

WEB PRESENCE EVALUATION SHIRAZ



CONTENTS

- Introduction
- Evaluation of the destination's web presence (based on the 7loci meta-model)
 - Who? – Identity
 - What? – Content
 - Why? – Services
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 - When? – Management
 - How? – Usability
- Strengths and Weaknesses

INTRODUCTION

- Shiraz is located in the southwest of Iran
- Unfortunately, it doesn't have an official website related to the city

Two websites taken into consideration

www.tffarschto.ir

www.visitiran.ir



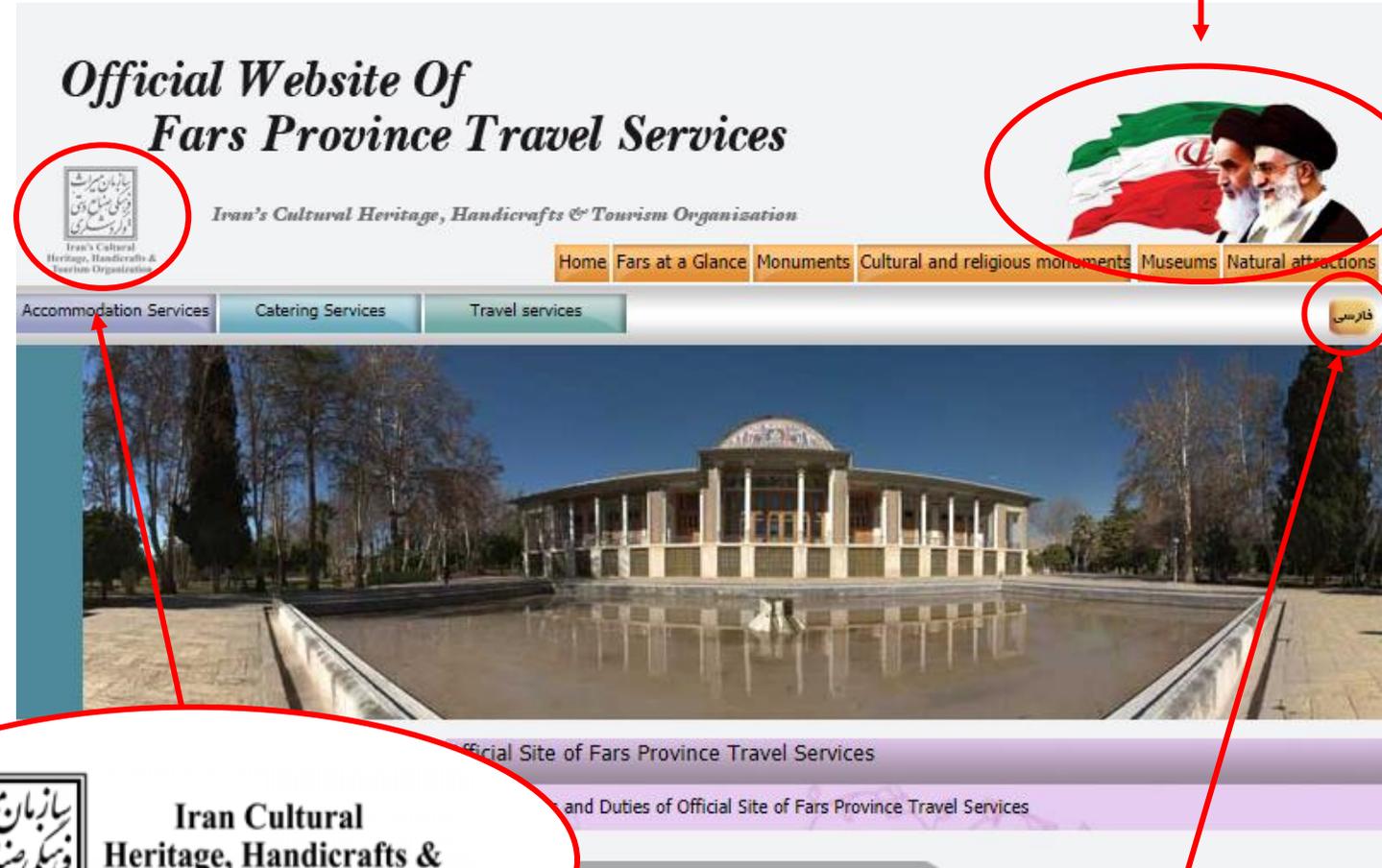
IDENTITY

Homepage: slideshow of images of different destinations

Logo:

- An official logo of the website is not present
- ICHTO logo assures the officiality of the website

