



# WEB PRESENCE EVALUATION

<https://www.eccolecco.it/en/>

*ANNIS LAURA*

*BARACCHETTI LAURA*

*BARTESAGHI FEDERICA*

*PARCHUK YULIYA*

*ROVELLI IRENE*

*SPINELLI BEATRICE*



# INTRODUCTION

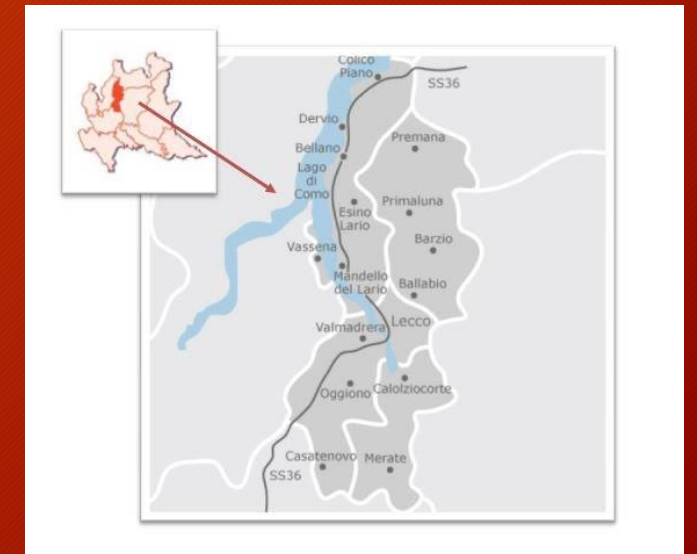
Lecco is a province located in northern Italy, in the region of Lombardy, which extends on the eastern branch of Lake Como and on the banks of the river Adda.

The study is based on the 7loci meta-model

- Identity
- Content
- Services
- Individuation
- Management
- Usability



<b>Area</b> <sup>[1]</sup>	
• Total	45.14 km <sup>2</sup> (17.43 sq mi)
<b>Elevation</b>	214 m (702 ft)
<b>Population</b> (September 30, 2017) <sup>[2]</sup>	
• Total	48,366
• Density	1,100/km <sup>2</sup> (2,800/sq mi)
<b>Demonym(s)</b>	Lecchesi

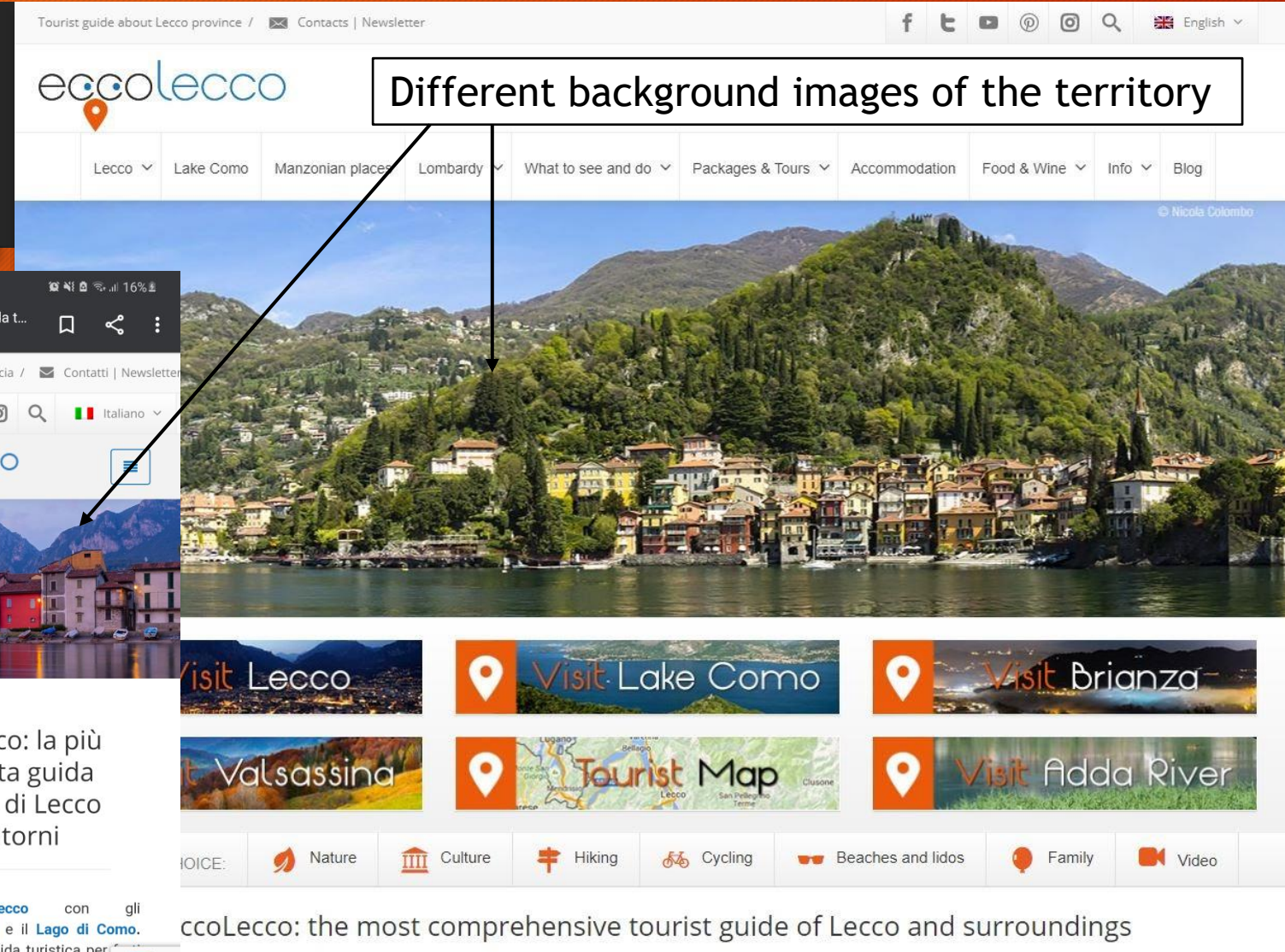


# IDENTITY - Who?

Logo →



The colours of the logo - **black**, **orange** and **blue** - are often used in the texts and in the most important sections of the webpage.



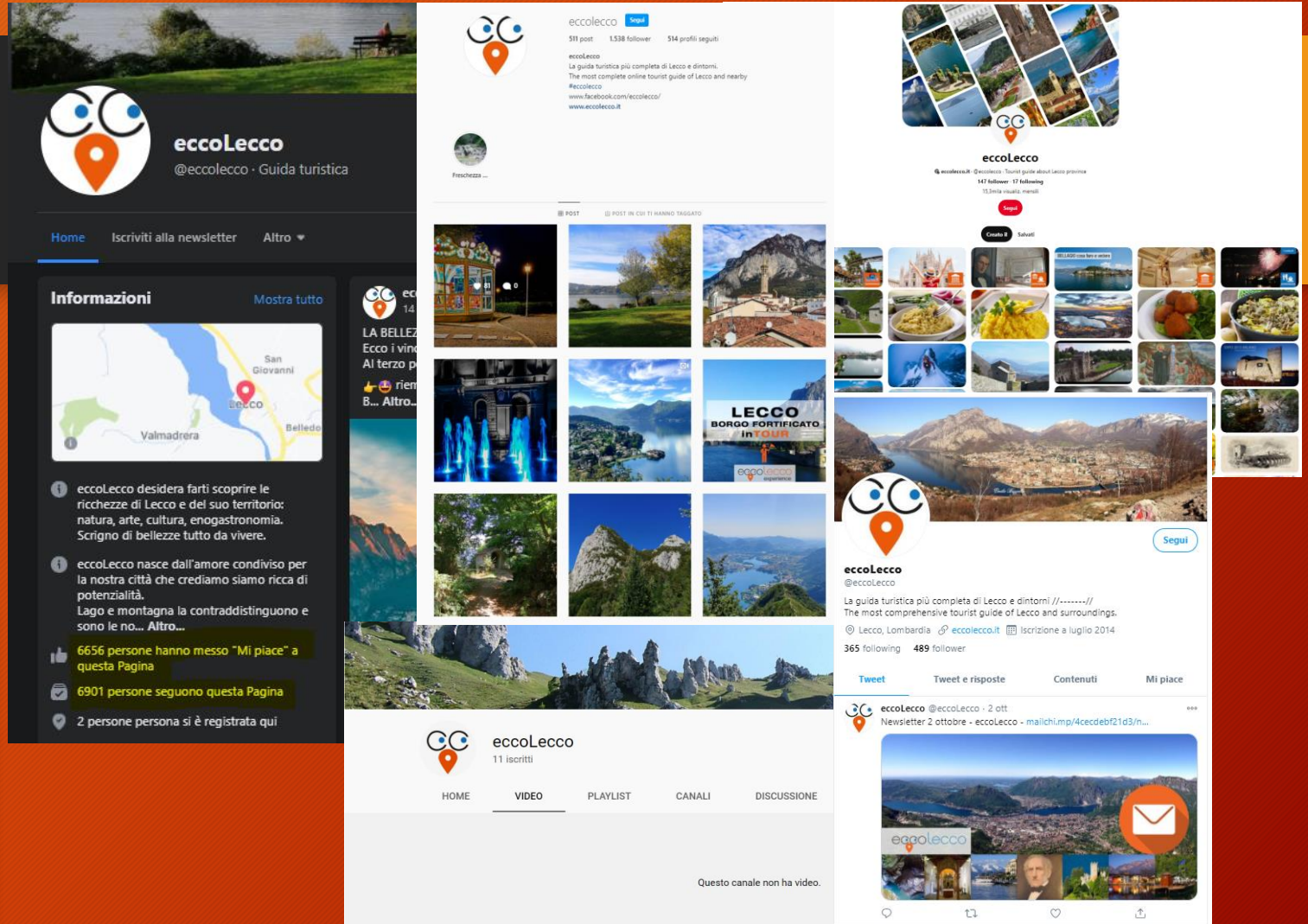
Different background images of the territory



