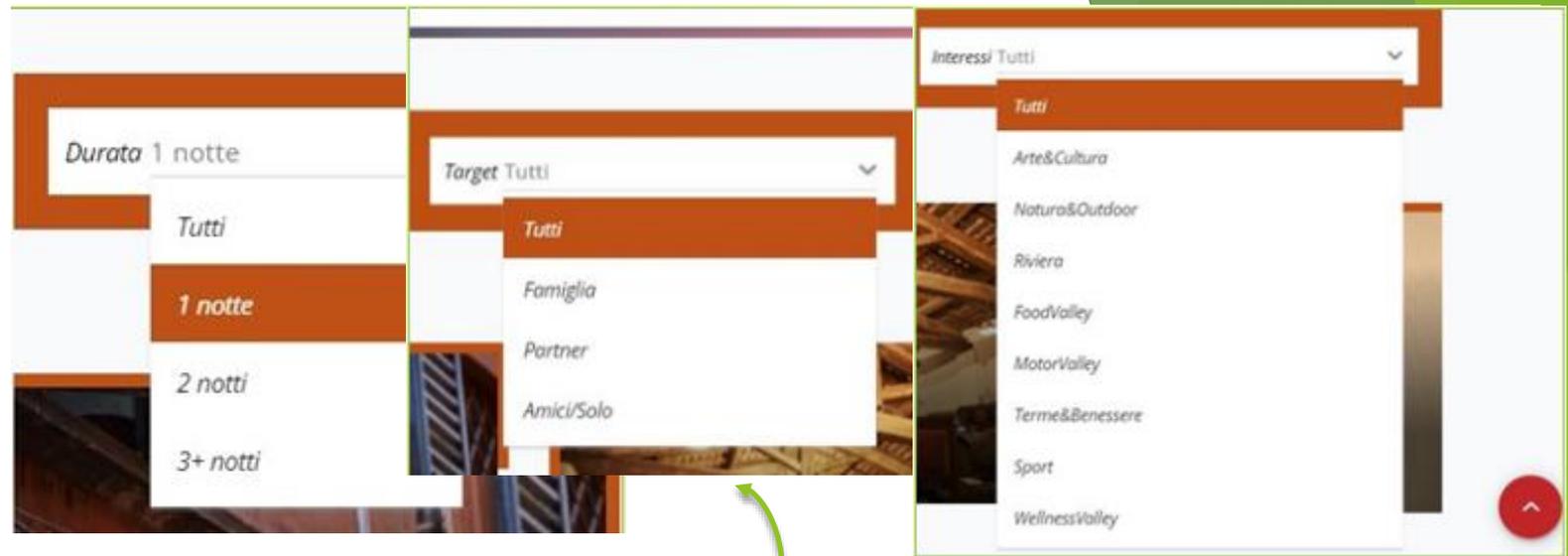
### Lasciati ispirare #inEmiliaRomagna



# IDENTITY

## DESTINATION IMAGE

- The images make the visitor immediately understand the different activities and experiences that she/he can do.
- Visual and written content for different target.

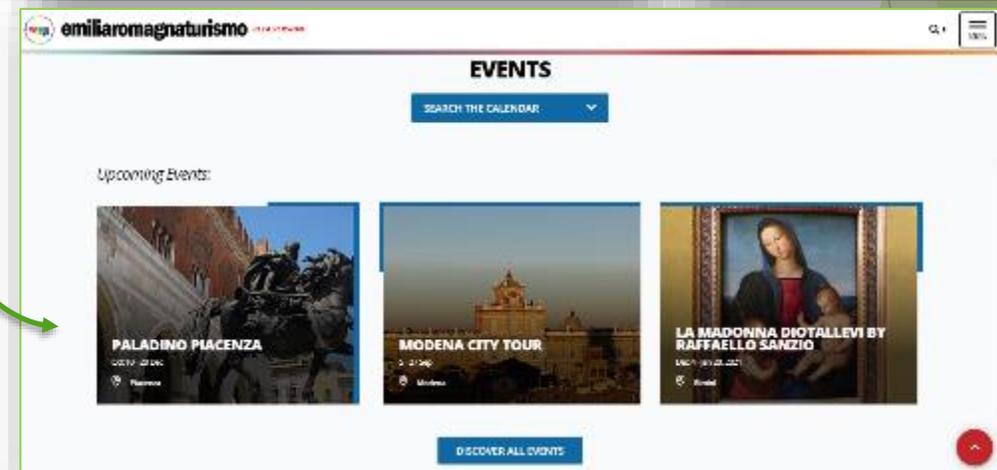
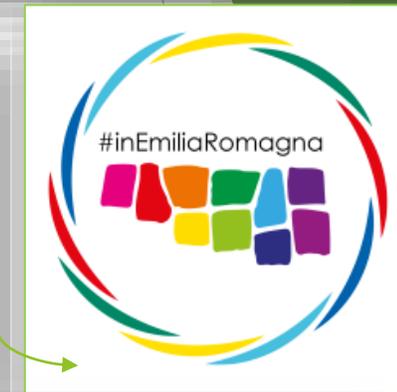
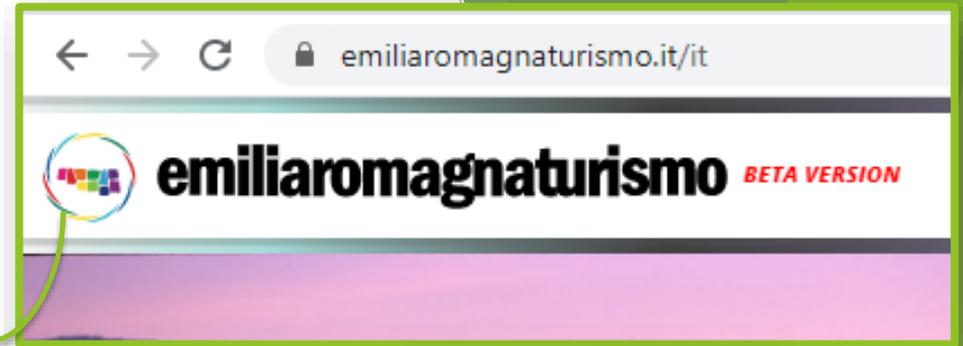
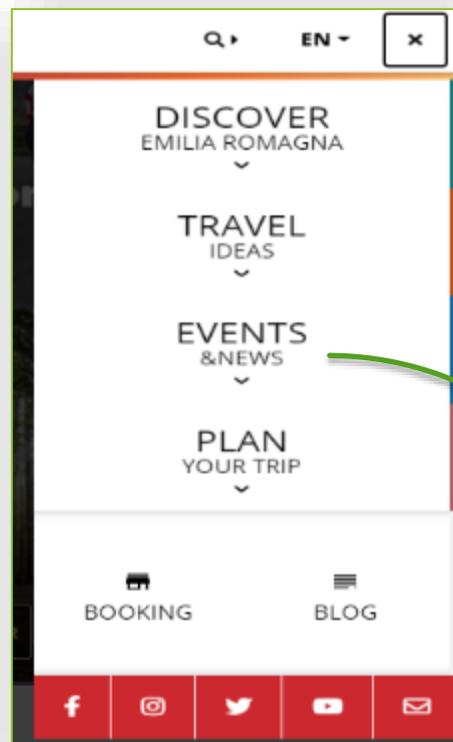


# IDENTITY

## LOGO

- The logo represents the importance of the **Via Emilia**, which is not only a simple road, but rather a symbol of the whole Region.
- **Cohesion and coherence**

- The **menu** is clear and easy.
- The English version is complete



# IDENTITY

## DESTINATION

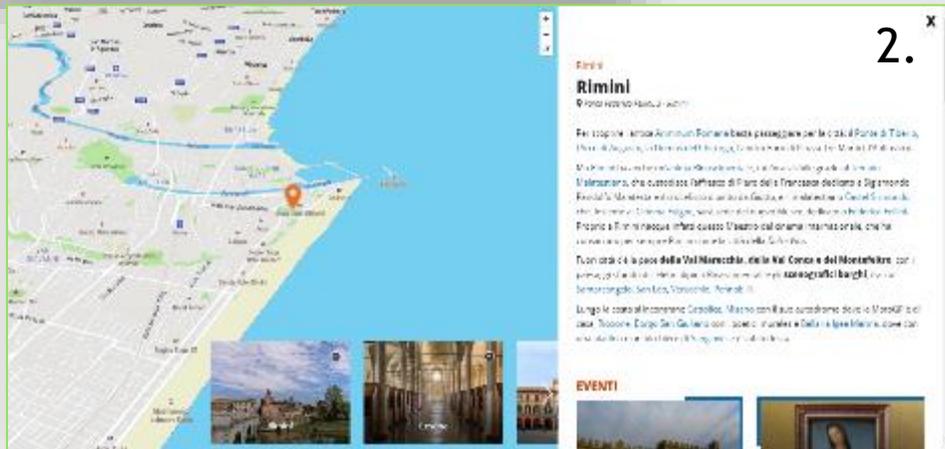
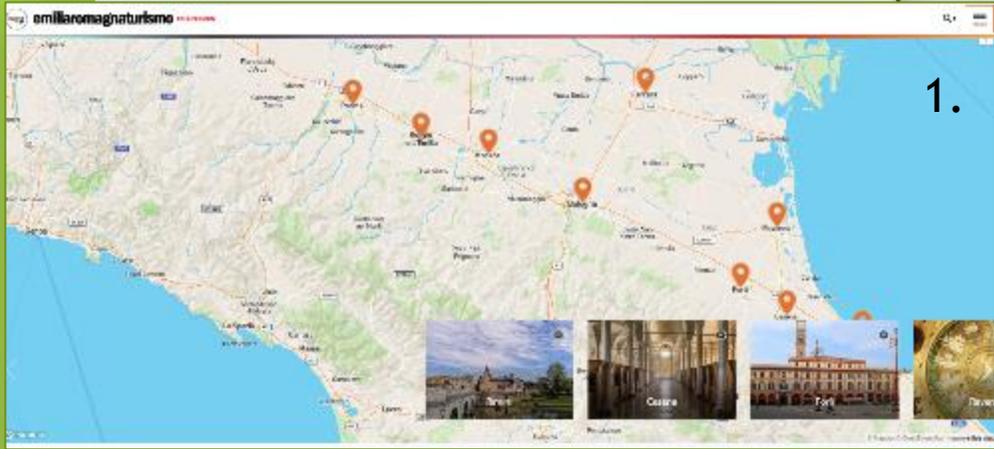
## GEOGRAPHICAL POSITION




### Discover the Emilia-Romagna Region of Italy

11 cities of art and countless historic villages make up a territory with a thousand souls

- 1. EXPLORE THE VIA EMILIA
- 2. FIND LOCATIONS
- 3. CHOOSE INTERESTS

## Interests

*Emilia Romagna has many nuances, discover the one that suits you best!*

/ HOME

**11 art cities** of which 3 are **UNESCO heritage sites**, **18 pilgrimage routes** and **17 natural parks**, **11 amusement parks** and as many **adventure parks**, **110 km of equipped beaches** and **24 spas**, without forgetting the **44 DOP/IGP products** and the great **automotive brands** that make Emilia Romagna famous throughout the world.