Iranian flag



2 languages

IDENTITY

Simple and intuitive menu

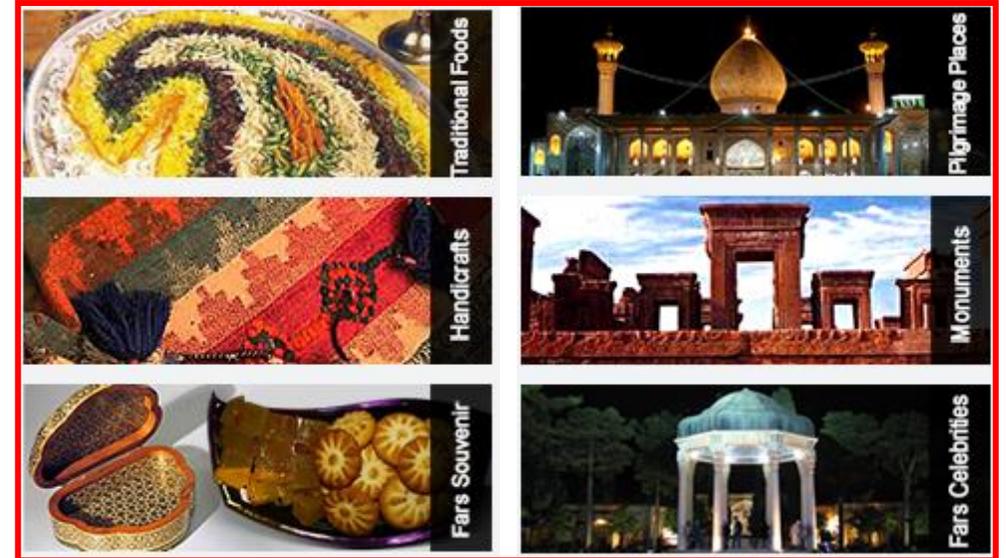


Graphic Layout

- Simple, no eye-catching graphic
- White background
- Basic font and in small size

Saadi Tomb

"Saadi" was born in Shiraz in the early 13th century. Saadi Shirazi, who is the greatest poet of the Persian literature after Ferdowsi, has shone and still shines in the Fars literaturesky.



The iconic and the textual features are well balanced: basic titles and many images

Destination Geographical Position

- Available only in the download section

CONTENT

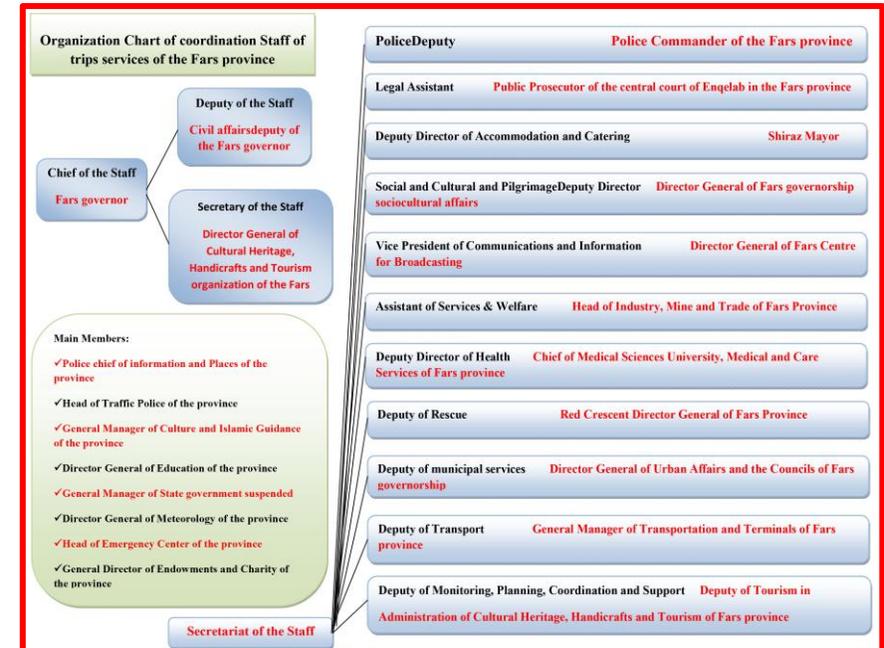
Managers' needs are fulfilled only in the Persian website.