eccoLecco: the most comprehensive tourist guide of Lecco and surroundings

# IDENTITY - Who?

Map of links among the official and semi-official components of the website



The smiley face is also used as the logo of the most important social networks

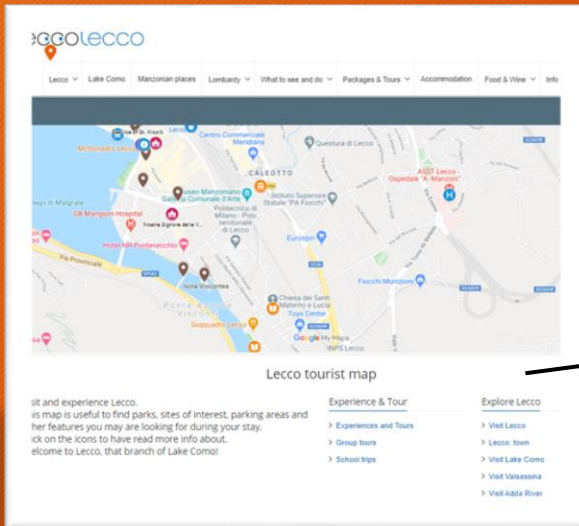
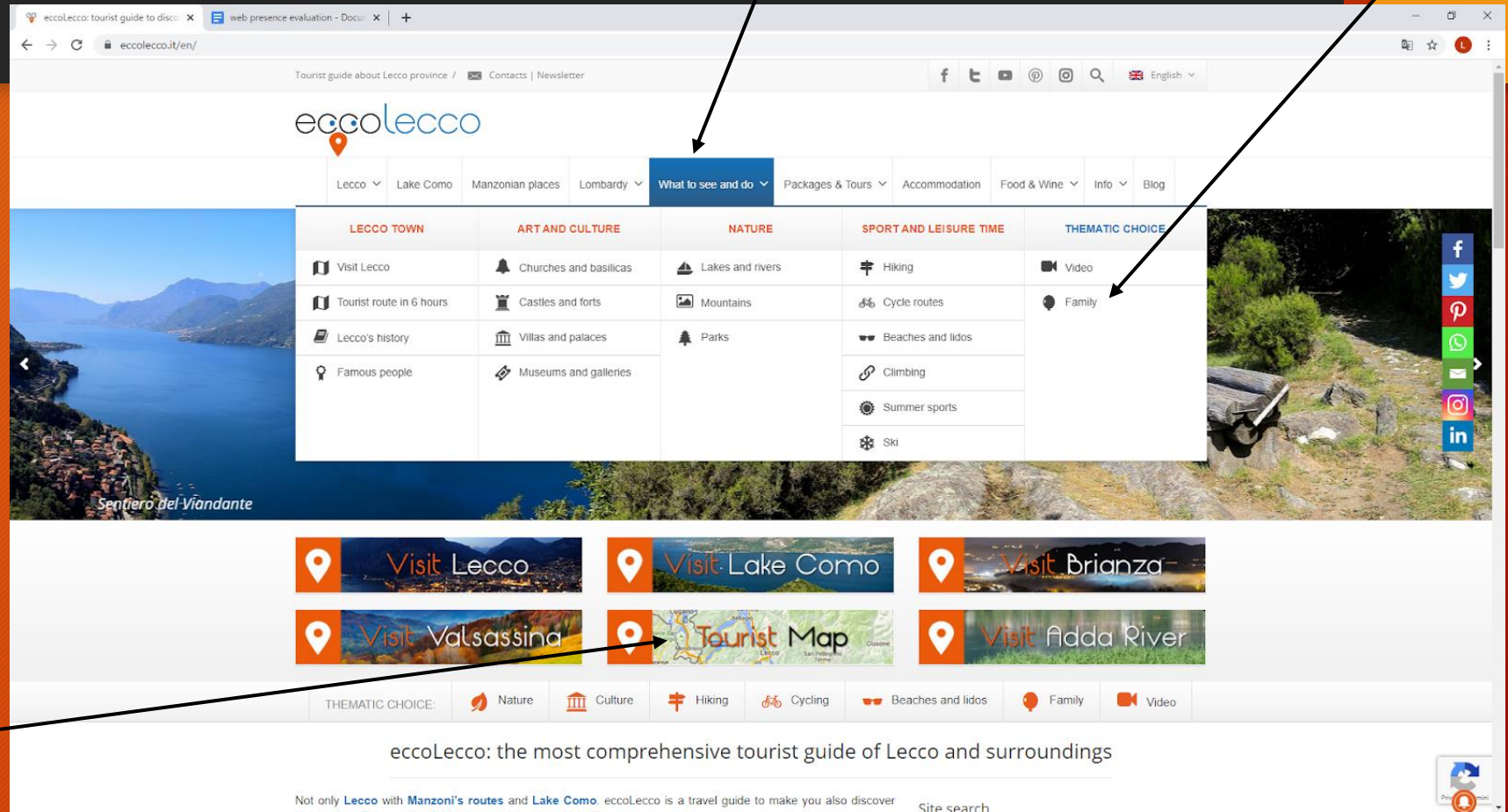
# IDENTITY - Who?

different offers for different tastes and ages

a specific section for families and children

“SIMPLICITY”

- It is simple how the page is organized
- the colours and fonts that are used
- graphic layout



the website sets up a **tourist map**

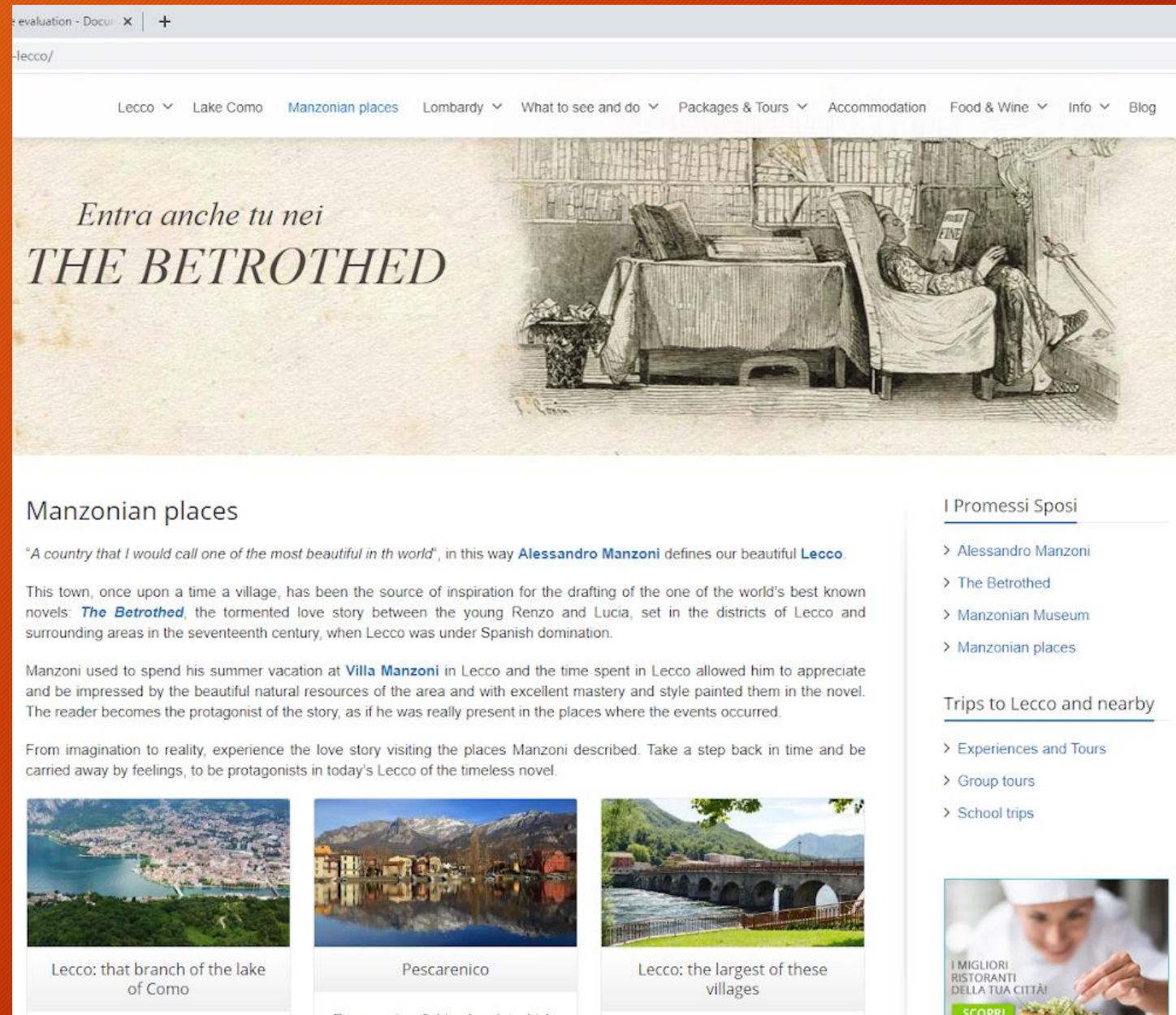
# IDENTITY - Who?

## STORYTELLING

specific section «Manzonian Places»

two parts:

- the history of the author and the novel;
- the places lived and cited by the writer in his work, in addition to the map of possible routes to visit them (specifically for educational visits).



evaluation - Docu... x +

-lecco/

Lecco ▾ Lake Como Manzonian places Lombardy ▾ What to see and do ▾ Packages & Tours ▾ Accommodation Food & Wine ▾ Info ▾ Blog

*Entra anche tu nei*  
**THE BETROTHED**

Manzonian places

*"A country that I would call one of the most beautiful in th world", in this way **Alessandro Manzoni** defines our beautiful **Lecco**.*

This town, once upon a time a village, has been the source of inspiration for the drafting of the one of the world's best known novels: **The Betrothed**, the tormented love story between the young Renzo and Lucia, set in the districts of Lecco and surrounding areas in the seventeenth century, when Lecco was under Spanish domination.

Manzoni used to spend his summer vacation at **Villa Manzoni** in Lecco and the time spent in Lecco allowed him to appreciate and be impressed by the beautiful natural resources of the area and with excellent mastery and style painted them in the novel. The reader becomes the protagonist of the story, as if he was really present in the places where the events occurred.

From imagination to reality, experience the love story visiting the places Manzoni described. Take a step back in time and be carried away by feelings, to be protagonists in today's Lecco of the timeless novel.

**Lecco: that branch of the lake of Como**

**Pescarenico**

**Lecco: the largest of these villages**

**I Promessi Sposi**

- > Alessandro Manzoni
- > The Betrothed
- > Manzonian Museum
- > Manzonian places

**Trips to Lecco and nearby**

- > Experiences and Tours
- > Group tours
- > School trips

**I MIGLIORI RISTORANTI DELLA TUA CITTÀ!**  
**SCOPRI**

# CONTENT - What?

The contents are accurate and easy to understand

- Some of the multimedia content are different depending on the device and the language version of the website; the English-version has a specific section for **Videos**

Don't miss to watch these videos about Lecco and Lake Como's land

Discover the marvelous land of Lecco and nearby thanks to this videos' collection.  
We love it and we are sure you too!