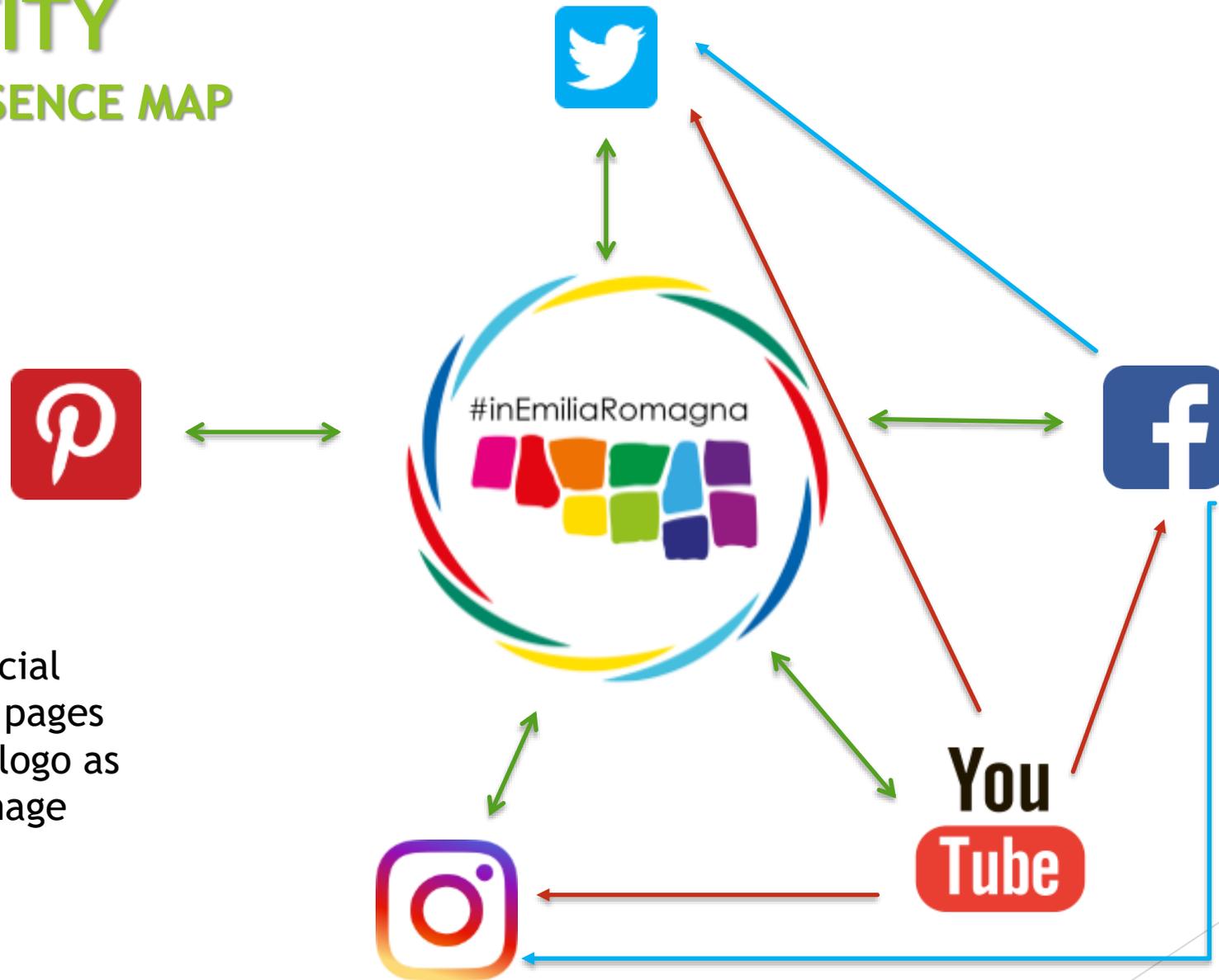
Emilia Romagna has so much to offer: discover it according to your interests and passions.

- Art & Culture
- Nature & Outdoor
- Riviera
- Food Valley



# IDENTITY

## WEB PRESENCE MAP

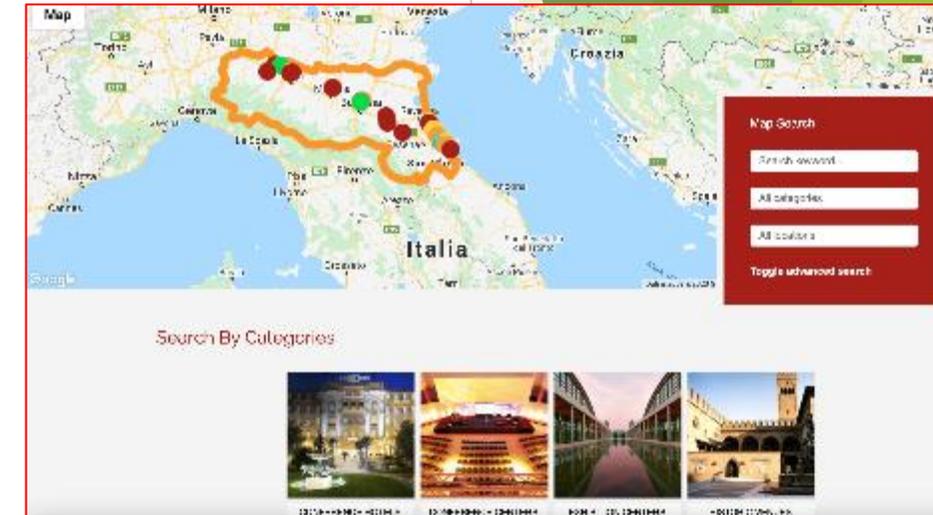
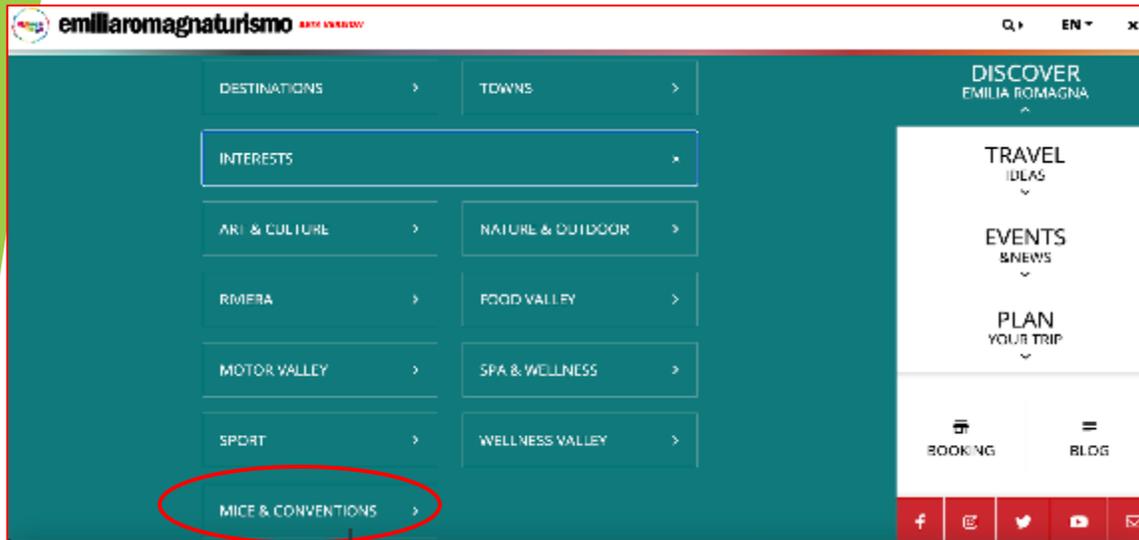


- All the social networks pages have the logo as profile image



# QVID? CONTENT INFORMATION FOR MANAGERS

- **Booking system** helps managers to reserve the best location



- General information about the 10 main **fair centres**

But there's more. Our region sits in Italy's top spots for its turnover and the number of fair events it holds during the year, both on a national and international scale, thanks to 10 centres located across the region, from Piacenza to Rimini.

#### **Fiera di Rimini - Italian Exhibition Group**

**Bologna Fiere**

**Modena Fiere**

**Ferrara Fiere Congressi**

**Fiera di Faenza**

**Fiera di Forlì**

**Cesena Fiera**

**Fiere di Parma**

**Fiere Reggio Emilia**

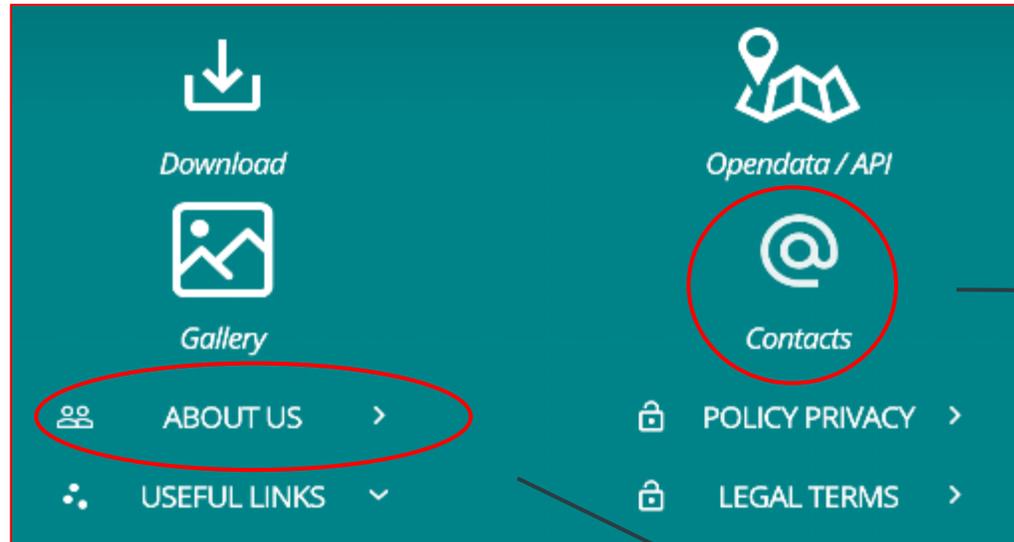
**Piacenza Expo**

**Info**



# CONTENT

## INFORMATION ABOUT MANAGERS



- This section supplies **phone numbers** and **email addresses** of the managers

- In “contacts” it is possible to send an **email** directly to the managers

### Emilia Romagna Region - Service for Tourism and Commerce

Director: Paola Bissi  
Email: [comtur@regione.emilia-romagna.it](mailto:comtur@regione.emilia-romagna.it)  
Pec: [comtur@postacert.regione.emilia-romagna.it](mailto:comtur@postacert.regione.emilia-romagna.it)  
Telefono: +39 051 5276430