- to register they need an active licence
- Useful to advertise and promote their work



Members and duties of travel services in Fars Province

Incomplete information



CONTENT

The website fulfils the majority of users' needs

Cultural and religious monuments Museums **Natural attractions**

Qalat (a village of tourism purpose):

Summer village Qalat is located in a distance of approximately 40 kilometers in the northwest of Shiraz city and it is considered as one of the most spectacular natural attractions of Shiraz city. The recreation area is located on the road of Shiraz – Sepidan. This area has long been in the property of Lady KhorshidKholahQavami and later transferred the property to the yeomanry. Remnants of the celebration of Christ's Church, Castle QezelArsalan, old Mill and old houses in the mountain structure



Description of attractions and monuments could be improved

Accommodation Services	Travel services	Catering Services
Hotels	Air travel and tourism services	In traist reception units and welfare services complexes
Tourism guesthouses	Hajj pilgrimage services	Traditional coffee & tea shops
Hotel Apartments	Airlines offices	Traditional Restaurants
Guest houses	Suburban passenger companies	Tourism Complexes
List of New Year camps of Fars province	Urban passenger companies	Chelo Kebab
	Fixed mid-city rescue bases	Restaurants
	Temporary mid-city rescue bases	Dining Saloons
	Mountain rescue bases	Take away Restaurants
	Fars region channel of platform-based and module-inside fuel presentation	Fast Food shops
		Confectionaries and Yookhe shops
		Traditional ice cream and Faloodeh shops

Shiraz
Ariana Shiraz Hotel
 Degree & group: 2B

Manager Directory: Mohammad Ali Rahimi
Address: Shiraz - Ahli St
 ☎ 071-32300028 071-32333770-72
 📠 071-32333779
 🌐
 🏠

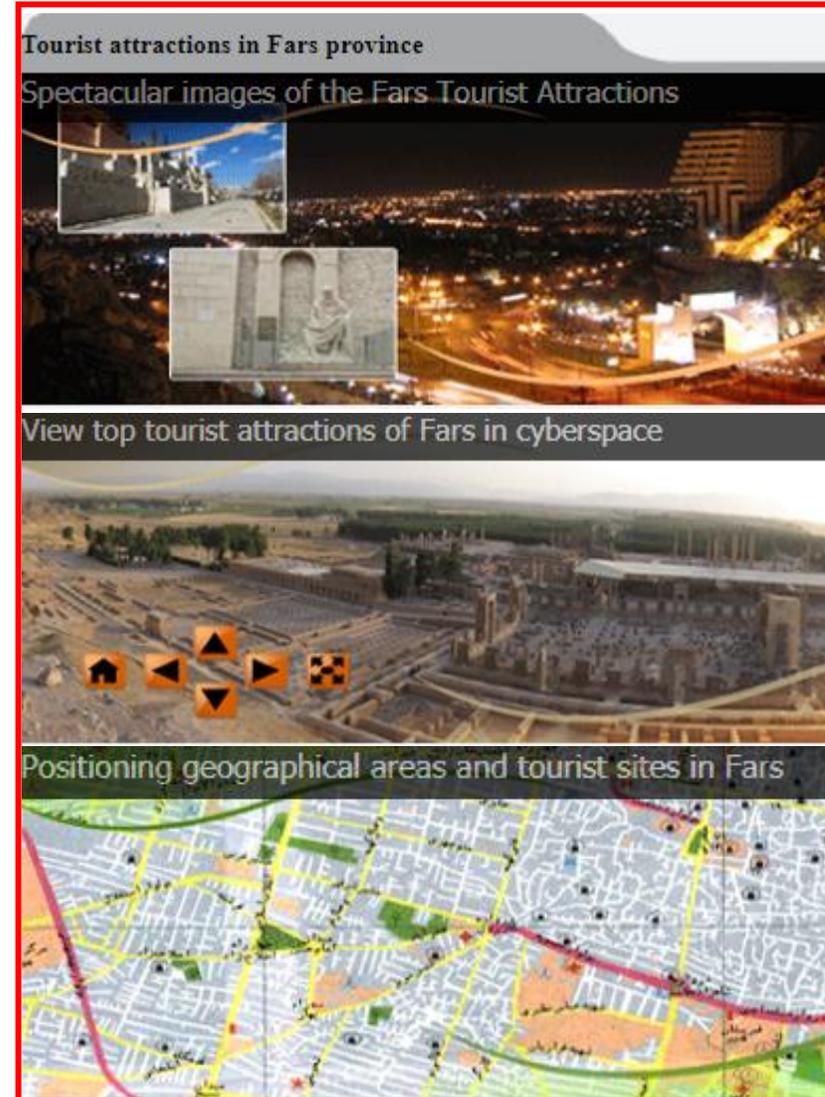
lists of activities with number and address, sometimes email too

CONTENT

- Many pictures, but no name or description attached. Not clickable
- Users can't understand what they're looking at