- Lecco town VIDEO
- Lecco's history VIDEO
- Lake Como Towns VIDEO
- Excursions and trekking VIDEO
- Lecco's mountains VIDEO
- Summer sport VIDEO

Tourist guide about Lecco province / Contacts | Newsletter

Lecco Lake Como Manzonian places Lombardy What to see and do Packages & Tours Accommodation Food & W

Lecco city  
Lecco lake  
Lecco mountains  
Lecco nature  
Lecco 6 hours itinerary

Ready to discover Lecco?  
Let's go visiting Lecco!

Lecco is mostly known for **The Betrothed**, the first Italian literature novel written by Alessandro Manzoni. But Lecco is not only "that branch of Lake Como ...", in fact Lecco means history that we can discover and rediscover thanks to the civic museums. Walking through Lecco downtown you breathe the neoclassical style of Bovara with its elegant imprint, mixed with the remains of the fortified village, starting from **Azzone Visconti bridge** and the **Viscontea Tower**.

Frankly speaking and without any doubt we can say that Lecco has a unique and great natural setting: **lake Como** surrounded by the **Pre-Alps Orbie** mountain range. And these mountains have been the training ground for world well-known mountaineers, as Cassin, Mauri and Bonatti. And nowadays Lecco's mountains are the destination of many hikers and families with kids. A great and large paths range where we are sure you can experience our mountains enjoying stunning views on the lake to the Alps. Visit Lecco and discover all it offers. We are sure you'll fall in love! Welcome to Lecco!

Lecco Map  
Visit Lecco in 6 hours  
Manzonian places

Visit Lecco and discover all it offers. We are sure you'll fall in love! Welcome to Lecco!

The images are numerous, colourful and distinctive, scattered throughout the whole website

# CONTENT - What?

no virtual activities or events!!

Guida turistica di Lecco e provincia / Contatti | Newsletter

f t y p i g Italiano

eccolecco

Lecco Lago di Como I Promessi Sposi In Lombardia Cosa fare e vedere Pacchetti e Tour Ospitalità Enogastronomia **Eventi** Info Blog

### Eventi a Lecco e dintorni

Concerti, mostre, teatri, cinema e tour: i nostri consigli per il weekend in arrivo a Lecco e sul Lago di Como. Ricordando di mantenere sempre le distanze e seguire le regole.

Cinema Concerti Mostre Tour Noir Tour guidati Tutti Varie

**19 Settembre 2020**

**La Scapigliatura - Una generazione contro**

Palazzo delle Paure, Piazza XX Settembre 22  
Lecco, 23900  
+ Google Maps

€6 - €8 [Ulteriori informazioni](#)

**27 Settembre 2020**

**Il Fiume Adda. Di immagine in immagine, tra tempo e luce**

Palazzo delle Paure, Piazza XX Settembre 22  
Lecco, 23900  
+ Google Maps

Gratuito [Ulteriori informazioni](#)

**10 Ottobre 2020**

**Frida Kahlo Il Caos Dentro**

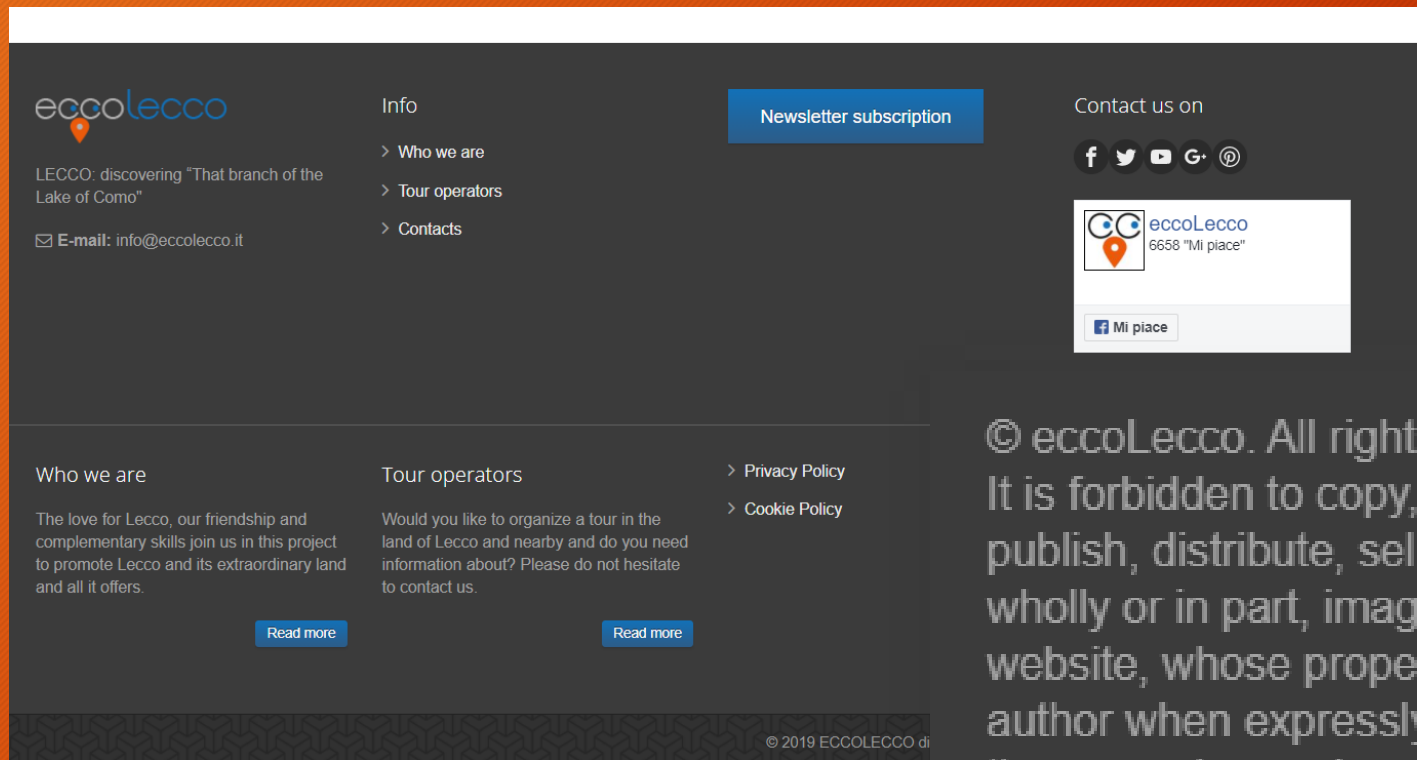
Fabbrica del Vapore, Via Giulio Procaccini 4  
Milano, 20154  
+ Google Maps

€16,50 [Ulteriori informazioni](#)

very few events in the Italian version of the "events" section, which is not updated!



# CONTENT - What?



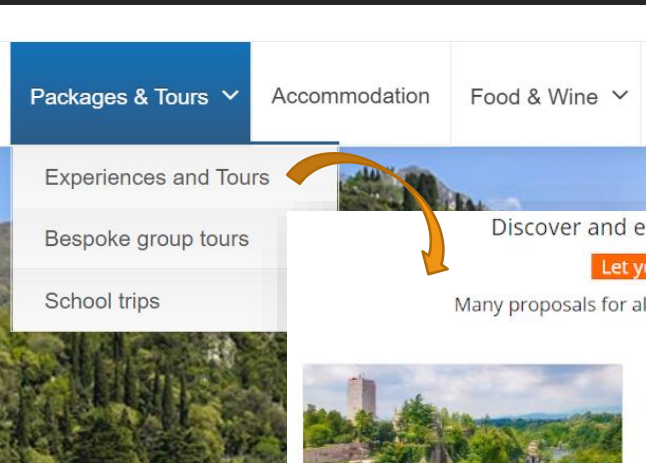
Copyright

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It is forbidden to copy, modify, alter, publish, distribute, sell or transfer, either wholly or in part, images and texts of this website, whose property is exclusive to the author when expressly indicated, otherwise the owner is eccoLecco.

# CONTENT - What?

no content that can be downloaded !!  
no specific guides or audio-guides !!

The website can fulfil managers' and users' needs



Discover and experience our tours on lake Como and nearby  
**Let your holidays be unique and unforgettable!**  
Many proposals for all tastes! Choose your preferred tour and ... live it intensely!

<p><b>Leonardo da Vinci package</b></p> <p>Guided tours experience: cycling and walking – Live the experience in the footsteps of Leonardo da Vinci from Milan along the Adda river.</p>	<p><b>The wayfarer's trail trekking package</b></p> <p>Lake Como trekking package on the Wayfarer's trail. 3 days/2 night walking among nature, history, landscapes.</p>	<p><b>Tour in Val Meria</b></p> <p>Naturalistic guided excursion to discover Mandello del Lario and Val Meria: lush nature, history and waterfalls.</p>
<p><b>Cultural guided tour on the wayfarer's trail</b></p> <p>Guided walking tour in Mandello on the Wayfarer's trail between history and art. Any Saturday morning by reservation only.</p>	<p><b>Private guided tour in Chiavenna</b></p> <p>The noble palaces in the historic center, the glories of the Renaissance in a prestigious residence, the power of nature with the Acqua Fraggia waterfalls and the flavors of its typical products</p>	<p><b>Hiking tour from Como discovering geology and history</b></p> <p>Enjoy a walk into woods above Como discovering wild nature and archaeological mysteries of Lake Como.</p>

eccoLecco

Lecco ▾ Lake Como Manzonian places Lombardy ▾ What to see and do ▾ Packages & Tours ▾ Accommodation Food & Wine ▾ Info ▾ **Blog**

eccoLecco BLOG

- 23 Jun 2020 **Lake Como Restarts**  
23 June 2020  
Lake Como restarts after Covid. Here is the video Lake Como restarts: a trip from Como to Lecco passing through towns and places of interest.
- 18 Jun 2019 **Varenna: where to stay**  
18 June 2019  
Accommodation for your stay and vacation in Varenna on Lake Como. Most-booked hotels and charming location to spend your days on Lario.
- 31 May 2019 **Ferry Lecco - Bellagio - Summer timetable**  
31 May 2019  
Lake Como Navigation: ferry from Lecco to Bellagio. Discover th summer