### APT Servizi srl

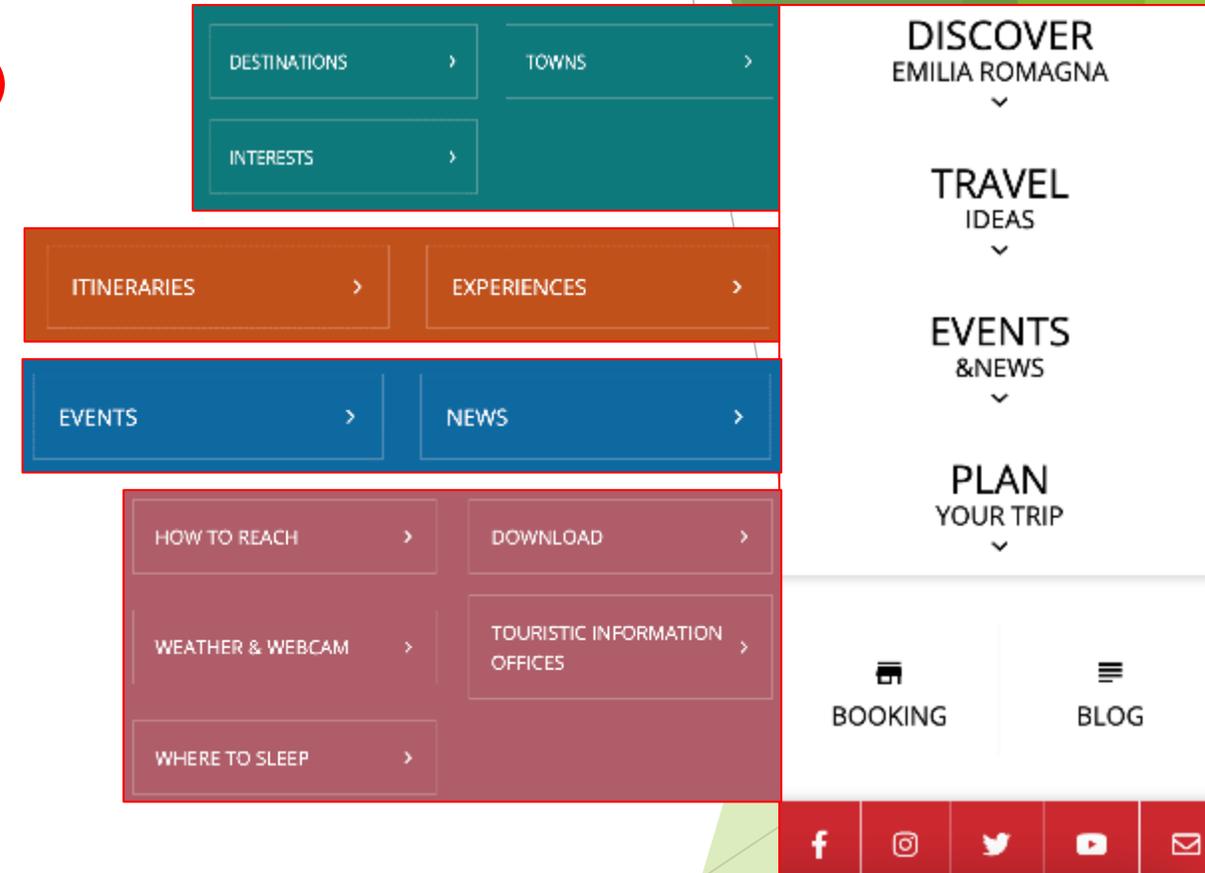
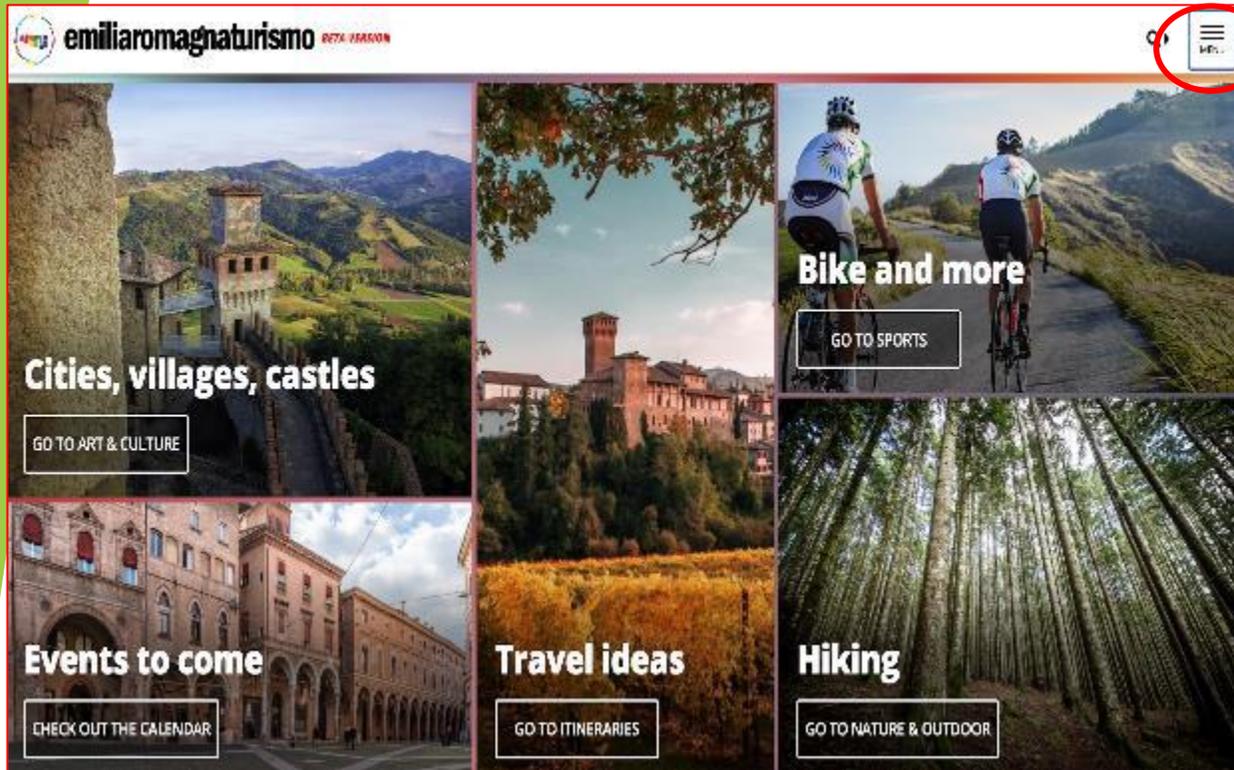
Head of Web Strategy: Isabella Amaduzzi  
Email: [i.amaduzzi@aptservizi.com](mailto:i.amaduzzi@aptservizi.com)

### Regional Editorial Board

Editorial coordinator: Celestina Paglia  
Technical coordinator: Stefano Vena  
Web developers: Stefano Vena  
Email: [emiliaromagnaturismo@aptservizi.com](mailto:emiliaromagnaturismo@aptservizi.com)  
Telefono: +39 051 4202611



# CONTENT INFORMATION FOR USERS



- The homepage is divided in sections and, on the right, there is the **MENU** split in different parts too

- Each section has **subsections**



# CONTENT

## MULTIMEDIA CONTENT

- Only one **video** is available, but it doesn't have any sound nor it appears on the homepage. It is inserted in "Explore the via Emilia" section

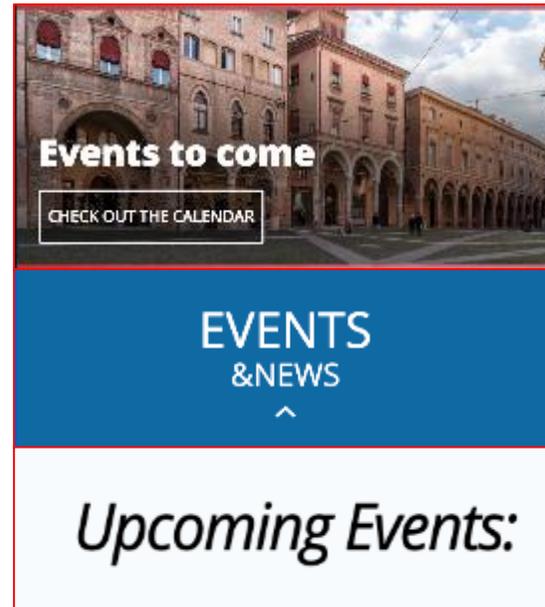


- Images are colourful, captivating and available all over the website. At "**Gallery**" it is possible to see photos of the most famous cities



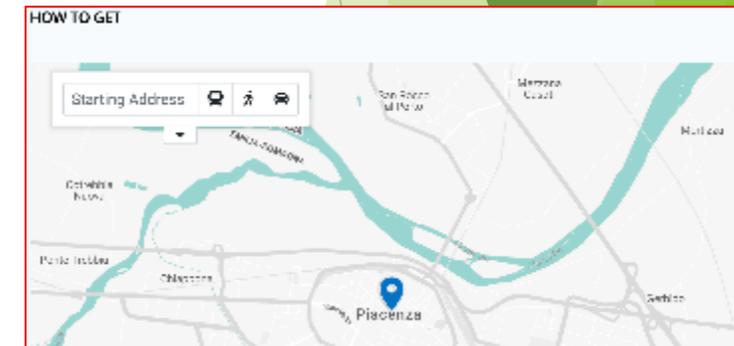
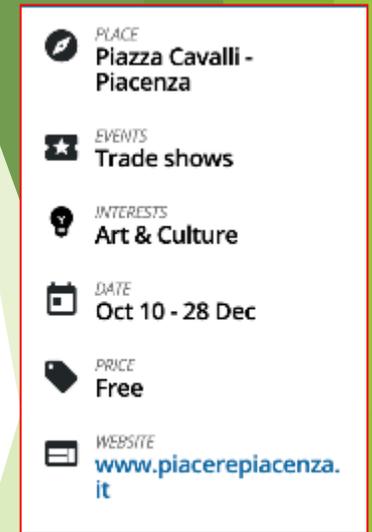
# CONTENT

## USEFUL LINKS AND INFORMATION ON EVENTS



- Upcoming **events** can be found through these three sections which appear on the homepage and in the MENU on the right

- By clicking on the event section it is possible to find information and a **map** that helps the visitor to get to the place of the event

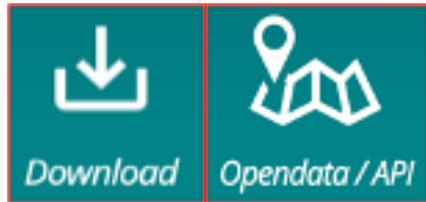


- **Links** help users to plan a trip



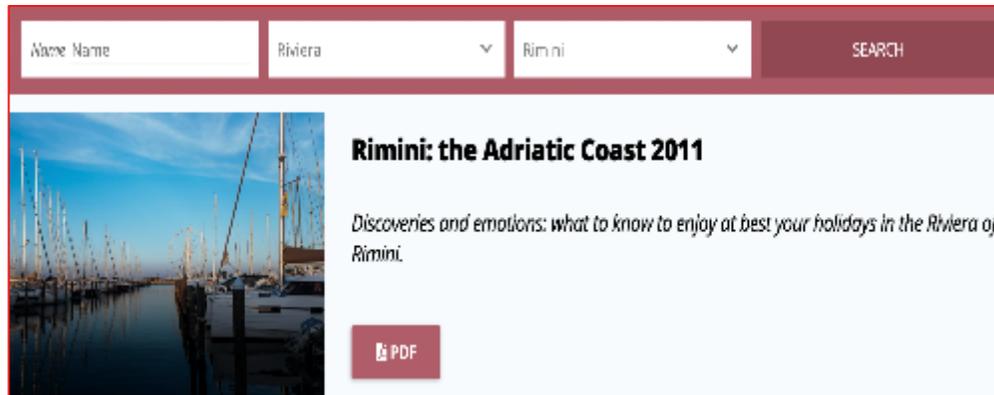
# CONTENT

## DOWNLOADABLE MATERIAL AND COPYRIGHT



#	Name	Description	File	Licence
1	Archaeological areas and Museums Emilia-Romagna			
2	Amusement Parks Emilia-Romagna			
3	Emilia-Romagna Golf Courses			
4	Ski Resort Emilia-Romagna			
5	Adventure Parks Emilia-Romagna			
6	Spas & Wellness			
7	Public Camper Stops Emilia-Romagna			

➤ Data of possible **interest** for the tourist



➤ **Search engine** to find information about specific topics and provinces downloadable in PDF



**Copyright**

It shows limitations on the use of **contents** of the website

**Privacy**

It manages the processing of **personal data** of users carried out during navigation



# CVR? SERVICES

## USERS' and MANAGERS' SERVICE COMPLIANCE

- Different destinations according to different interests
- Languages available: Italian and English only