Multimedia content could be improved



All these links don't work

CONTENT

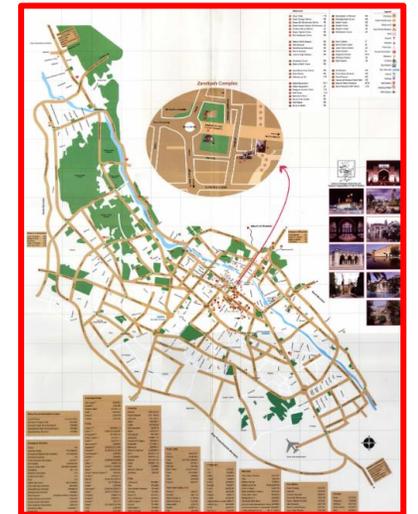
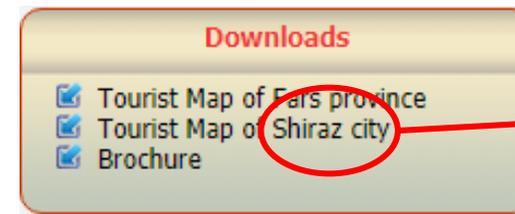
Information on **events and local festivities** at the bottom of the homepage.

- Date and self-explaining image but no description

Only **one external link**:
weather forecast of Shiraz



No copyrights declared



Downloadable material: 3 options

SERVICES

Travel services
Air travel and tourism services
Hajj pilgrimage services
Airlines offices
Suburban passenger companies
Urban passenger companies
Fixed mid-city rescue bases
Temporary mid-city rescue bases
Mountain rescue bases
Fars region channel of platform-based and module-inside fuel presentation

Users' needs partially fulfilled
Much information about accommodation, flights and restaurants

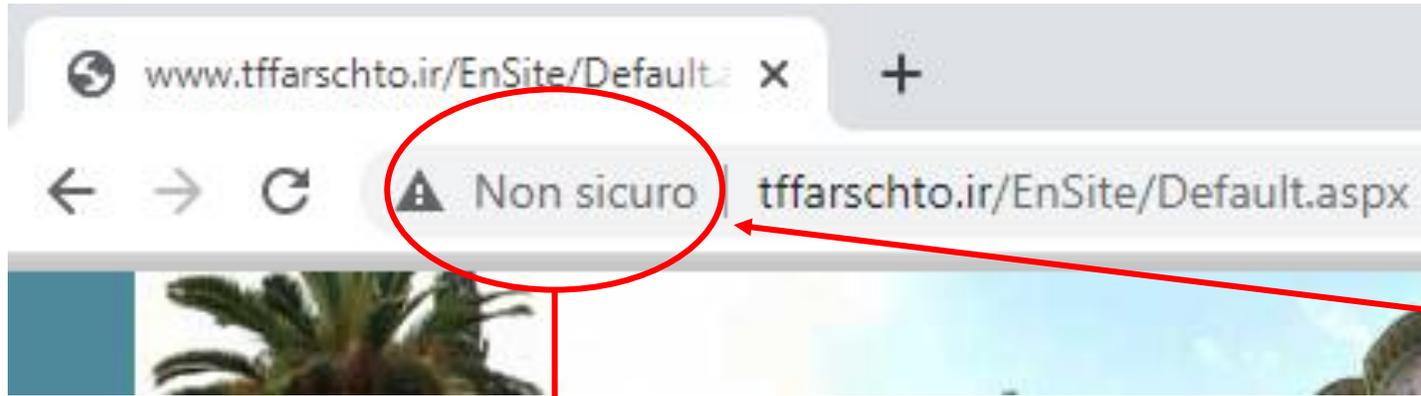
Transport information could be improved:

- No timetable
- No possibility to reserve or purchase the services from the website
- No external links to public transport

No e-commerce section



SERVICES



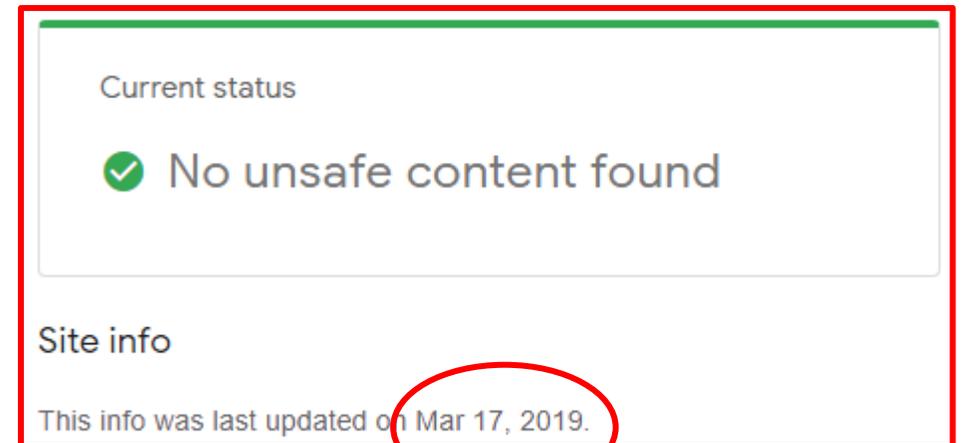
No cookies request
No privacy policy
No possibility of registration for users

No *https* protocol

Is the Website secure?