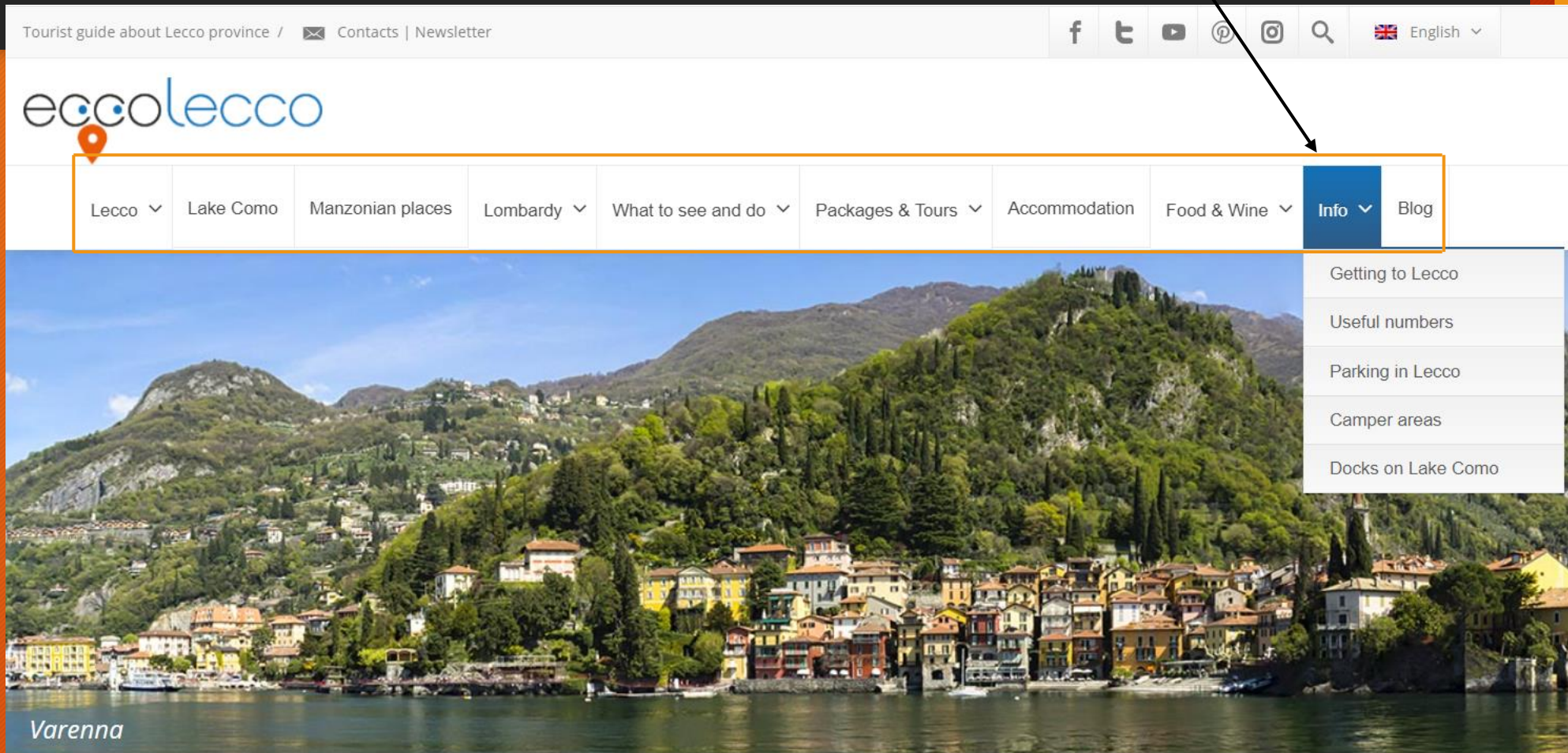
viator  
A TripAdvisor® Company

Follow us on Facebook

There is a section dedicated to posts with specific offers

# SERVICES - Why?

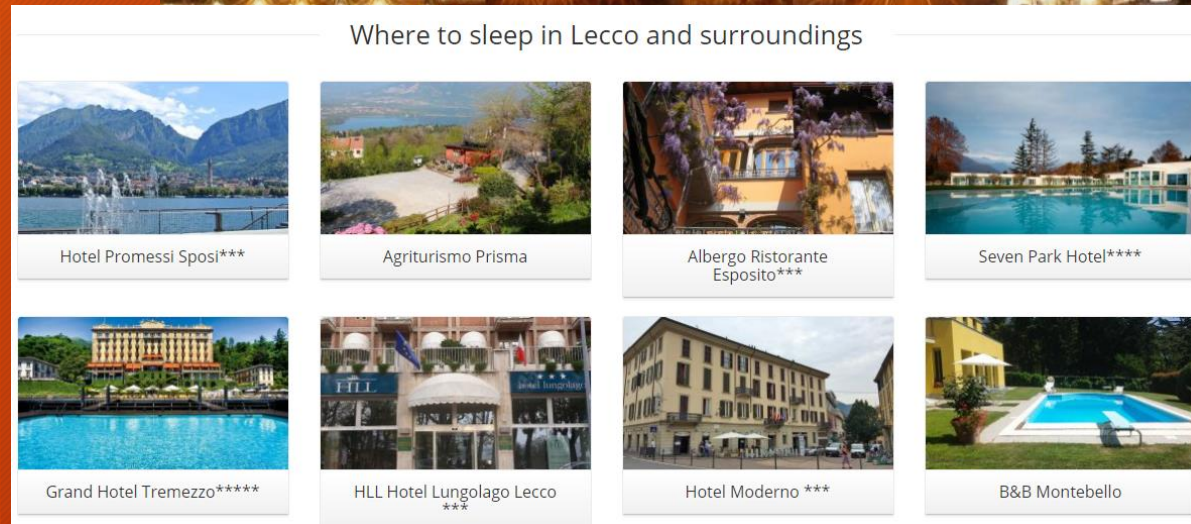
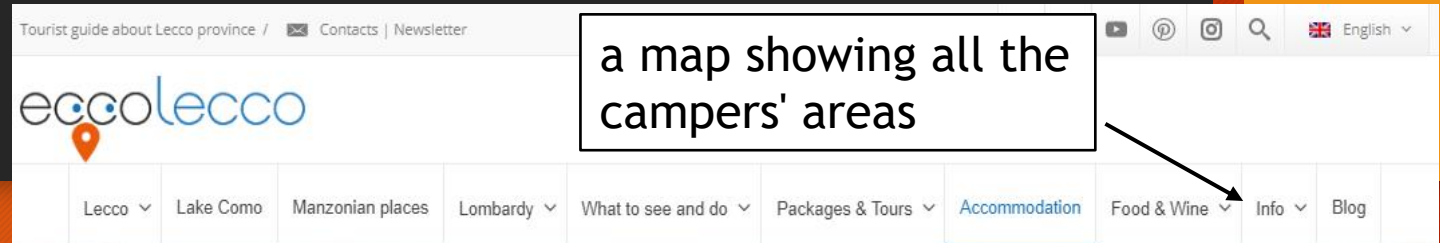
visitors can easily find any information they need



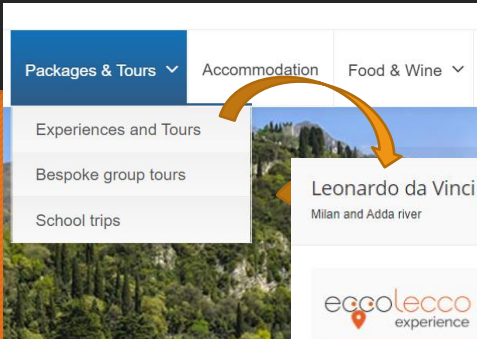
# SERVICES - Why?

The website provides a link to access the "booking.com" platform to book it directly.

[PRENOTA ORA su booking.com](#)



# SERVICES - Why?



Leonardo da Vinci package  
Milan and Adda river

Home > Experience tours > Leonardo da Vinci package

**eccoLecco**  
experience

- > Experiences and Tours
- > Group tours
- > School trips

Select your tour

- Leonardo da Vinci package
- The wayfarer's trail trekking package
- Tour in Val Meria
- Cultural guided tour on the wayfarer's trail
- Private guided tour in Chiavenna
- Hiking tour from Como discovering geology and history
- Theme Park Leolandia
- Riva motorboat private tour on Lake Como
- Helicopter tour on Lake Como
- Seaplane flight above Lake Como: pilot for a day
- Lake Como cooking class in Bellagio with chef Gandola
- Lake Como cooking class

**IN THE FOOTSTEPS OF LEONARDO DA VINCI**

The path of Leonardo da Vinci from Milan along the Adda river (4 days / 3 nights)  
from 29<sup>th</sup> May to 3<sup>rd</sup> July and from 28<sup>th</sup> August to 2<sup>nd</sup> October

From Ludovico il Moro's Milan to the Adda river  
Art, engineering, study of nature

Discovering the **genius of Italian Renaissance** of all time, Leonardo da Vinci, during his stay in Lombardy. His expertise in engineering, as well as his extensive study of all the natural sciences, greatly added to his significance as an exceptional painter and sculptor, a master of both art and science.

4 days **slow experience tour** among art and nature, history and the industrial sites of the Adda river.

Leonardo da Vinci package / Schedule

DAY 1 / Milan

- check-in at the hotel
- guided visit in Milan at Leonardo's Vineyard
- guided visit at Galleria di Leonardo at Museo della Scienza e della Tecnica
- free lunch
- guided visit at Navigli district
- cocktail / free dinner
- overnight stay + breakfast at 3\* hotel

## "tailor-made tours"



### GROUP TOURS

Are you looking for a bespoke group trip? Contact us!



### SCHOOL TRIPS

Would you like to organize an educational trip for your school? Contact us!



By clicking on a specific tour you can enter your personal data, send the request to participate and purchase it

Contact form

\* Required fields

Name\*

Surname\*

Email\*

City\*

Country\*

Telephone

Preferred date\*

No. Adults\*

No. kids 4-12 years

No. kids 0-3 years

Message

\*I've read and agree with the terms and conditions of eccoLecco's [PRIVACY POLICY](#) and its personal data process. I furthermore authorize eccoLecco to use my personal data filled in the form to reply me as well as to contact me directly.

Package designed and promoted by eccoLecco.com / Sales and technical organization by Rusconi Viaggi S.p.a.

# SERVICES - Why?

Lecco	Lake Como	Manzonian places	Lombardy	What to see and do	Packages & Tours	Accommodation	Food & Wine	Info	Blog
LECCO TOWN	ART AND CULTURE	NATURE	SPORT AND LEISURE TIME	THEMATIC CHOICE					
Visit Lecco	Churches and basilicas	Lakes and rivers	Hiking	Video					
Tourist route in 6 hours	Castles and forts	Mountains	Cycle routes	Family					
	Villas and palaces	Parks	Beaches and lidos						
	Museums and galleries		Climbing						
			Summer sports						
			Ski						

## Art and culture in Lecco and nearby

Lecco on Lake Como is a chest of art and culture thanks to the many museums, villas with extraordinary gardens and churches where admire Romanesque style and great artworks.