- Possibility to create the most suitable trip

How many nights do you want to stay in Emilia Romagna? 1/3

1 Night 2 Nights 3+ Nights

What do you prefer to do on your #inEmiliaRomagna holiday? 3/3

Arts&Culture Nature&Outdoor Riviera

DURATION 72 hours

INTERESTS Wellness Valley

TARGET Friends/Single,Couple

emiliaromagnaturismo BETA VERSION

Cities, villages, castles

GO TO ART & CULTURE

Events to come

CHECK OUT THE CALENDAR

Travel ideas

GO TO ITINERARIES

Bike and more

GO TO SPORTS

DISCOVER EMILIA ROMAGNA

TRAVEL IDEAS

EVENTS & NEWS

PLAN YOUR TRIP

DESTINATIONS TOWNS INTERESTS

- Useful external links are provided at the end of the homepage



# SERVICES INFORMATION

- Information regarding activities, sightseeing, monuments, etc. are easy to find
- Useful advice is provided, but not for every destination
- Tourist Information Offices are indicated

DESTINATION  
Bologna-Modena

INDEX

Why visit it

When to go and what to see

Do not miss

On the table

Fun

Keep Fit

Main events

Information and useful advice

Nearby

Information Offices

- The user is redirected to the official websites of a specific attraction, if he/she wishes to know more about its services
- Tourist Information Offices of the whole Region are geo-localized

**IAT Offices**

Where to find all the tourist information you need for your visit to the region

Established to provide information on tourist filters

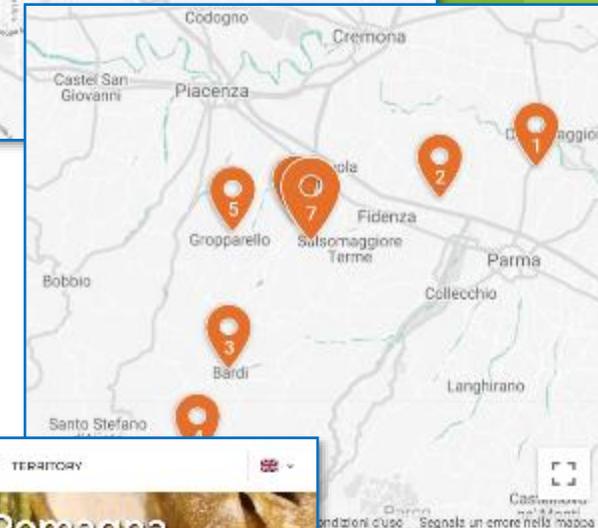
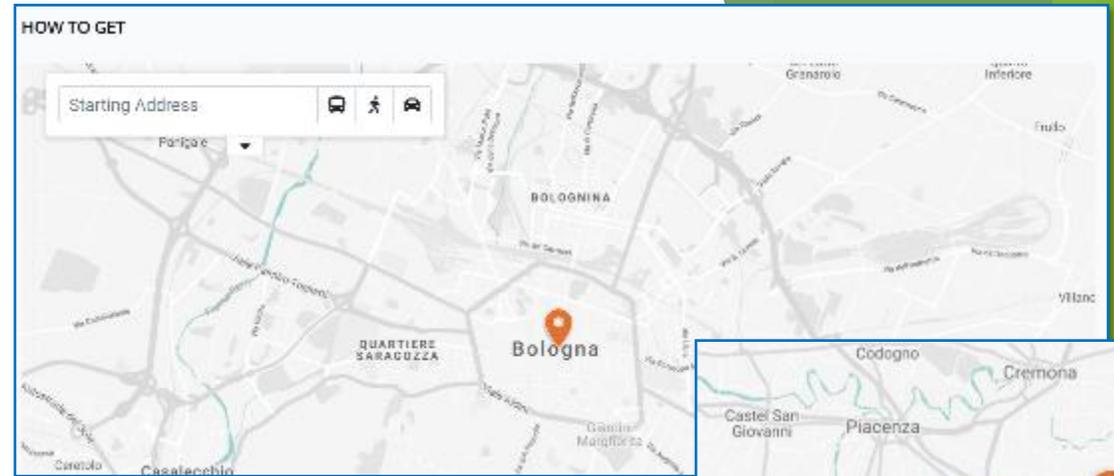
The IAT tourist information offices

San Marino



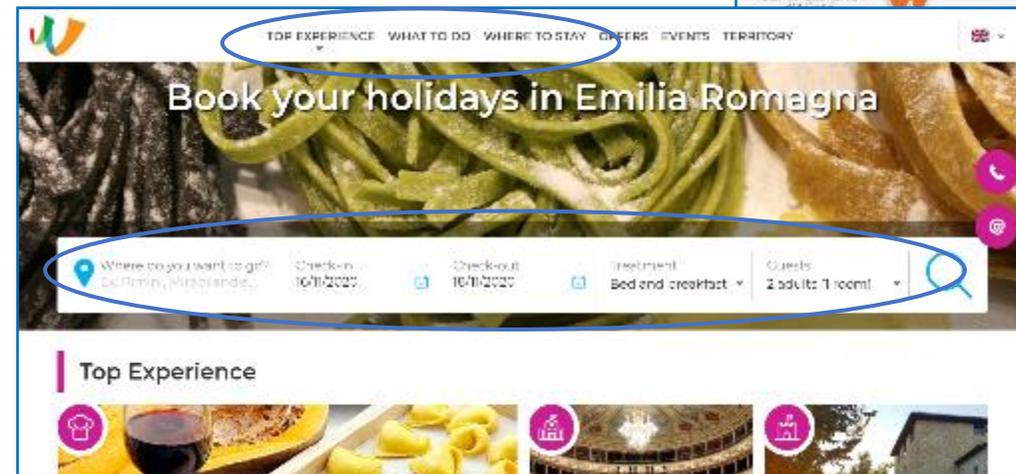
# SERVICES CARTOGRAPHY

- Georeferenced cartography of each **destination** is provided
- and also the **POIs** of hypothetical itineraries are shown on the map
- No Location-Based Services provided



## E-COMMERCE

- The website has its **own booking system** directly accessible from both the homepage and the menu



# SERVICES

## WEATHER FORECAST

- Weather Information appears in the main menu of the website, and it is introduced by a general climate **overview** of the whole Region

The vast, inland valleys are especially hot and muggy in the summer, yet cold and possibly wet in the winter months. This is what Emilia-Romagna's subcontinental climate tends to look like.

The fog and bitter cold that autumn can bring are tempered by decidedly milder temperatures along the coastline owing to the nearby Adriatic Sea.

Nonetheless the risk of rainfall remains high in autumn and spring, especially in the upper valleys, whilst snowfall in the northern part of the Apennines can reach a metre and a half in winter, much to the delight of tourists and mountain enthusiasts.

The best way to stay informed on the weather conditions in Emilia-Romagna is to check the website run by **Emilia-Romagna's Prevention, Environment and Energy Regional Agency ARPA [Agenzia Regionale Prevenzione, Ambiente ed Energia della Regione Emilia-Romagna]**.

- Direct link to the **official weather forecast** of the Region

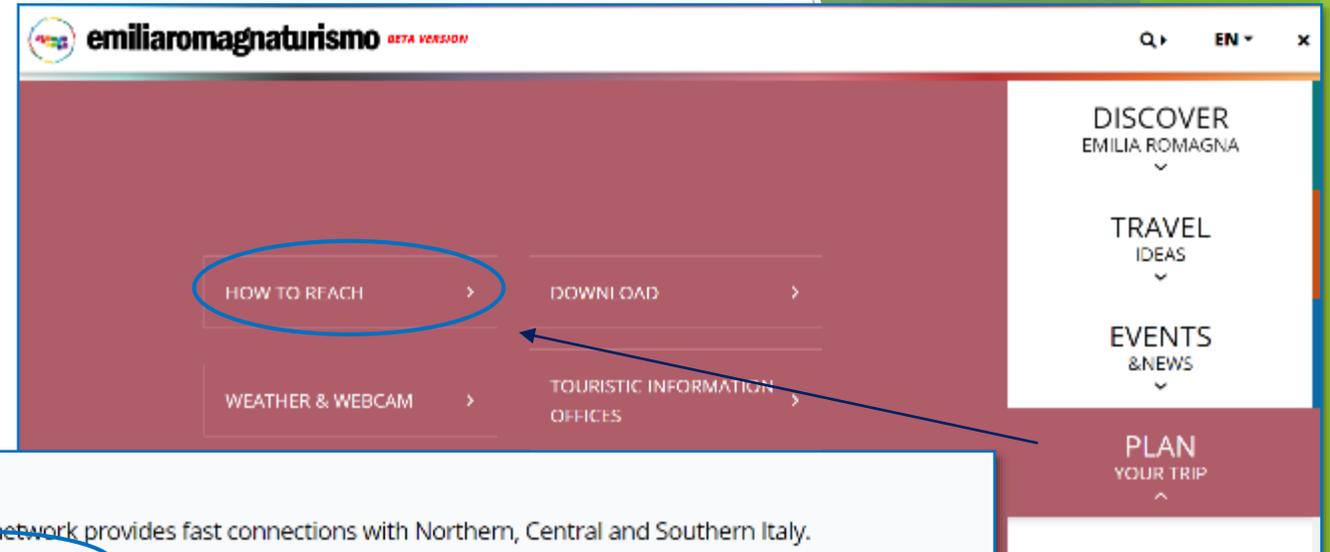
- **Updated** image which shows the **weather forecast** of each **province** day by day



# SERVICES

## TRANSPORT

- Information about the **accessibility** -by car, train, plane, bus and boat- can be found in the section of the menu
- Links to **official transport websites** enable users to buy tickets
- No possibility to purchase tickets directly from the website
- Visit Card Romagna



### By train

The railway network provides fast connections with Northern, Central and Southern Italy. **Trenitalia's** and **Italo's** high-speed trains (AV) connect the Bologna and Reggio Emilia train stations to an array of cities around Italy, including Milan, Turin, Verona, Bolzano, Rome and Naples. If you're travelling from elsewhere in Europe, you can reach Emilia-Romagna via the Tarvisio, Brenner, Gotthard and Simplon mountain passes. **DB / ÖBB** operates daily direct connections from Munich.

You can also travel around the region on the high-speed trains run by Italo that stop in Reggio Emilia, Bologna and Rimini, and on Trenitalia's regional trains network.

### By plane

The Parma, Bologna and Rimini airports connect the region to major cities across Italy and Europe via scheduled and chartered flights.

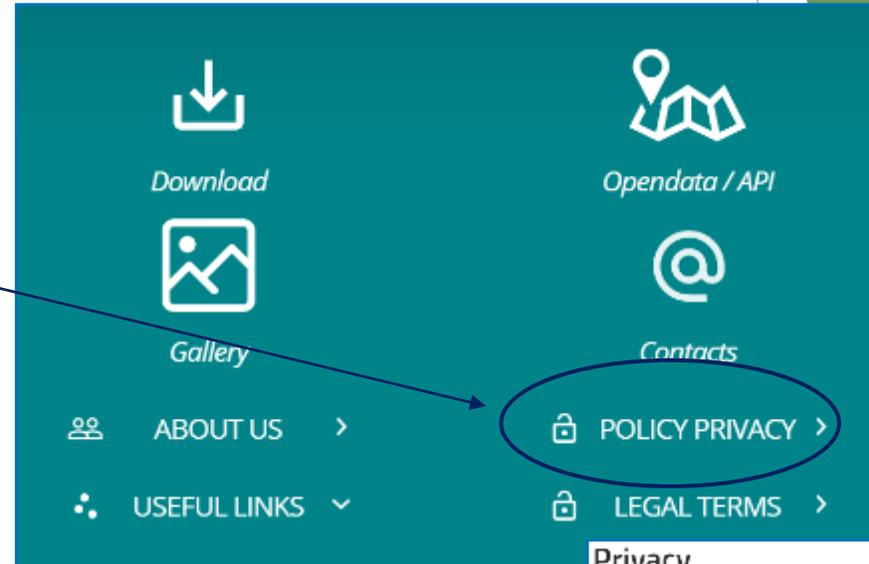
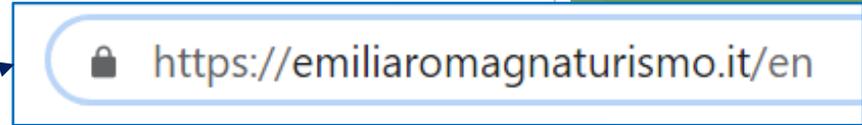
The **Aeroporto Internazionale Guglielmo Marconi di Bologna** is served by major international airlines, providing links between Emilia-Romagna's capital and a number of cities around the world. You can get to Bologna from the airport by taxi, by using the **Aerobus shuttle service** or on the **Marconi Express** monorail line. But if Bologna isn't your final destination,



# SERVICES

## SECURITY AND PRIVACY

- Security is guaranteed by the use of **https** protocol
- **Privacy policy** can be found in the homepage, but in Italian only.
- The **cookies** of the website are anonymous. Their use has the sole purpose of improving the website
- Difference in the message of **cookies allowance** according to the language chosen



Per offrire informazioni e servizi nel miglior modo possibile, questo sito utilizza cookie tecnici e cookie di terze parti. Per maggiori informazioni sui cookie utilizzati e su come eventualmente disabilitarli leggi la nostra [privacy policy](#).