GOOGLE TRANSPARENCY REPORT

Content is secure



SERVICES

- No georeferenced map
- No location-based services through the use of Google Maps



(the link doesn't work)

- Few self-explaining icons, most not clickable
- Real time information about the **weather** in Shiraz is provided



Hourly Weather - Shiraz, Iran
as of 9:30 pm IRST

Sunday, November 15

9 pm **51°**   5% 

Cloudy

 Feels Like 51°	 Wind WNW 0 mph
 Humidity 63%	 UV Index 0 of 10

INDIVIDUATION

Search engines: not well positioned

www.tffarschto.ir ▼ Traduci questa pagina

ستاد اجرایی خدمات سفر استان فارس

جاذبه های طبیعی - موزه ها - بناهای فرهنگی و مذهبی - آثار تاریخی - فارس در یک نگاه - صفحه اصلی - ورود اعضا - اعضای ستاد - مدیریت - خدمات اقامتی - هتل ها - مهمانسراهای ...

positioned in the 3rd page,
after many travel agencies

broadening the research to the country of Iran

www.visitiran.ir ▼ Traduci questa pagina

Visit Iran | Official Travel Guide of Iran

Iran is the heart of history & civilization in Middle East. Explore destinations, art & culture and tourism attractions of Iran.

Video Gallery · Tourism Map · 360° Gallery · Ecotourism

1st result on



INDIVIDUATION

Concessionaire: Administration of Fars Cultural Heritage, Handicrafts and Tourism
Address: Davari St. Roodaki St. Shiraz. Fars. Iran. / Zip Code: 7135858794 Contact No: 0711-32244068/Fax: 0711-32240204 Website address: www.farschto.ir
Executer: Toseh advertising institute / Contact No: 0711-32290455

Directions of the **managing office**:

- Address and telephone number
- No map or link to find the position on Google Maps

Basic and offline communication could be improved

- No opening hours of the managing office
- No fill-in form or contact section

Fars panoramic views
Virtual tour



The image shows a contact form titled "Contact form" on a teal background. The form includes fields for "Your Name" (with sub-fields for "Name" and "Last Name"), "Your Email" (with a placeholder "e.g. hello@contact.net"), "Phone*" (with three sub-fields), "Message Subject*" (with a dropdown menu set to "Other"), and "Message*" (a large text area). At the bottom, there is a "Verification*" section with a checkbox for "I'm not a robot" and a CAPTCHA image. A "SUBMIT FORM" button is at the bottom right. A large red 'X' is drawn over the entire form, indicating it is not functional or missing.

INDIVIDUATION



SIMILAR WEB

Traffic < 5.000 monthly visits
Too low to get enough data

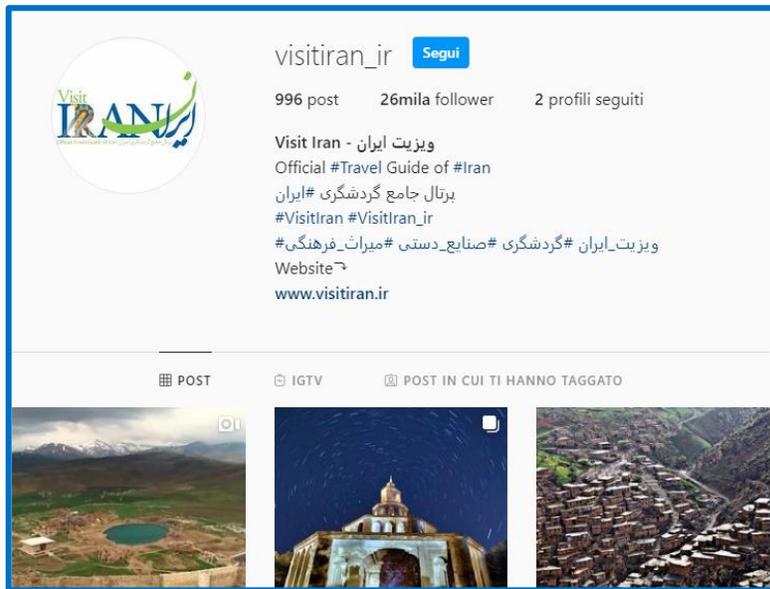
Global Rank ⓘ Worldwide	
tffarschto.ir	N/A
visitiran.ir	N/A