### Churches, basilicas and shrines



Church of St. Thomas of Canterbury



St. Girolamo Emiliani Sanctuary



Church of San Giovanni Battista

### Villas, palaces and castles



Villa del Balbianello



Villa Monastero in Varenna



Villa Cipressi

### Museums and galleries



BUY THE TICKET

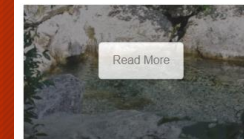
it is also possible to purchase tickets

## Hiking on the Pre-Alps Orobie in Lecco and nearby

Discover Lecco and its mountains with breathtaking views. Many hiking routes where you may experience and enjoy walking

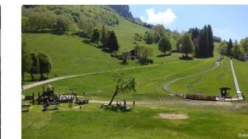
If you are in **Lecco** or **around Lake Como** you cannot miss to walk on these lavish mountains. Lecco's territory offers a **wide range of hiking paths** for everybody. **Lecco's mountains** welcome you giving **extraordinary views** on **Lake Como** and **Pre-Alps Orobie**. Few minutes far from town to enjoy breathtaking panoramas.

Lecco and its mountains are waiting for you! Chose your mountain hike and enjoy it!



Erve - Sentiero delle pozze

Partenza: Erve  
Tempo: 0:30  
Altitudine: 715 m  
Dislivello: 115 m  
Difficoltà: E



Piani d'Erna Lecco

Departure: Lecco  
Time: 02:00  
Altitude: 1329 m  
Difference in altitude: 800 m  
Difficulty level: E



Magnodeno mountain

Departure: Lecco  
Time: 02:00  
Altitude: 1241 m  
Difference in altitude: 630 m  
Difficulty level: EE



San Pietro al Monte

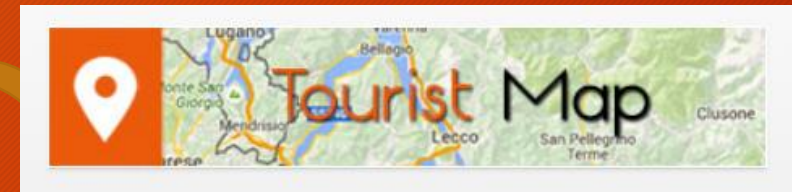


Campo de Boi from Erna



To the peak of Monte Barro

# SERVICES - Why?



**eccolecco**

Lecco ▾ Lake Como ▾ Manzonian places ▾ Lombardy ▾ What to see and do ▾ Packages & Tours ▾ Accommodation ▾ Food & Wine ▾ Info ▾

### LECCO CITY - TOURIST MAP

Questa mappa è stata creata da un utente. Scopri come creare la tua mappa.

**Lecco tourist map**

Visit and experience Lecco.  
This map is useful to find parks, sites of interest, parking areas and other features you may be looking for during your stay.  
Click on the icons to have read more info about.  
Welcome to Lecco, that branch of Lake Como!

**Experience & Tour**

- > Experiences and Tours
- > Group tours
- > School trips

**Explore Lecco**

- > Visit Lecco
- > Lecco: town
- > Visit Lake Como
- > Visit Valsassina
- > Visit Adda River

A tourist map → useful for finding tourist sites, services and other useful features for visiting and staying

# SERVICES - Why?

no information regarding the weather!!

The website provides useful information on local transport

Lecco is well connected to the main Lombardy airports (Orio al Serio, Milano Linate, Milano Malpensa)



Lecco is easily reachable by car from the main Lombard cities and neighboring Switzerland

you can go to Lecco by boat thanks to Lake Como navigation system

You can easily get to Lecco using the regional railway system from Milan, Como, Bergamo and Sondrio



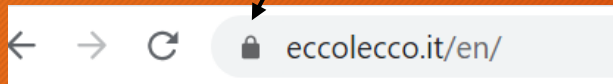
# SERVICES - Why?

This site uses cookies to help us customise your experience. Learn more about our Cookie Notice.

Ok

Cookie policy

the presence of the lock confirms the **security** of the website



**eccolecco**

LECCO: discovering "That branch of the Lake of Como"

E-mail: info@eccolecco.it

Info

- > Who we are
- > Tour operators
- > Contacts

Newsletter subscription

Contact us on

Facebook, Twitter, YouTube, Google+, Pinterest

eccolecco  
6658 "Mi piace"

Mi piace

Who we are

The love for Lecco, our friendship and complementary skills join us in this project to promote Lecco and its extraordinary land and all it offers.

Read more

Tour operators

Would you like to organize a tour in the land of Lecco and nearby and do you need information about? Please do not hesitate to contact us.

Read more

> Privacy Policy

> Cookie Policy

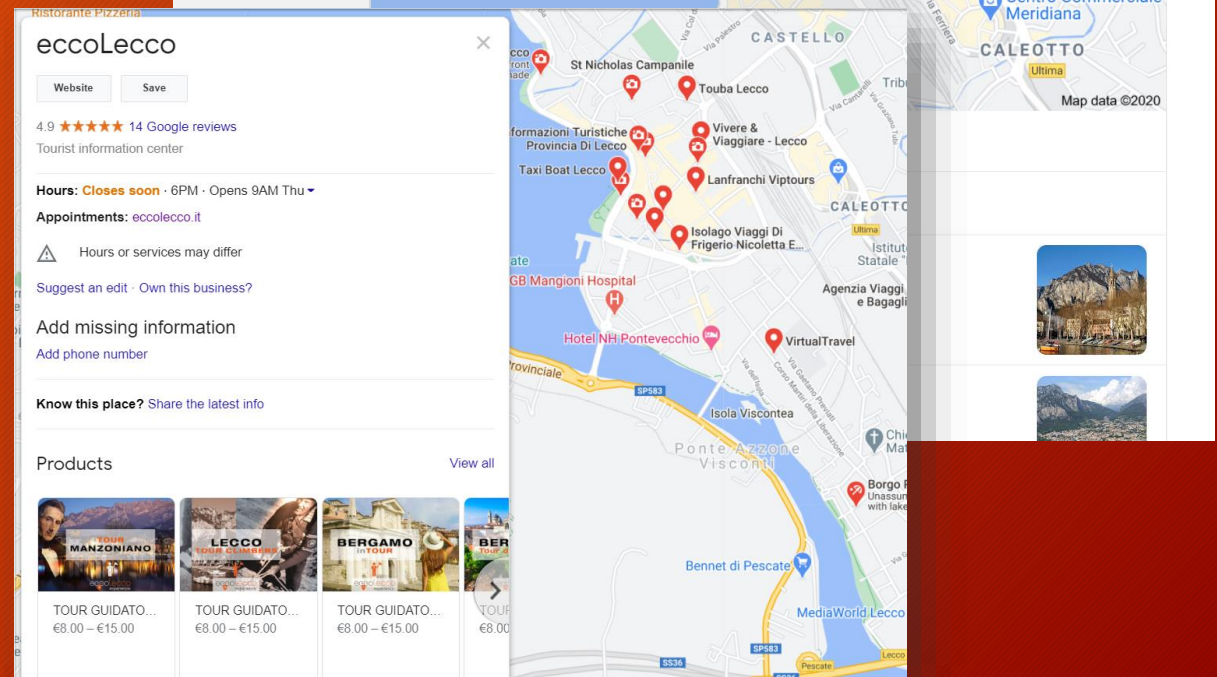
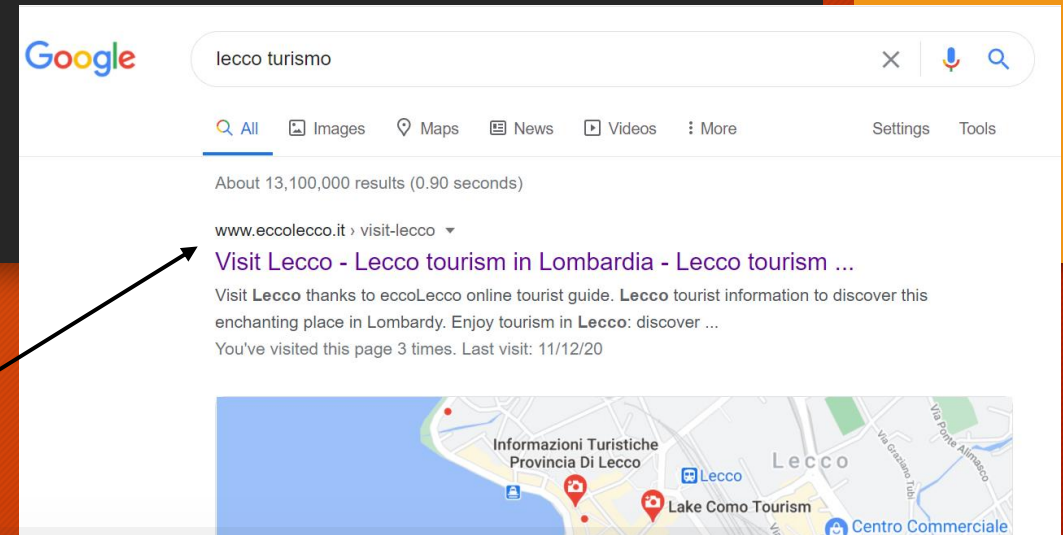
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# INDIVIDUATION - Where?

The website is well positioned on the main search engine.