ACCETTA

Your experience on this site will be improved by allowing cookies.

ALLOW COOKIES

### Privacy

Questa sezione del sito ha l'obiettivo di fornire informazioni sui trattamenti di dati personali effettuati dalla Regione Emilia - Romagna durante la navigazione da parte degli utenti nei suoi portali web istituzionali, nonché le informazioni relative a trattamenti di dati effettuati dagli operatori dell'Ufficio Relazioni con il Pubblico (URP).

Responsabile della protezione dei dati (DPO):

[dpo@regione.emilia-romagna.it](mailto:dpo@regione.emilia-romagna.it)  
[dpo@postacert.regione.emilia-romagna.it](mailto:dpo@postacert.regione.emilia-romagna.it)

### Approfondimenti

- > [informativa sul trattamento dei dati personali raccolti durante la navigazione degli utenti nei portali istituzionali](#)
- > [informativa sul trattamento dei dati personali forniti dagli utenti tramite messaggi di posta elettronica o compilazione di form](#)
- > [informativa sul trattamento dei dati personali per l'ufficio relazioni con il pubblico \(URP\)](#)



# VBI? INDIVIDUATION SEARCH ENGINE POSITIONING

**DOMAIN NAME:** can be easily remembered!

**EMILIA ROMAGNA** (name of the Region)  
+ **TURISMO** (the area of interest) + **IT**

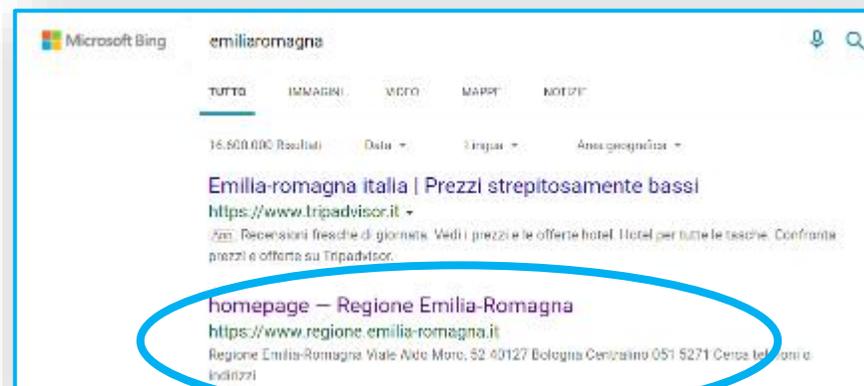
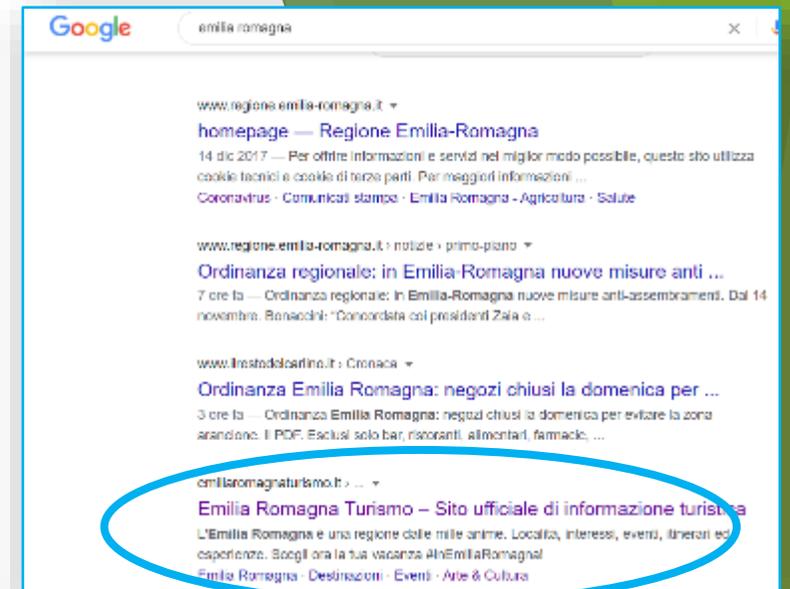


## ‘Emilia Romagna’

- GOOGLE: 4° position
- BING: 2° position
- YAHOO: 7° position

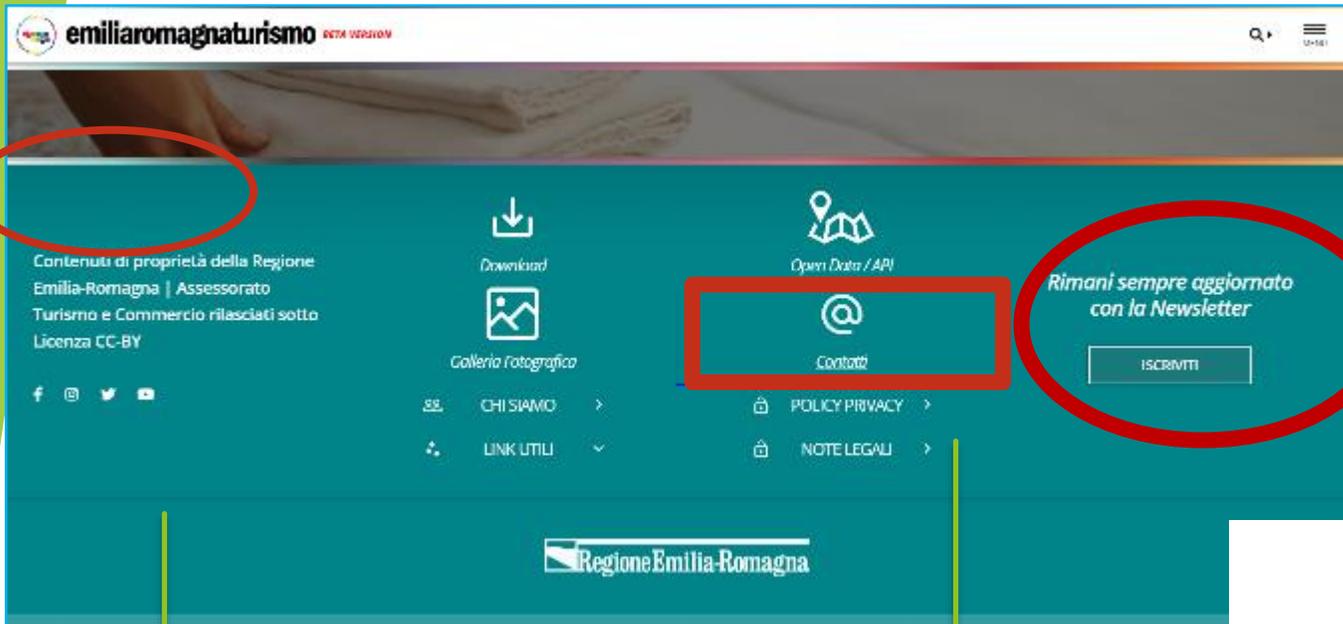
## ‘Emilia Romagna Visit’

- GOOGLE, BING, YAHOO:  
2° position!



# INDIVIDUATION

## BASIC and OFFLINE COMMUNICATION

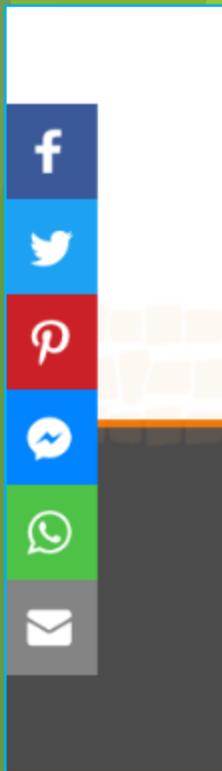


**SOCIAL NETWORKS** links work!

**HYPERLINK** to the users' mailbox!

**NEWSLETTER**  
WhatsApp and Messenger

- OFFICIAL TELEPHONE NUMBER
- EMAIL ADDRESS



# INDIVIDUATION

## COMMUNICATION AMONG USERS AND B2B

TI POTREBBE INTERESSARE ANCHE:

Autore:

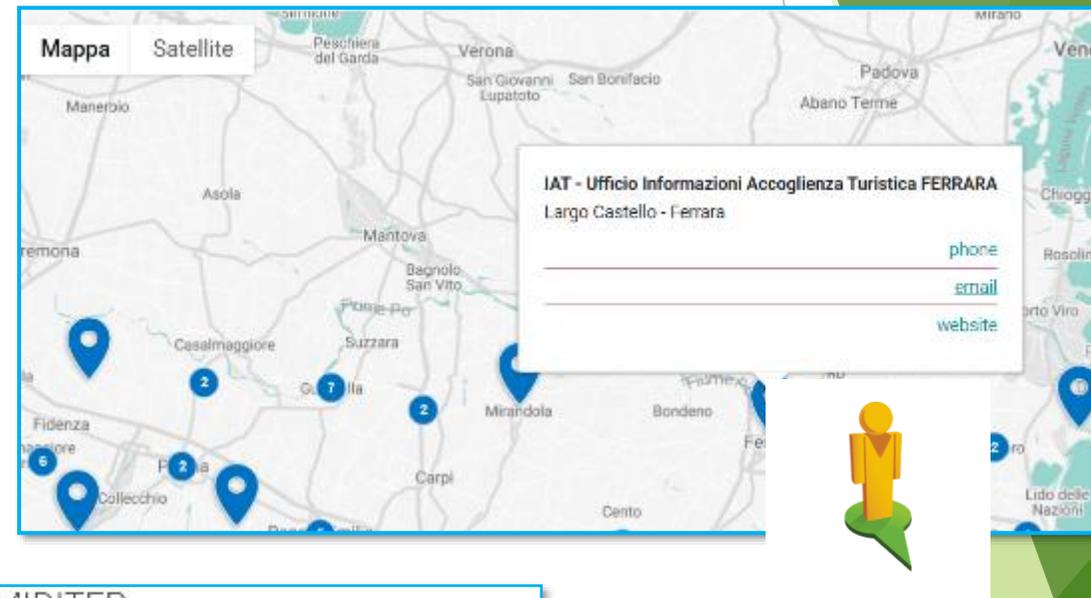
 [Trail Romagna](#)  
Trail Romagna è un'associazione sportiva dilettantistica di Ravenna con la passione per la natura, il movimento e la gioia di stare insieme.

LASCIA UN COMMENTO ANCHE TU!