Country Rank ⓘ Unknown	
tffarschto.ir	N/A
visitiran.ir	N/A

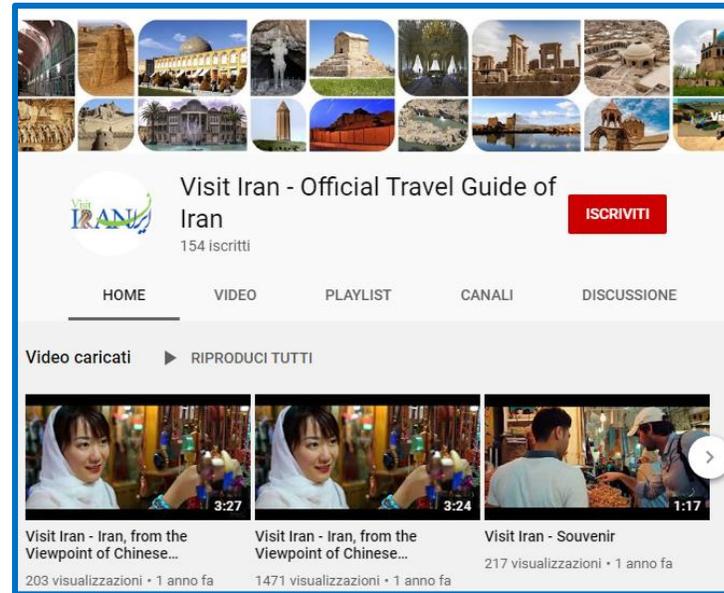
PRCHECKER.INFO: Both websites have a ranking of 0/10