- Searching for «*Lecco turismo*», on Google, Yahoo and Bing → in the top search results
- Searching for «*Lecco*» → first page
- Searching for «*Lecco and its province*» → pages following the first one

The website's managing office appears on google maps, even if there isn't a real physical office


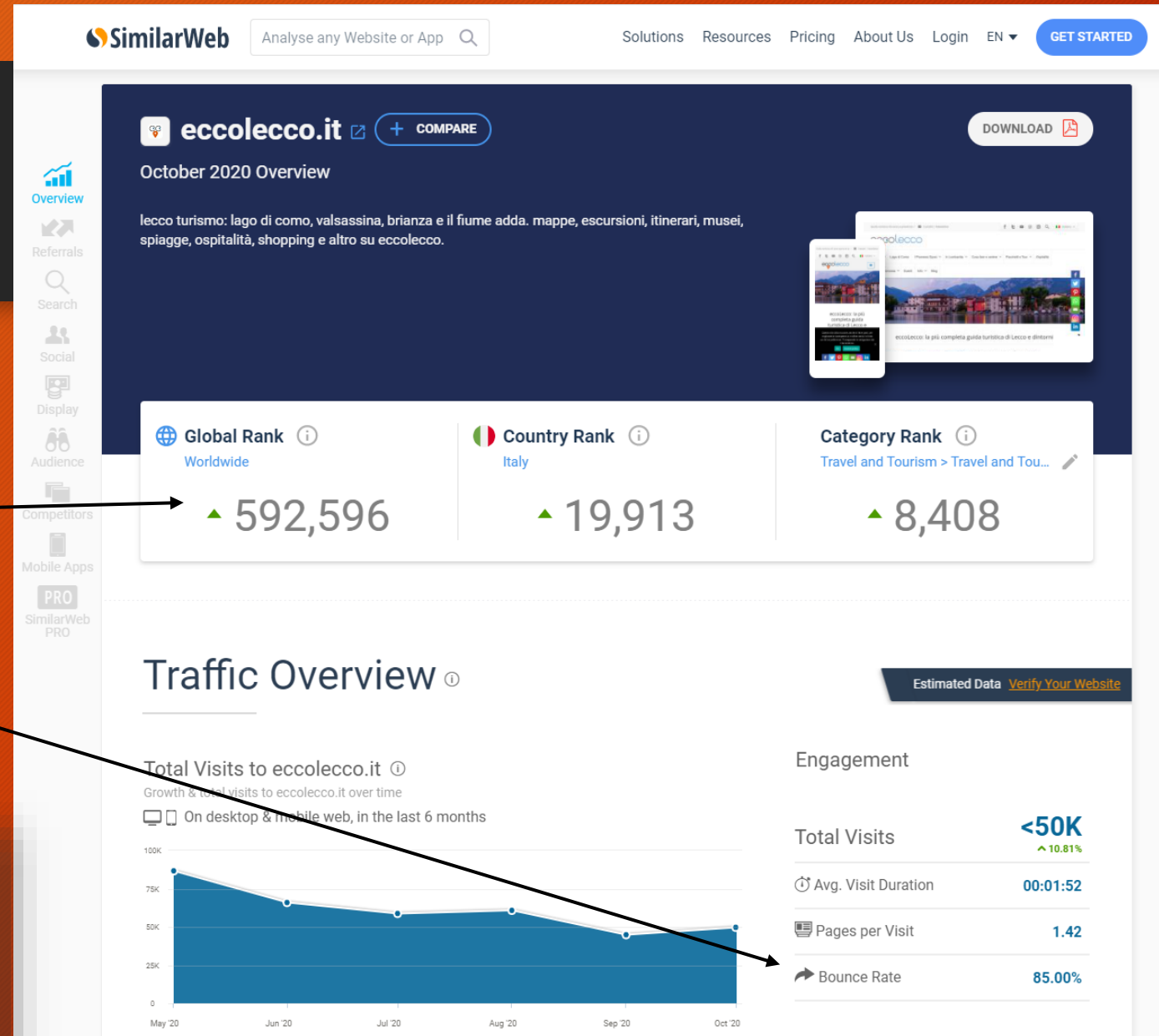


# INDIVIDUATION

Checking the rank of <https://www.eccolecco.it/> on SimilarWeb you can find:

- Low rank, but increasing
- Bounce rate is high

Users are almost exclusively Italian

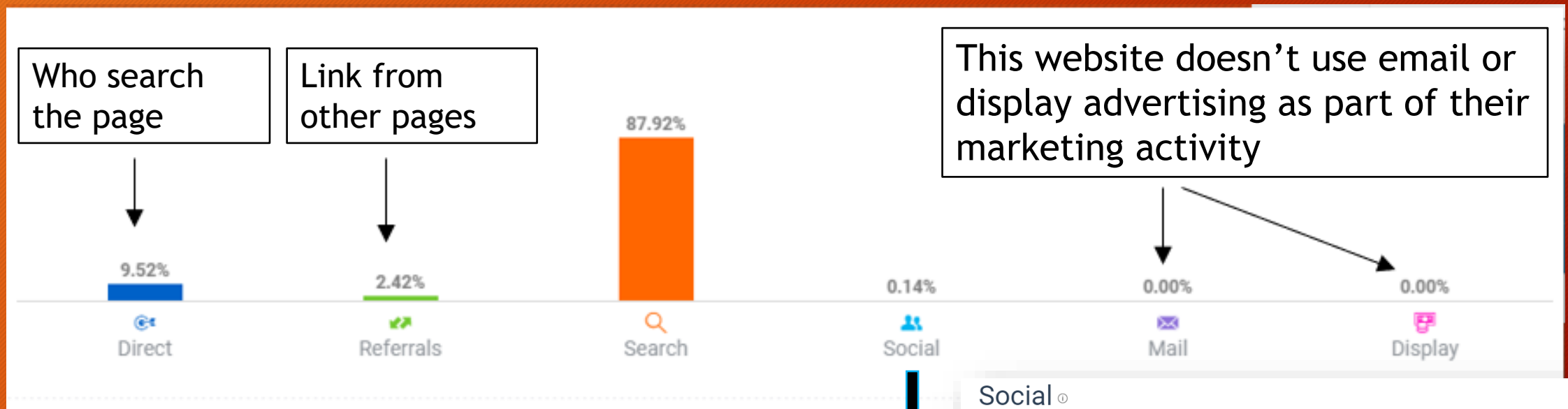


Italy	95.69%	▲ 10.81%
Spain	0.97%	▼ 0.00%
France	0.89%	▼ 61.38%
Germany	0.72%	▲ 11.30%
Ireland	0.68%	▼ 0.00%

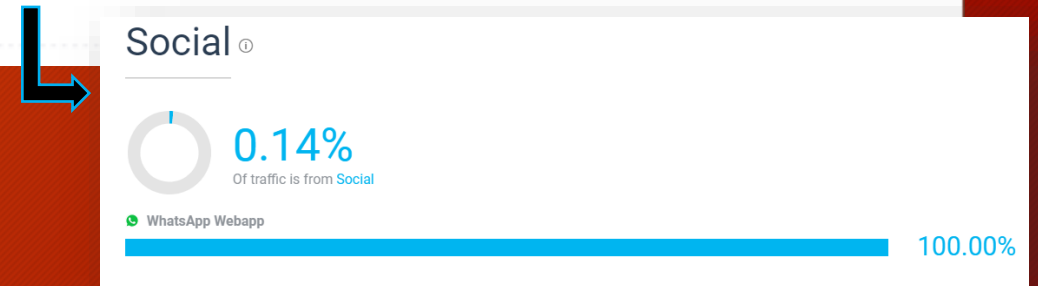
[See 247 more countries](#)

# INDIVIDUATION - Where?

Traffic Sources → The webpage's marketing strategy is focused on Search



The domain name is easily remembered



# INDIVIDUATION - Where?

The website gives users the opportunity to contact the managers directly

The screenshot shows the eccoLecco website home page. The logo is at the top left. Below it, the tagline reads "LECCO: discovering 'That branch of the Lake of Como'". An email address "info@eccolecco.it" is listed. A navigation menu on the right includes "Info", "Chi siamo", "Contatti", "Amici di eccoLecco", "Promuovi la tua attività", and "Proponi la tua gita". A blue button for "Iscrizione Newsletter" is visible. A social media section titled "Contattaci anche su" includes icons for Facebook, Twitter, YouTube, Google+, and Pinterest. A Facebook "Mi piace" button is also present. A text box explains that users can cancel their newsletter subscription at any time.

propose a trip or itinerary

possibility to subscribe to the newsletter

The form is titled "Inserisci la tua gita" and contains the following fields and instructions:

- Modulo di inserimento gita
- \* NOME
- \* COGNOME
- \* EMAIL
- \* TITOLO GITA PROPOSTA
- \* INDIRIZZO DEL LUOGO SEGNALATO (Via, n. civico, CAP, Comune, Provincia)
- \* DESCRIZIONE

Additional text on the page includes: "Hai un luogo speciale che vuoi fare conoscere a tutti?", "Hai fotografato un paesaggio che ti ha colpito o vuoi raccontarci la tua gita preferita?", "eccoLecco ha il piacere di averti nel sito: sarai presente con nome e cognome nell'articolo che andremo a creare con le informazioni che ci invierai.", "Compila il modulo qui a lato, indicando il nome, l'itinerario della gita o il luogo di interesse.", "E' gradita una breve descrizione per meglio comprendere la proposta, con possibilità di allegare foto.", "Fai scoprire il bello che ci circonda! Ognuno è portatore di valore e di conoscenza.", "eccoLecco si riserva il diritto di valutare le proposte ricevute e di elaborarne il contenuto.", "Importante:", "Contatti (nome, cognome e indirizzo e-mail)", "Nome del luogo di interesse e/o gita", "Foto (almeno 1) o galleria fotografica", "Descrizione", "E-Mail: info@eccolecco.it", "Web: https://www.eccolecco.it"

The footer area includes a "Leggi tutto" button and a list of links: "Privacy Policy", "Cookie Policy", and "Disclaimer".

The form includes an "Email" input field, a "Privacy Policy" section with a radio button and text: "Ho preso visione della Privacy Policy di eccoLecco e acconsento all'invio della newsletter.", and a "Subscribe" button.