Il tuo indirizzo email non sarà pubblicato. I campi obbligatori sono contrassegnati \*

Commento

## OFFICE GEOGRAPHIC POSITION



## BLOG

Under each article:

- users can leave a **COMMENT**
- other articles are suggested



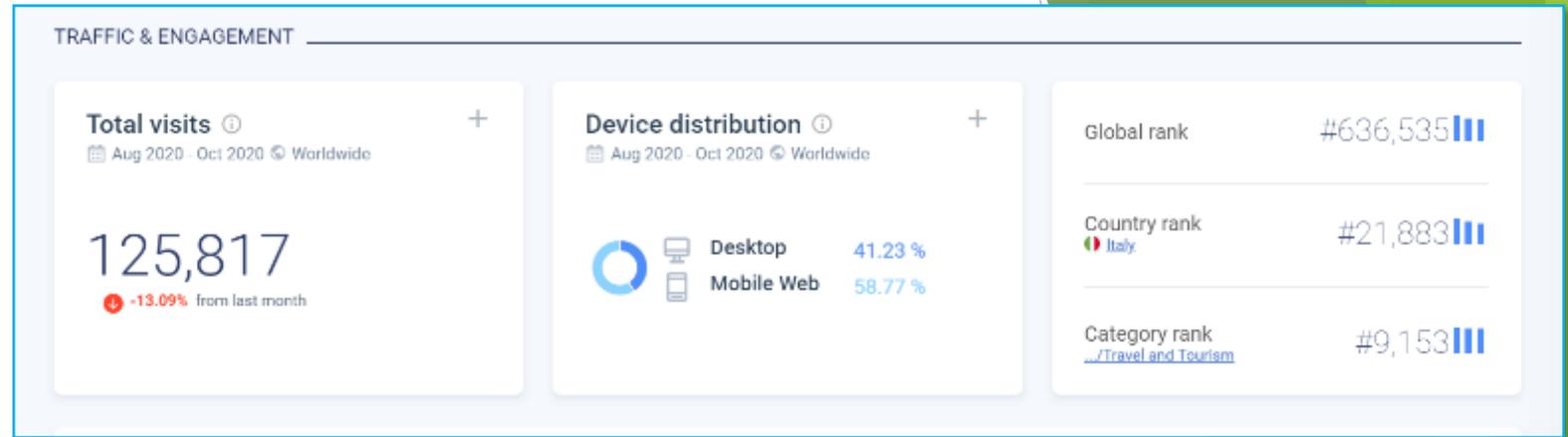
**CaffèconTer** is a good initiative for B2B!



# INDIVIDUATION RANKING

CheckPageRank.net: 5.6/10

PrChecker.info: 6/10

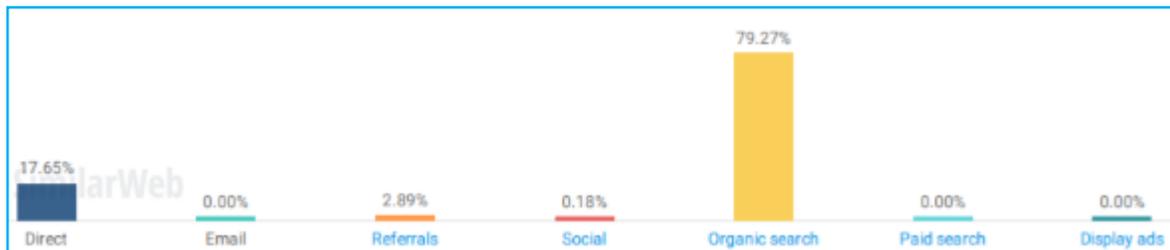


SimilarWeb.com:

CATEGORY RANK 'Travel/Tourism': 9,153!

Really low compared with its main competitor [Cervia.it](#): 111,870

## ORGANIC SEARCH (79,27%)

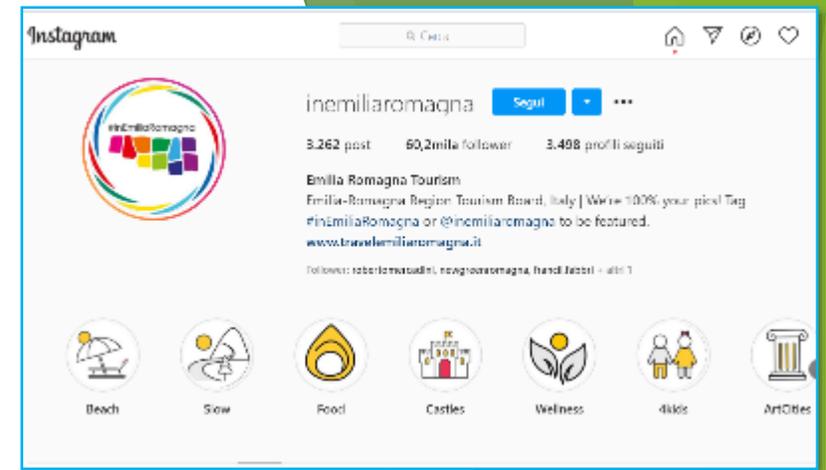


Domain	Traffic Share
<a href="#">cervia.it</a>	2.57%
<a href="#">travelemiliaromagn...</a>	2.28%
<a href="#">turismo.comunecer...</a>	2.17%
<a href="#">italiani.it</a>	1.93%
<a href="#">borghipiubelliditali...</a>	1.68%



# INDIVIDUATION

#inemiliaromagna



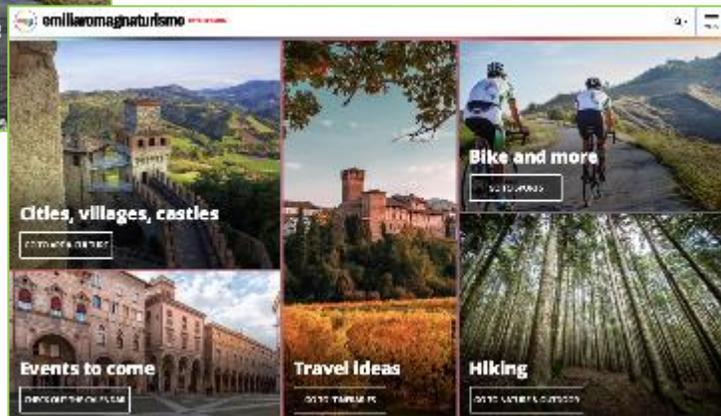
FACEBOOK	INSTAGRAM	YOUTUBE	TWITTER	PINTEREST
<ul style="list-style-type: none"> <li>111.771 likes</li> <li>117.519 followers</li> <li><b>HIGH ENGAGEMENT</b></li> </ul>	<ul style="list-style-type: none"> <li>60K followers</li> <li>1.835 media likes</li> <li><b>HIGH ENGAGEMENT</b> (<i>Nijalitics.com</i>): 3,21%</li> </ul>	<ul style="list-style-type: none"> <li>2.620 subscriptions</li> <li>100 views (last video)</li> <li><b>LOW ENGAGEMENT</b></li> </ul>	<ul style="list-style-type: none"> <li>71.845 followers</li> <li><b>LOW ENGAGEMENT</b></li> </ul>	<ul style="list-style-type: none"> <li>3.000 followers</li> <li>173.000 visits per month</li> <li><b>LOW ENGAGEMENT</b></li> </ul>



# MANAGEMENT CODE COMPLIANCE



➤ Same clear and accessible **layout** on distinct devices: computer, smartphone and tablet



## Online Broken Link Checker: Response codes

Our system detects & reports the following link problems / HTTP response codes:

<b>404</b>	<b>Page Not Found</b> : the page / resource doesn't exist on the server
<b>400</b>	<b>Bad Request</b> : host server cannot understand the URL on your page
<b>bad host</b>	<b>Invalid host name</b> : server with that name doesn't exist or is unreachable
<b>bad url</b>	<b>Malformed URL</b> (e.g. a missing bracket, extra slashes, wrong protocol etc)
<b>bad code</b>	<b>Invalid HTTP response code</b> : server response violates HTTP spec
<b>empty</b>	Host server returns "empty" responses with no content and no response code
<b>timeout</b>	<b>Timeout</b> : HTTP requests constantly timed out during the link check
<b>reset</b>	Host server drops connections. It is either misconfigured or is too busy.

328	http://www.rododori.it	url 302	bad host
327	http://www.bianchi.com/it/it/	url 404	bad host
376	http://www.ortolano.com/it/it/	url 404	bad host
329	http://www.hotel.it/it/it/	url 302	404
380	http://www.spa.com/it/it/	url 404	bad host
381	http://www.italy.com/it/it/	url 404	bad host
382	http://www.italia.com/it/it/	url 404	bad host
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395	http://www.italia.com/it/it/	url 404	bad host
396	http://www.italia.com/it/it/	url 404	bad host

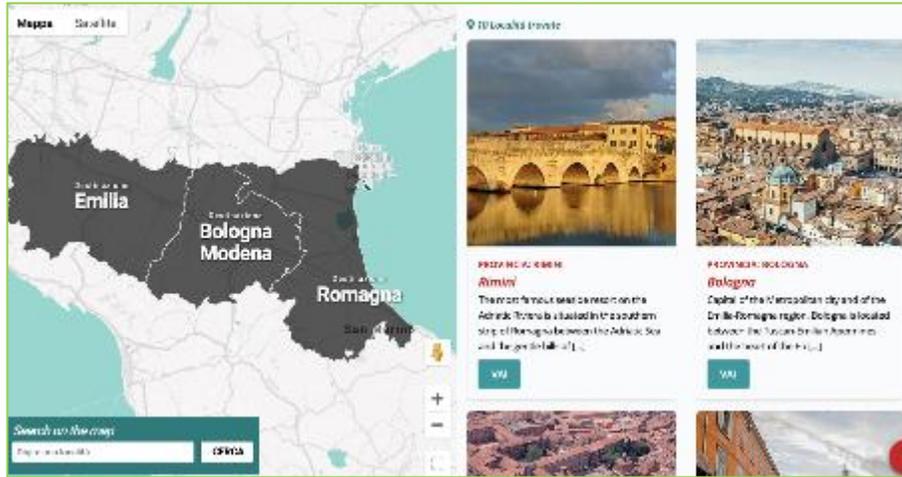
Status  
**DONE** : process terminated as taking too long  
Processed 1559 web pages, found 396 broken links

## Broken Link Checker

➤ Out of 1876 links analysed, 369 present two main problems:  
- Error 404  
- Bad host

Guarda<COMMA>address:Via Secchia	url 302	404
Guarda<COMMA>address:Via Rescadi	url 302	404
Guarda<COMMA>address:Strada Prov	url 302	404
Guarda<COMMA>address:Strada Prov	url 302	404
Guarda<COMMA>address:Conso Libert	url 302	404
Guarda<COMMA>address:Via Alessan	url 302	404
Guarda<COMMA>address:Via Montan	url 302	404
Guarda<COMMA>address:Via Guglielm	url 302	404
Guarda<COMMA>address:Piazza Tren	url 302	404
Guarda<COMMA>address:Conso Marti	url 302	404
Guarda<COMMA>address:Piazza del P	url 302	404
Guarda<COMMA>address:Via Ruggere	url 302	404
Guarda<COMMA>address:Via Pasucc	url 302	404

# MANAGEMENT TECHNOLOGIES



- The website is **technologically advanced** as each homepage section is linked to its corresponding page with an in-depth explanation
- The **top right curtain** enables to discover the territory of Emilia Romagna, to check the schedule of events and to plan a trip
- Opportunity to book accommodations and excursions through [https://www.emiliaromagnawelcome.com/en?utm\\_source=emiliaromagnaturismo&utm\\_medium=footer\\_website](https://www.emiliaromagnawelcome.com/en?utm_source=emiliaromagnaturismo&utm_medium=footer_website)

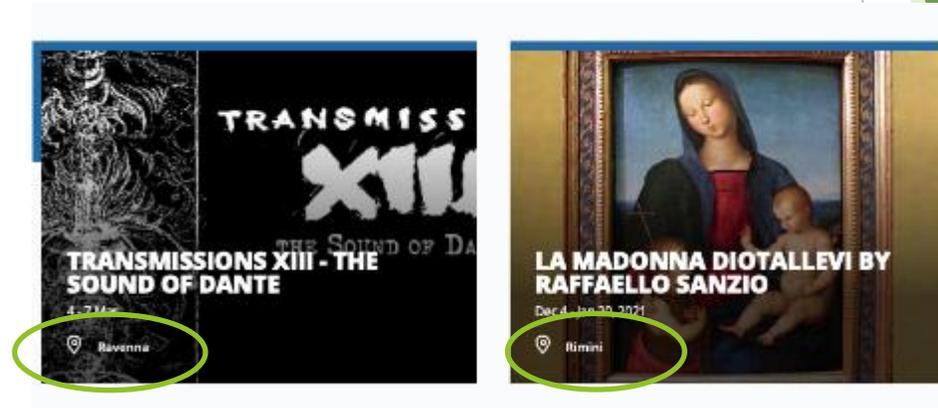


# MANAGEMENT

## CONTENT UPDATE



- The **content** of the website is **regularly updated**, moreover, it informs about the current Covid-19 situation



- **Institutional pages:**  
ENIT, National Tourism Agency  
Italian Ministry of Health  
Italian Ministry of Foreign Affairs

### Coronavirus precautionary measures - November 2020

Following the Decree of the President of the Council of Ministers of November 3, 2020, we inform you of the precautionary measures adopted to contain the spread of Coronavirus: the closure of museums, exhibitions, theaters, concert halls, cinemas and the suspension of festivals and fairs until 3 December.