INDIVIDUATION

Communication among users and social networks



26 thousands followers
Most active page
1+ post per day

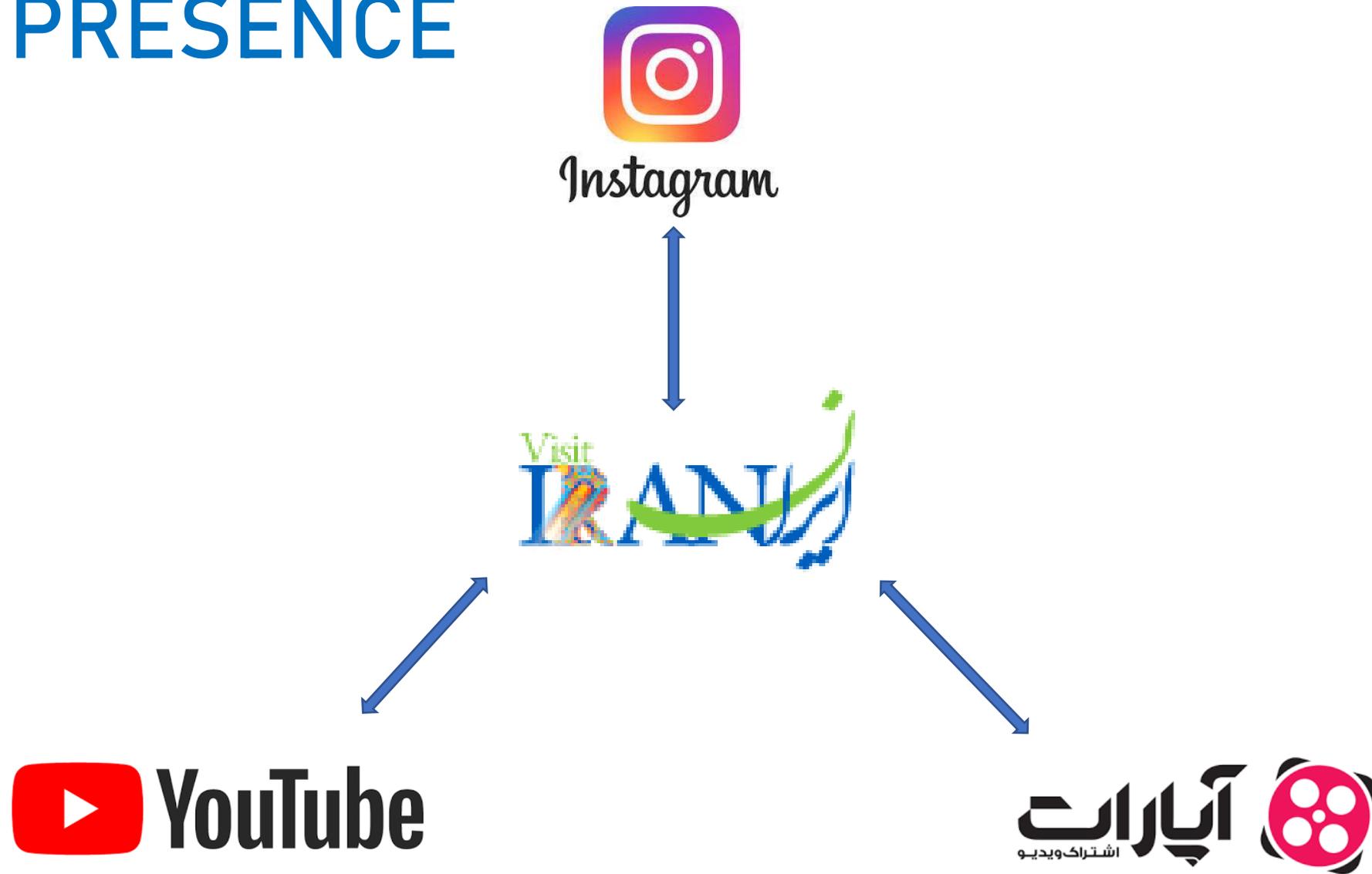


154 subscribers
Last update 11 months ago

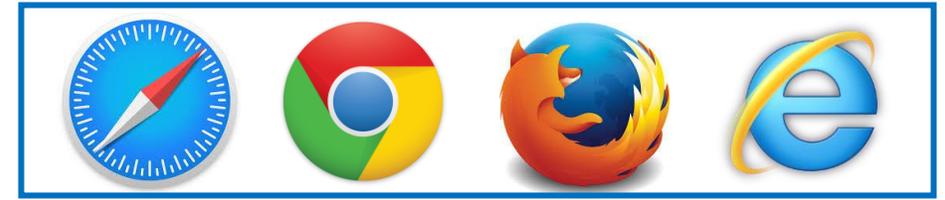


28 subscribers
Last update 11 months ago

WEB PRESENCE



MANAGEMENT

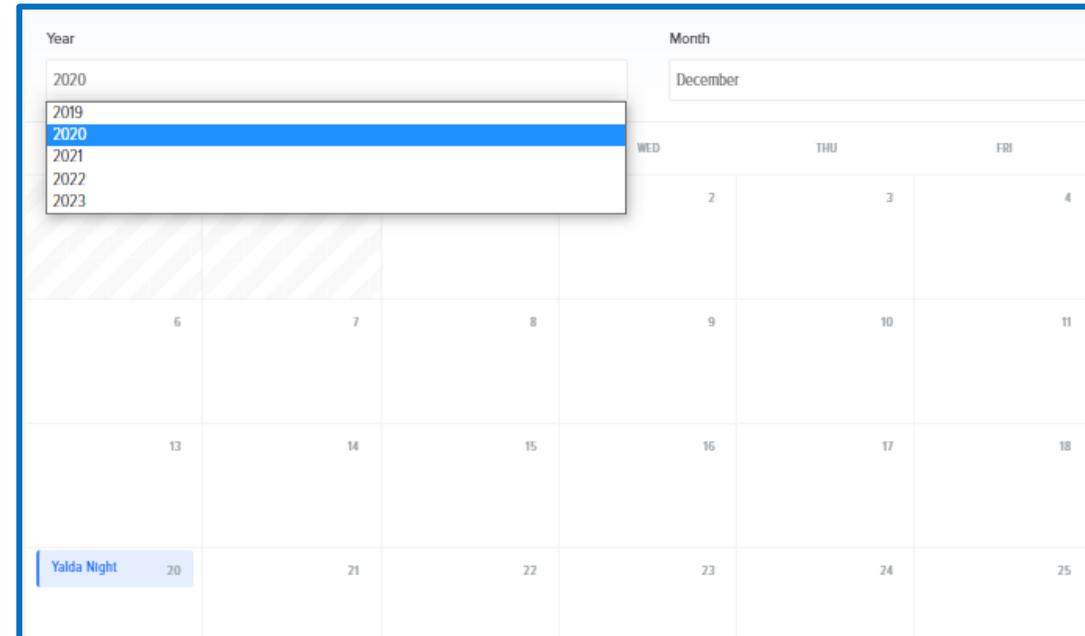


Code compliance: the website software works properly

Update → tffarschto.ir → no page showing latest events or news

visitiran.ir → "event dates": calendar with all the upcoming events

Read how we're responding to the COVID-19 outbreak.