# INDIVIDUATION - Where?



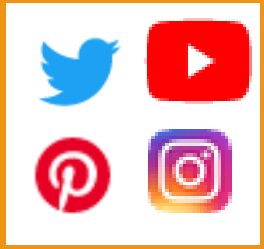
contents uploaded weekly

posts are published exclusively in Italian!!

followed by a high number of users

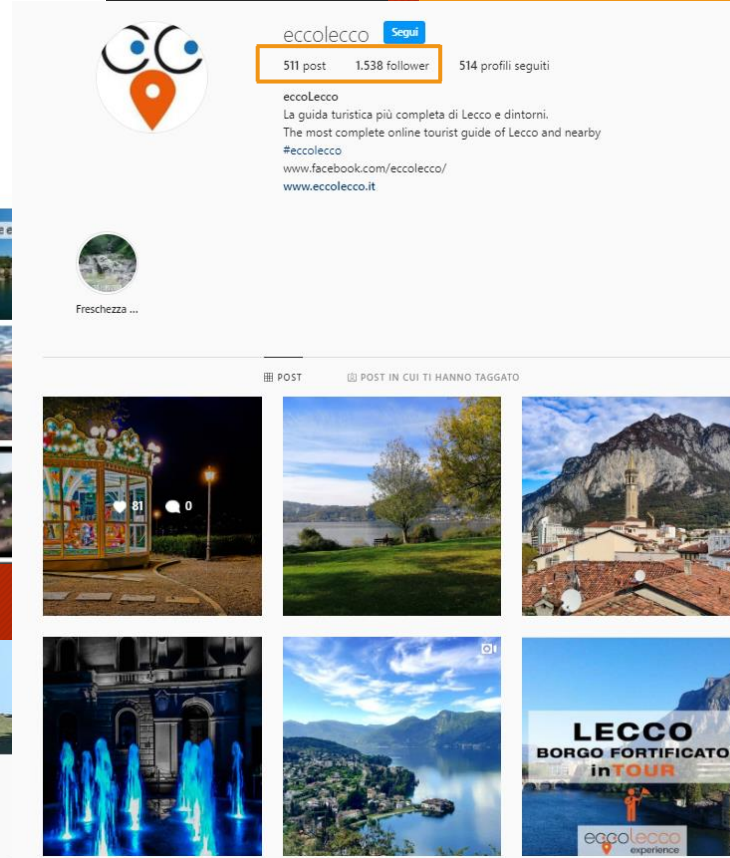
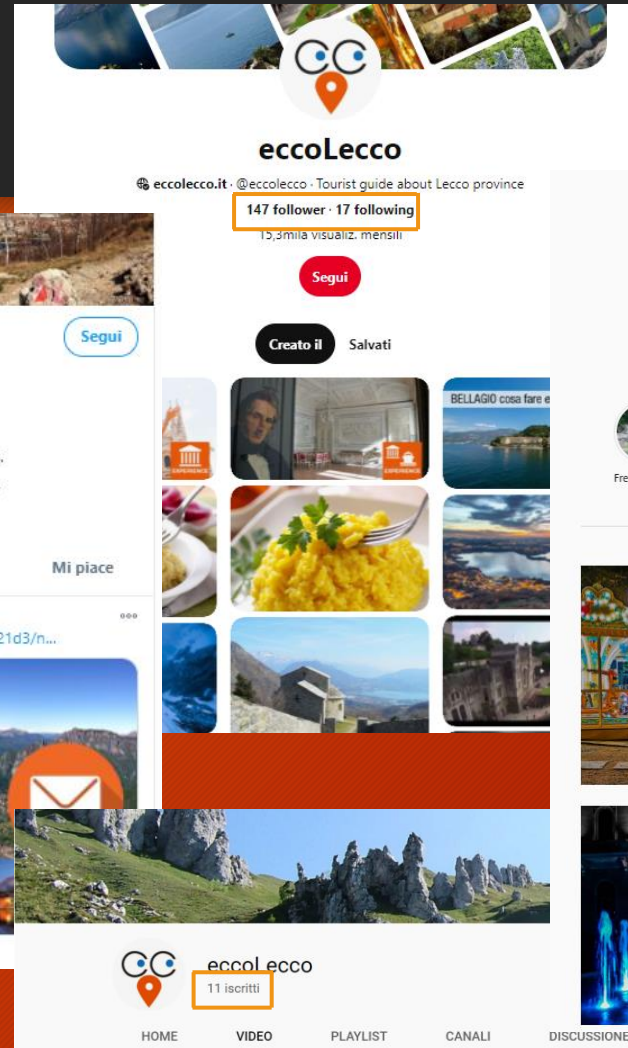
very few interactions between users

# INDIVIDUATION - Where?



## Other social network

- content published to a lesser extent (uploaded monthly)
- a much smaller audience



An exception for youtube, which has no content

Questo canale non ha video.

# INDIVIDUATION - Where?

The website allows communication among the destination's actors

Promuovi la tua attività!

Per maggiori informazioni compila il modulo. Ti contatteremo al più presto!

E-Mail: [commerciale@eccolecco.it](mailto:commerciale@eccolecco.it)  
Web: <https://www.eccolecco.it>

eccoLecco Social

f t G+ y @

[Pinterest](#)

Modulo di contatto

Nome \*

Cognome \*

Nome attività \*

Tipologia richiedente\*


Telefono


Email \*


Messaggio \*


## eccoLecco dà i numeri! certificati Google Analytics


Data di nascita	Utenti unici	Visualizzazioni pagina	Utenti stranieri	Followers Facebook
2015	1.053.062	2.433.180	15%	6790
dati certificati Google				
marzo	ultimi 12 mesi (al 02.07.2020)	ultimi 12 mesi (al 02.07.2020)	ultimi 12 mesi	luglio 2020


 Guida turistica online  
Essere presente su eccoLecco significa trasformare i nostri utenti in tuoi clienti.

 Turismo internazionale  
Utenti da tutto il mondo grazie al sito in inglese.

 Condivisione sui social  
Aumento dei tuoi followers grazie ai pulsanti di condivisione della tua struttura.

 Promuoviti senza muoverti  
Rafforza la tua visibilità e incrementa il numero di clienti.

 Chi cerca ti trova  
Il turista interessato troverà la tua struttura grazie ad un pratico sistema di filtri.

 Visibilità sui motori di ricerca  
I clienti ti troveranno facilmente sui principali motori di ricerca.

«Why choose eccoLecco?»

Take advantage of the eccoLecco portal to make yourself known by the many users who browse our site every month, every day.»



# MANAGEMENT - When?

The website with Google Chrome, Safari and Internet Explorer:

- works well
- quite fast in connections



Through “brokenlinkcheck.com” website, we found that the webpage has 62 broken links (mostly 404 Not Found).


#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
1	<a href="http://www.maxisport.com/sport-running.html?utm_source=awin&amp;utm_medium=affiliation&amp;utm_campaign=maxisport_running...">http://www.maxisport.com/sport-running.html?utm_source=awin&amp;utm_medium=affiliation&amp;utm_campaign=maxisport_running...</a>	IMAGE	<a href="#">url</a> <a href="#">src</a>	<a href="#">timeout</a>
2	<a href="http://toptix1.mioticket.it/Teatrodellasocieta/">http://toptix1.mioticket.it/Teatrodellasocieta/</a>	Biglietteria	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
3	<a href="http://www.ospedali.lecco.it/index.php/it/">http://www.ospedali.lecco.it/index.php/it/</a>	Presidi Ospedalieri	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
4	<a href="https://www.vidicultural.com/mostre/in-corso/la-scagliatura-una-generazione-contro.html">https://www.vidicultural.com/mostre/in-corso/la-scagliatura-una-generazione-contro.html</a>	www.vidicultural.it	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
5	<a href="https://www.eccolecco.it/?p=20209">https://www.eccolecco.it/?p=20209</a>	battello	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
6	<a href="https://www.eccolecco.it/personaggi-illustri/giuseppe-bovara">https://www.eccolecco.it/personaggi-illustri/giuseppe-bovara</a>	Giuseppe Bovara	<a href="#">url</a> <a href="#">src</a>	<a href="#">bad url</a>
7	<a href="https://www.eccolecco.it/?page_id=23358">https://www.eccolecco.it/?page_id=23358</a>	Noleggio veicoli	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
8	<a href="https://www.eccolecco.it/lago-di-como">https://www.eccolecco.it/lago-di-como</a>	lago di Como	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
9	<a href="https://www.eccolecco.it/lombardia/visitare-lecco-itinerario-6-ore/">https://www.eccolecco.it/lombardia/visitare-lecco-itinerario-6-ore/</a>	visita Lecco a piedi in 6 ore	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
10	<a href="https://www.pianidibobbio.com/it/prezzi-orari/piani-d-erna">https://www.pianidibobbio.com/it/prezzi-orari/piani-d-erna</a>	&gt; Visita il sito per conoscere prezzi e o	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
11	<a href="https://www.eccolecco.it/gite-scolastiche-lecco-dintorni/">https://www.eccolecco.it/gite-scolastiche-lecco-dintorni/</a>	IMAGE alt = gite scolastiche Lecco	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
12	<a href="https://www.eccolecco.it/noleggio-lecco/noleggio-auto-a-lecco/">https://www.eccolecco.it/noleggio-lecco/noleggio-auto-a-lecco/</a>	NOLEGGIO AUTO	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
13	<a href="https://www.eccolecco.it/noleggio-lecco/noleggio-bici-lecco/">https://www.eccolecco.it/noleggio-lecco/noleggio-bici-lecco/</a>	NOLEGGIO BICI	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
14	<a href="https://www.facebook.com/folivadesephoto/">https://www.facebook.com/folivadesephoto/</a>	Facebook	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
15	<a href="https://www.eccolecco.it/en/?page_id=23560">https://www.eccolecco.it/en/?page_id=23560</a>	Vehicle rental	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
16	<a href="https://www.eccolecco.it/en/vehicle-rental-lake-como/">https://www.eccolecco.it/en/vehicle-rental-lake-como/</a>	Chose the vehicle to hire you prefer to dis	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
17	<a href="https://www.eccolecco.it/en/lecco-town">https://www.eccolecco.it/en/lecco-town</a>	Lecco	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
18	<a href="https://www.eccolecco.it/en/lago">https://www.eccolecco.it/en/lago</a>	Lake Como	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
19	<a href="https://www.museodellegrigne.it/">https://www.museodellegrigne.it/</a>	Orari e tariffe	<a href="#">url</a> <a href="#">src</a>	<a href="#">timeout</a>
20	<a href="https://www.eccolecco.it/en/visit-lecco-lake-como-lombardy">https://www.eccolecco.it/en/visit-lecco-lake-como-lombardy</a>	towns	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
21	<a href="https://www.eccolecco.it/en/lecco-rental/lake-como-vespa-hire/">https://www.eccolecco.it/en/lecco-rental/lake-como-vespa-hire/</a>	+ INFO	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
22	<a href="https://www.eccolecco.it/en/excursions-and-trekking-lecco-lake-como">https://www.eccolecco.it/en/excursions-and-trekking-lecco-lake-como</a>	excursions	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
23	<a href="https://cinetecamilano.it/biblioteca/catalogo/registrazione">https://cinetecamilano.it/biblioteca/catalogo/registrazione</a>	clicca qui per registrarti alla Cineteca di M	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
24	<a href="https://where.areu.lombardia.it/">https://where.areu.lombardia.it/</a>	where.areu.lombardia.it	<a href="#">url</a> <a href="#">src</a>	<a href="#">timeout</a>
25	<a href="https://www.eccolecco.it/sport-divertimento/escursionismo-lecco/sentiero-del-viandante-abbazia-lariana-lierna/attachment/abb...">https://www.eccolecco.it/sport-divertimento/escursionismo-lecco/sentiero-del-viandante-abbazia-lariana-lierna/attachment/abb...</a>	IMAGE alt = Sentiero del Viandante da Al	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
26	<a href="https://www.eccolecco.it/corenno_plinio_lago-2/">https://www.eccolecco.it/corenno_plinio_lago-2/</a>	IMAGE	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
27	<a href="https://www.eccolecco.it/lago-di-como-tours/four-escursione-sentiero-del-viandante/">https://www.eccolecco.it/lago-di-como-tours/four-escursione-sentiero-del-viandante/</a>	IMAGE alt = tour sentiero del viandante	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
28	<a href="https://www.eccolecco.it/lago-di-como-tours/tour-san-pietro-al-monte-civate/">https://www.eccolecco.it/lago-di-como-tours/tour-san-pietro-al-monte-civate/</a>	IMAGE alt = Tour San Pietro al Monte Civ	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
29	<a href="https://www.eccolecco.it/eventi-lago-di-como-lombardia/amici-di-eccolecco/">https://www.eccolecco.it/eventi-lago-di-como-lombardia/amici-di-eccolecco/</a>	amici di eccoLecco	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
30	<a href="https://www.eccolecco.it/eventi-lago-di-como-lombardia/fotografi-lecco/">https://www.eccolecco.it/eventi-lago-di-como-lombardia/fotografi-lecco/</a>	Fotografi	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
31	<a href="https://www.eccolecco.it/eventi-lago-di-como-lombardia/ideomakers-lecco/">https://www.eccolecco.it/eventi-lago-di-como-lombardia/ideomakers-lecco/</a>	Video Makers	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
32	<a href="https://www.eccolecco.it/en/accommodation-in-lecco">https://www.eccolecco.it/en/accommodation-in-lecco</a>	IMAGE	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
33	<a href="https://www.eccolecco.it/en/lake-como">https://www.eccolecco.it/en/lake-como</a>	Lake Como	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
34	<a href="https://www.eccolecco.it/en/eventi-lago-como-lombardia/?p=7018">https://www.eccolecco.it/en/eventi-lago-como-lombardia/?p=7018</a>	Contacts	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>