Until this date, it is strongly recommended that all natural persons do not move, except for work, study, health reasons, situations of need or to carry out activities or use transport services. Finally, we also recall the importance of respecting the advice of the World Health Authority.

To know more:

Emilia Romagna Region - only in Italian

ENIT - Italian National Tourism Agency

Italian Ministry of Health

Italian Ministry of Foreign Affairs

- The **event section**, accessible from three different areas, is easy and quick to use as it enables the user to select the field and province of interest

EVENTS	
Name	<input type="text"/>
Category	Select <input type="button" value="v"/>
Date	Select a date..
Province	Select <input type="button" value="v"/>
<input type="button" value="SEARCH THE CALENDAR"/>	



# QVOMODO? USABILITY

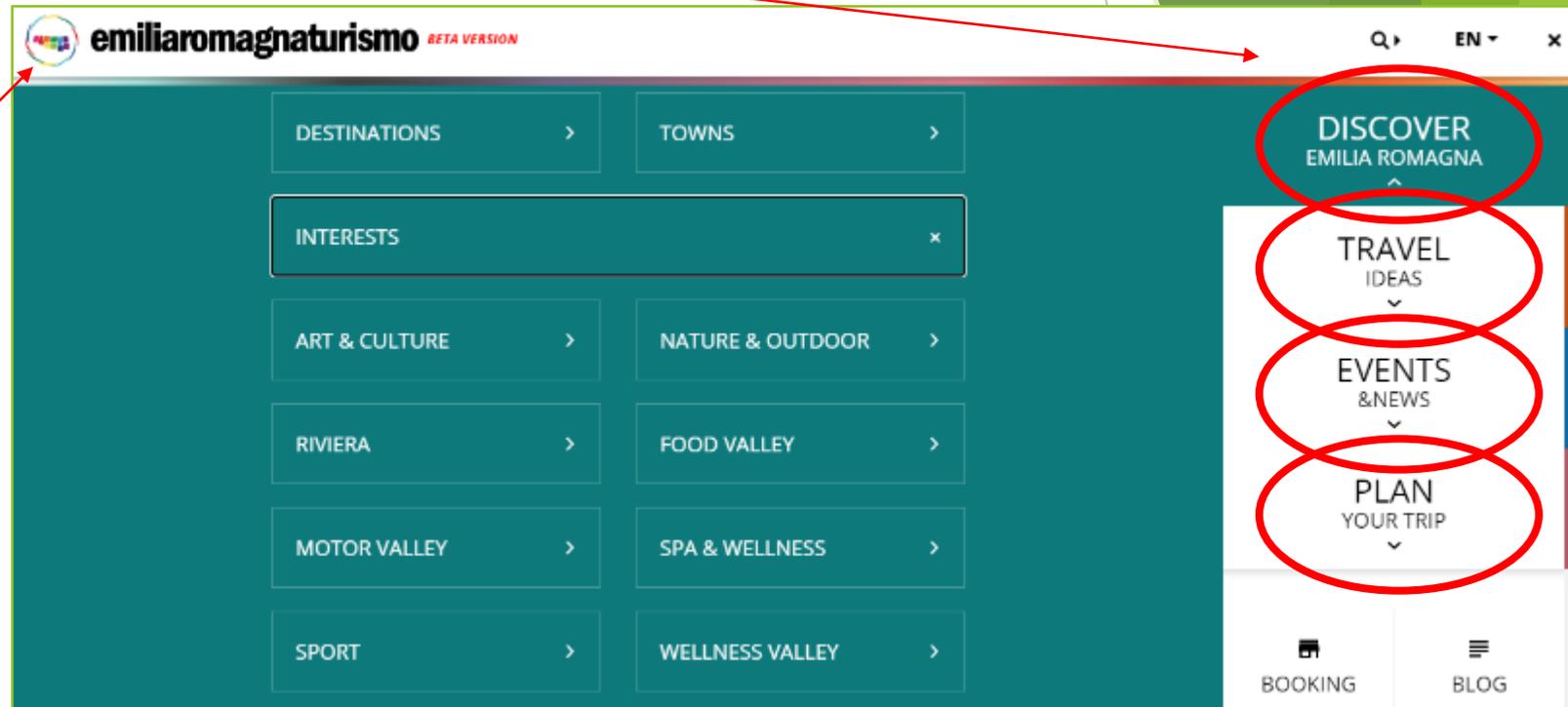
## NAVIGATION MENU

- **Direct and straightforward** to browse, divided in **4 main sections** and several shortcuts

- **Logo** in the top left corner



- While scrolling down the menu appears **always at the top** of the page

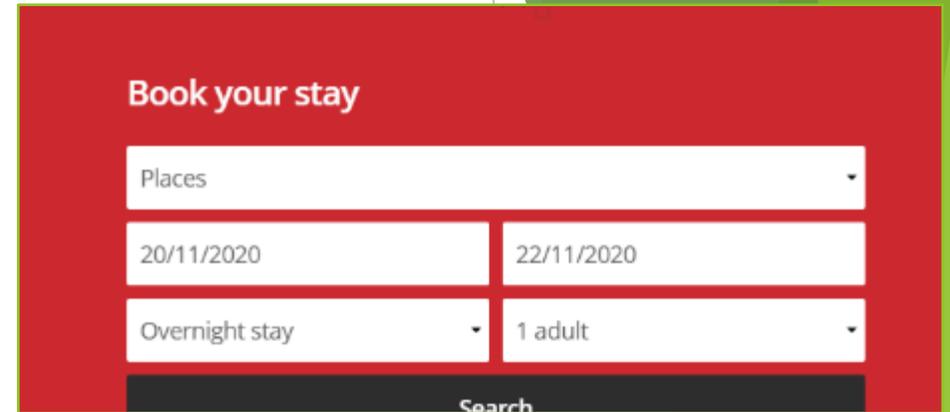
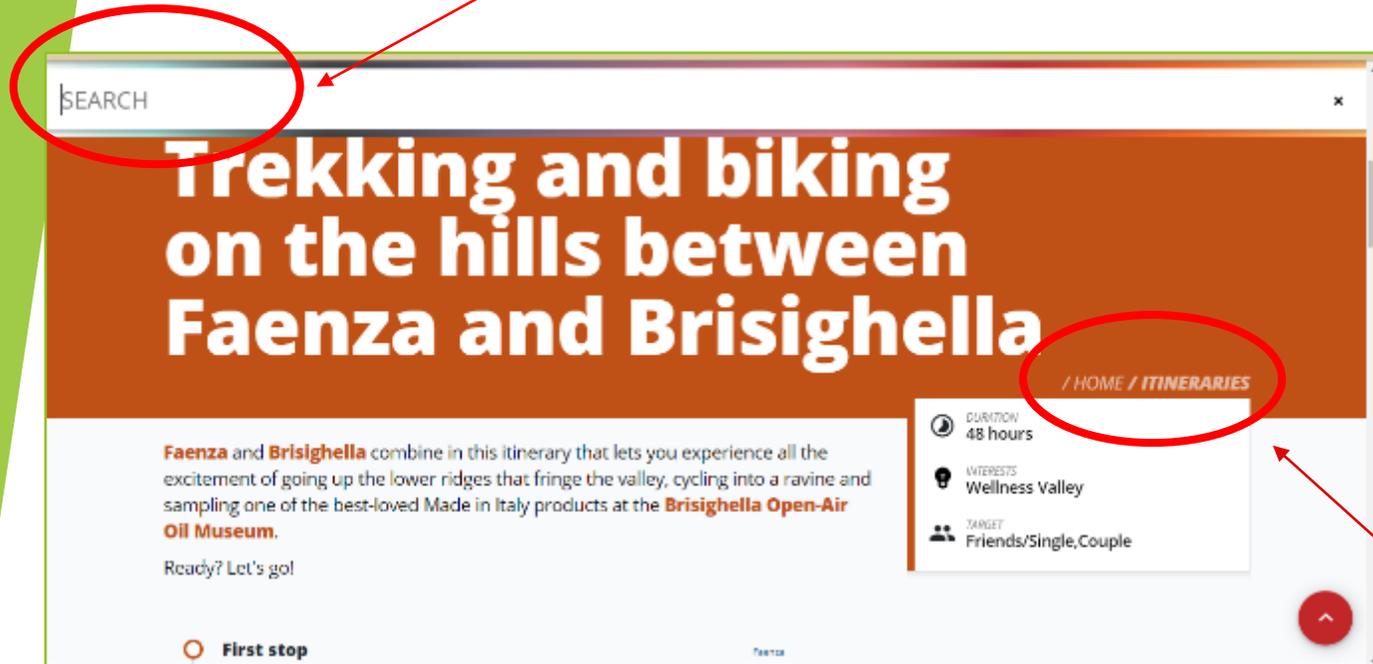


- Each section has a different **colour**



# USABILITY

- An **Internal search engine** is always available



- Second search engine to book an accommodation, but it redirects the user to another dedicated website

- A **Site map** is not available (even though it is already provided through the properly articulated menu)

- A **Breadcrumbs** trail is provided



# USABILITY LANGUAGE



➤ The website is provided only in two languages

emiliaromagnaturismo BETA VERSION

HOME / DESTINAZIONI

The Emilia-Romagna region was formed by the merging together of different yet complementary areas. Between the lapping waves of the **Adriatic Sea** and the **peaks of the Apennines** lies a wonderful variety of history, traditions and landscapes, offering just as many destinations to visit.

The **Emilia area** is the **land of the castles** and citadels of the **Parma** and **Piacenza** Duchy, of world-renowned **PDO and PGI products** – especially **Parmigiano Reggiano** and **Prosciutto di Parma** – and the music of **Giuseppe Verdi**, who hails from **Busseto**. The city of **Reggio Emilia** was in fact the birthplace of Italy's tricolour flag.

When it comes to culinary specialities, the **Bologna** and **Modena** area is also world famous for **vinegar, Mortadella Bologna** and many other flavours that pair beautifully with **and motorbike manufacturers** – Ferrari, Lamborghini, Ducati and Maserati to name a few. The vast ski resorts on **Monte Cimone**, the highest peak in the region (2,165 metres), are also a testament to the region's deep-seated sporting tradition.

**Romagna**, on the other hand, has always been about seaside and entertainment the far south of the region. But there is far more to Romagna than meets the eye; the **Forlì-Cesena** and **Rimini** countryside, ancient culinary traditions that are emblematic of the region, **flatbread**, a **passion for wellness and fitness**, and **UNESCO World Heritage sites**. Now all you have to do is choose your destination and arrange your next trip to Emilia-Romagna.



emiliaromagnaturismo BETA VERSION

HOME / DESTINAZIONI

L'Emilia Romagna è una regione nata dall'unione di territori differenti che si completano a vicenda. Dalle onde del **mare Adriatico** alle **cime degli Appennini**, attraversandola si incontra una meravigliosa pluralità di storie, tradizioni e paesaggi, declinata in tre Destinazioni tutte da visitare.

L'**Emilia** è la terra dei **castelli e delle rocche** del Ducato di **Parma** e **Piacenza**, dei **prodotti DOP e IGP** conosciuti in tutto il mondo - **Parmigiano Reggiano** e **Prosciutto di Parma** su tutti - e della musica di **Giuseppe Verdi**, originario di **Busseto**. Alla città di **Reggio Emilia** si deve poi la nascita della bandiera tricolore italiana.

Il territorio di **Bologna** e **Modena** non è da meno in fatto di specialità gastronomiche. Questa è la patria dell'**aceto balsamico**, della **mortadella Bologna** e di molti altri sapori che ben si sposano con i **vini locali**. Qui risiedono le grandi **case automobilistiche e motociclistiche** - Ferrari, Lamborghini, Ducati, Maserati tra le altre - e **autodromi di fama internazionale**. La tradizione sportiva si lega anche alle importanti stazioni sciistiche del **Monte Cimone**, il più alto della regione (2165 metri s.l.m.) e del **Corno alle Scale**.

La **Romagna** è invece da sempre sinonimo di mare e divertimento, dai lidi di Ferrara fino all'estremità sud della costa riminese. È però anche molto di più: custode di suggestivi borghi collinari nell'entroterra di **Forlì-Cesena** e di **Rimini**, di tradizioni gastronomiche antiche che trovano nella **piadina** il loro emblema, di **attenzione al benessere del corpo e al fitness**, e di città d'arte **patrimonio Unesco** come **Ravenna** e **Ferrara**.

Non resta che scegliere la meta e organizzare il prossimo viaggio in Emilia Romagna.

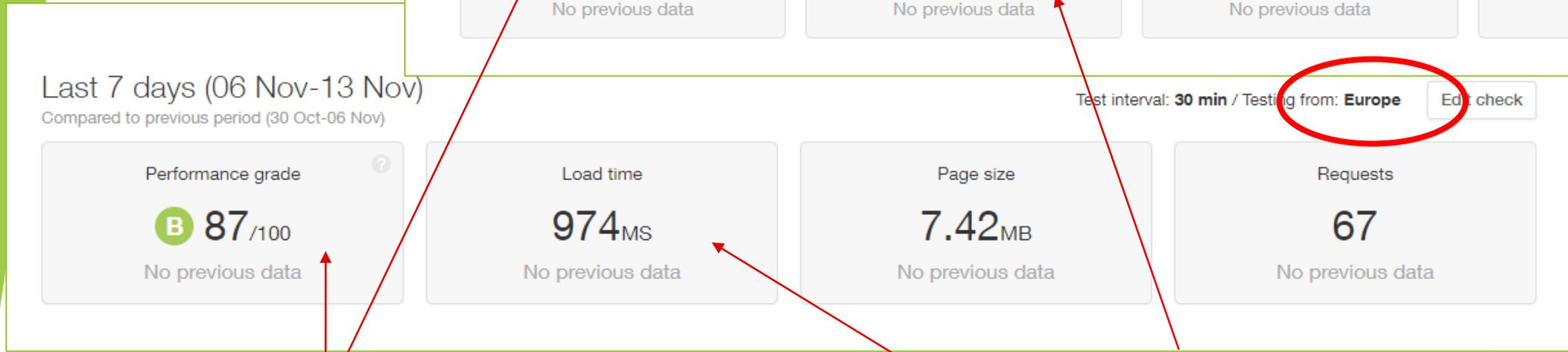
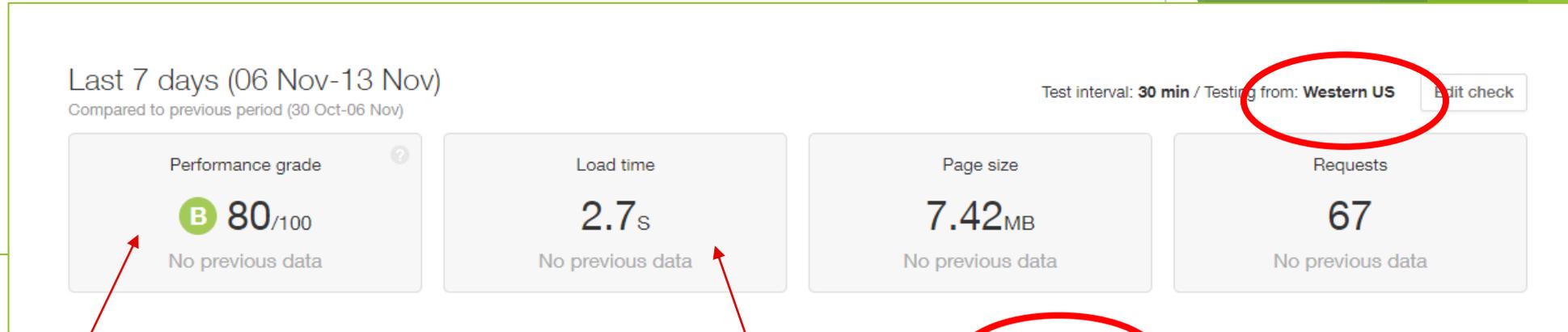


➤ Nevertheless, the **content is the same!** No cuts of lack of information in one language are evident



# USABILITY

## DOWNLOAD TIME



➤ Positive performances for both **Europe** and the **Western US**

though with different download times



# USABILITY

➤ **MOBILE FRIENDLINESS:**  
test passed



➤ The website insists on **Wi-Fi Coverage** on several beaches along the Romagna coast - easily accessible



➤ **Screenshot** taken with the phone proves it (menu bar always at the top while scrolling down and a “top” icon in the bottom right corner)



# USABILITY APP

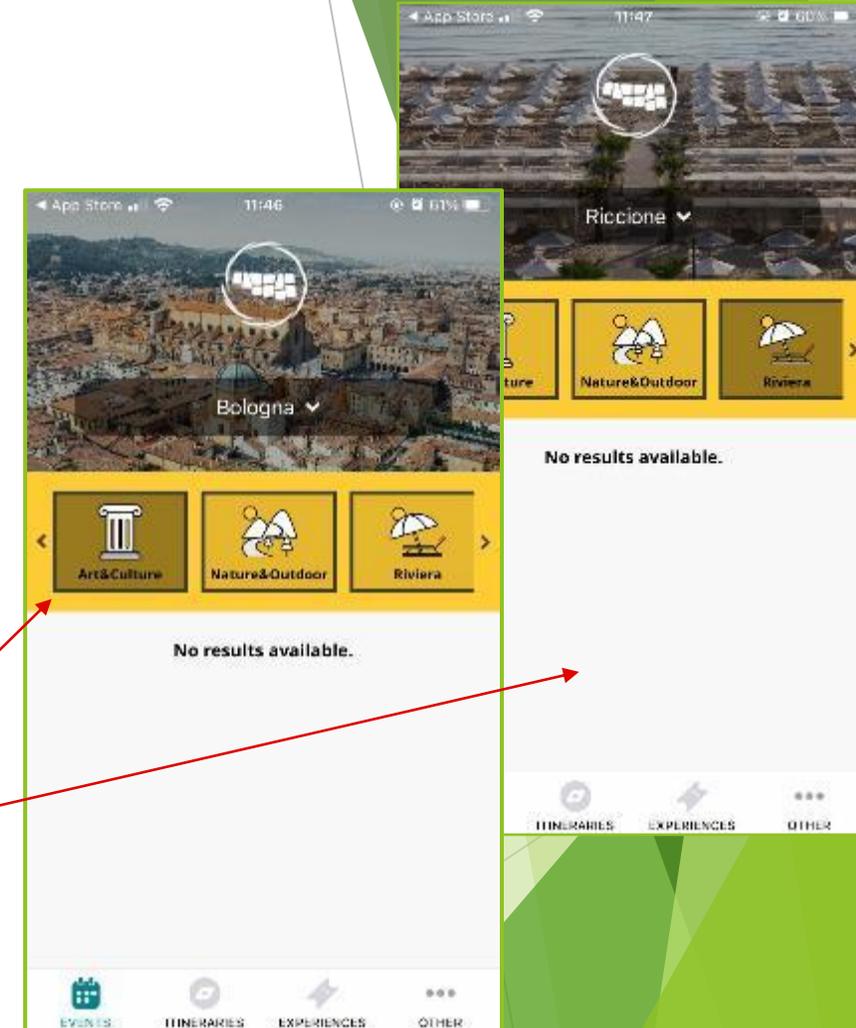


➤ There is a downloadable **APP** which presents itself with the same logo visible in the website

➤ BUT, the layout is completely different and the app is not at all promoted within the website



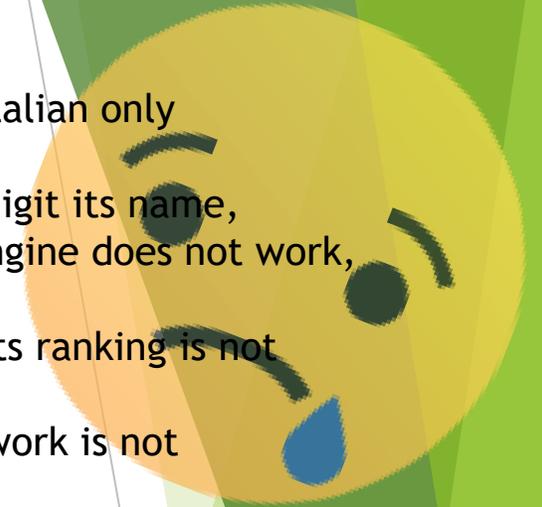
➤ Moreover, it can be stated that this app is not updated and lacks several sections and information



# CONCLUSIONS STRENGTHS AND WEAKNESSES

- Very clear and simple layout on all devices, pleasant to the eye
- Fast and advanced technology for an easy orientation within the website
- Menu enables to choose different options
- Updated content and exhaustive explanations
- Fast and functional e-commerce site
- Easily found on the main search engines
- The domain name is easy to be remembered
- Establishes a both basic and an offline communication
- Geographic positions of the offices is well provided
- Straightforward and complete menu easy to navigate
- Mobile friendly with no difficulties in browsing
- The content fulfils the managers and users' needs.
- Multimedia content is well made and presents lots of colorful images all over the web site
- Links at the disposal are working and useful
- There are many downloadable material
- all the information needed by the user is provided in a clear way.
- All the activities that the user can do are immediately accessible from the homepage

- Website languages English and Italian only
- Too many broken links
- To select an event you have to digit its name, otherwise the internal search engine does not work, and the results are not shown
- Compared with its competitor, its ranking is not really high
- Engagement through Social Network is not high enough
- Not updated app with lack of information
- Absence of videos on the homepage. Only one video is available in a "hidden" section of the page and it doesn't have any sound
- Some materials are not downloadable in PDF format
- Privacy policy is explained in Italian only
- Difference in the cookies allowance: it is more detailed in the Italian version rather than in the English one
- Visit Card Romagna not easy to find at all



THANK  
YOU!

Martina Massara  
Gaia Ronning  
Michela Dall'Aglio  
Alessia Ambrosino  
Alessandra Messoria  
Sara Piana