# MANAGEMENT - When?

The web page is constantly updated on a content (try to insert a new one every week) and technical level (e-commerce)



PRENOTA ORA *by Rusconi Viaggi SpA*

 BUY THE TICKET

PRENOTA ORA *su booking.com*

# USABILITY - How?

The screenshot shows the website's navigation menu at the top. The 'Lecco' menu item is highlighted, and its dropdown menu is open, listing various sections. A text box with an arrow points to the dropdown menu, stating 'Each section of this menu includes other sections'. Below the main menu, a secondary navigation bar is visible, which remains visible even when the page is scrolled down. The main content area features a search bar and a newsletter sign-up button.

Each section of this menu includes other sections

Lecco ▾ Lago di Como I Promessi Sposi ▾ In Lombardia ▾ Cosa fare e vedere ▾ Pacchetti e Tour ▾ Ospitalità Enogastronomia ▾ Eventi Info ▾ Blog

- Lecco: la città
- Lecco: le montagne
- Lecco: il lago
- Lecco: la natura
- Itinerario in 6 ore
- Itinerario in 24 ore
- Itinerario Lecco fortificata
- 10 cose da vedere

Lecco ▾ Lago di Como I Promessi Sposi ▾ In Lombardia ▾ Cosa fare e vedere ▾ Pacchetti e Tour ▾ Ospitalità Enogastronomia ▾ Eventi Info ▾ Blog

eccoLecco: la più completa guida turistica di Lecco e dintorni

Non solo **Lecco** con gli **itinerari manzoniani** e il **Lago di Como**. eccoLecco è una guida turistica per farti scoprire anche la **Valsassina**, la **Brianza**, il fiume **Adda**, la vicina **Valtellina**.  
Un territorio ricco di paesaggi naturali unici che offre tante e differenziate proposte per ogni gusto ed età: dall'**arte** alla **fede**, dal **lago** alla **montagna**, dal divertimento in **famiglia** al relax, senza dimenticare di gustare le **specialità enogastronomiche** che il territorio offre con tanti **prodotti DOP**.

Benvenuti a **eccoLecco** e dintorni.

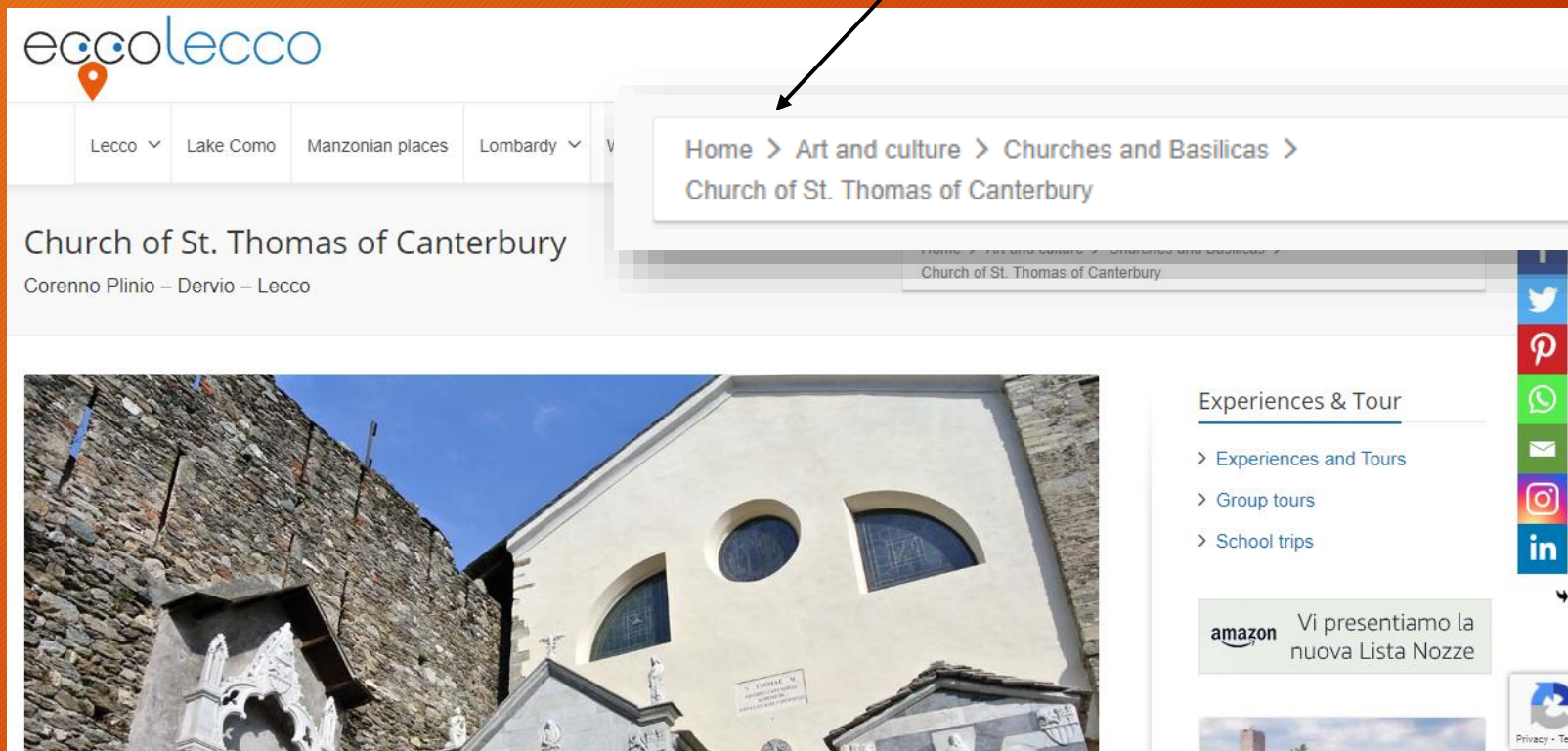
Cerca nel sito

Cerca

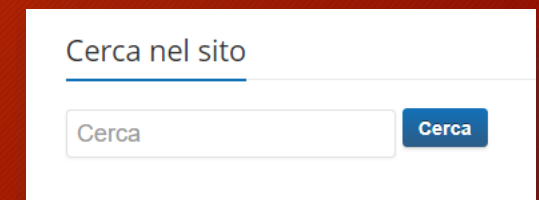
The menu always remains visible, even if you scroll down the page

# USABILITY - How?

Navigation is facilitated by **breadcrumbs**



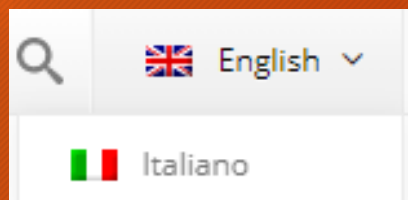
The website is provided with an internal search engine



# USABILITY - How?

Using the “pingdom.com” platform it was possible to view download times →


The website is available only in **Italian** and **English**



## Europe

Your Results:

DOWNLOAD HAR SHARE RESULT




Performance grade <b>D 66</b>	Page size <b>3.9 MB</b>
Load time <b>2.75 s</b>	Requests <b>180</b>

## Asia

Your Results:

DOWNLOAD HAR SHARE RESULT




Performance grade <b>D 66</b>	Page size <b>4.1 MB</b>
Load time <b>17.28 s</b>	Requests <b>204</b>

## Nord America

Your Results:

DOWNLOAD HAR SHARE RESULT




Performance grade <b>D 66</b>	Page size <b>4.1 MB</b>
Load time <b>4.39 s</b>	Requests <b>199</b>

## Australia

Your Results:

DOWNLOAD HAR SHARE RESULT



Performance grade <b>D 66</b>	Page size <b>4.1 MB</b>
Load time <b>20.82 s</b>	Requests <b>206</b>

# USABILITY - How?



The website passes Google mobile-friendly test

→ it is structured in the same way as when visited through a desktop computer



no information concerning free Wi-Fi connections

no official app

no information about users with disabilities

# CONCLUSION

## Strengths

- Appealing and exhaustive content
- Accuracy of the contents
- Good navigation system
- Managers' needs fulfilled
- Tourists' needs fulfilled
- The website is easily identifiable in the search pages
- Breadcrumbs
- Good images and multimedia contents and clear and updated information
- User-friendly structure and clear layout, with an easy-to-use menu
- Various appealing activities are offered for tourists
- Secure website
- Engagement of locals

## Weaknesses

- The web page is available only in Italian and English
- Unclear position of the managing office
- No mobile app
- No downloadable material
- No meteo information
- Several broken links
- No information about users with disabilities
- No updated events
- No updated information about Covid-19 pandemic situation
- Low rank position and high bounce rate
- Poor activity by social networks community