MANAGEMENT

Technology: the website doesn't look technologically updated

LINK COMPLIANCE:

links were tested with the *Broken Link Checker*. Many links do not work, showing 404 error or bad host error

#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
1	http://www.havairan.com/weather/Fars		url src	timeout
2	http://www.vtfarschto.ir/Default.aspx?Place=36&Part=Photo	IMAGE alt = جاذبه های گردشگری فارس	url src	bad host
3	http://softballspa.com/blogengine2_8/page/discount-on-prescription.aspx	open	url src	404
4	http://apotekhvordlang.site/nix-apotek	nix hound	url src	bad host
5	http://blog.nvcoin.com/page/Coupon-Cialis	blog.nvcoin.com	url src	404
6	http://codesamples.in/page/Discount-Drug-Coupon	codesamples.in	url src	404
7	http://www.is-aber.net/page/Manufacturer-Coupons-For-Prescription-Drugs	is-aber.net	url src	500
8	http://blog.pelagicfm.com/page/renovation-nyborg-34Q	link	url src	bad host
9	http://blogs.visendo.com/page/motilium-laktace-W30.aspx	blogs.visendo.com	url src	404
10	http://www.mattnichols.co.uk/page/cialis-cvs-coupon-1H2	cialis	url src	404

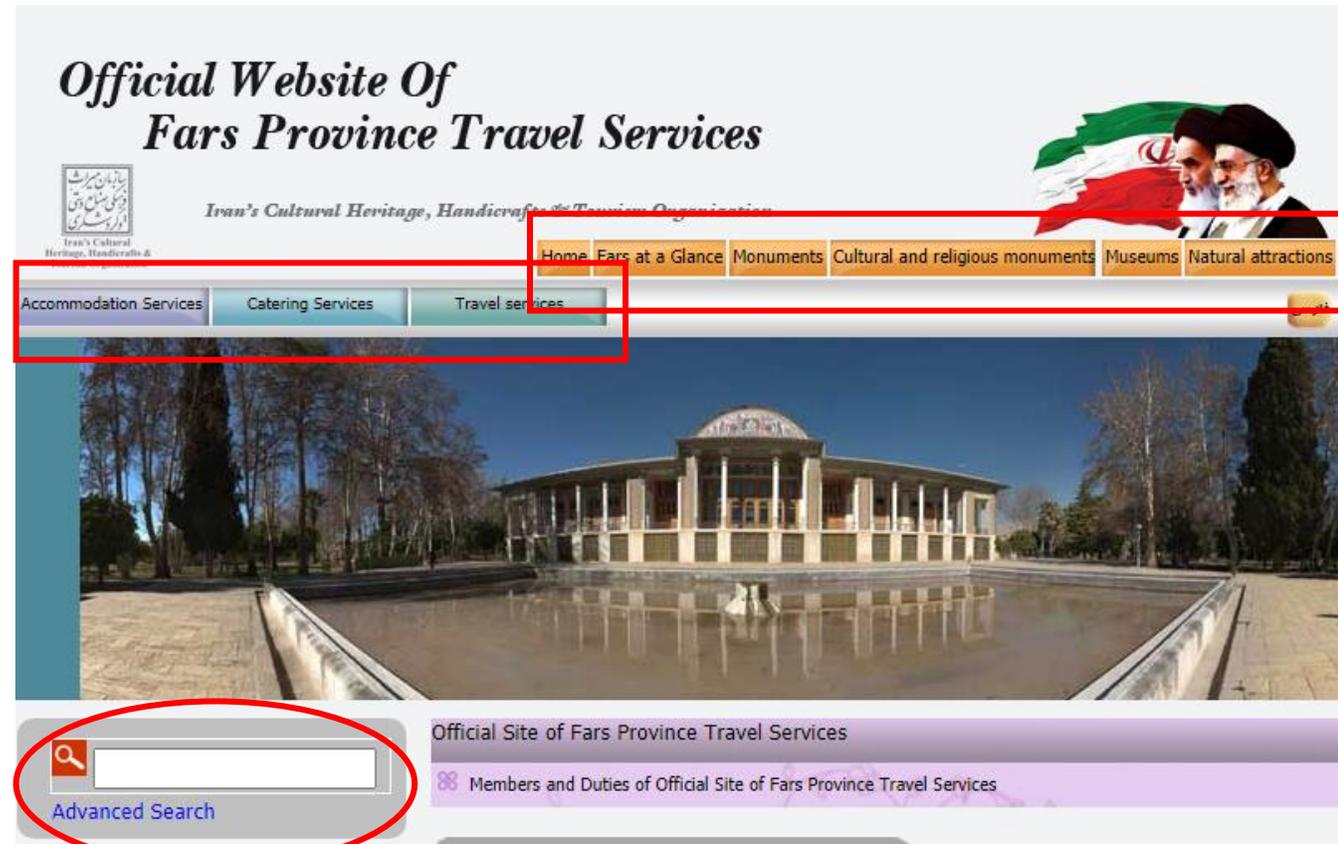
USABILITY

The **menu** is divided in nine sections

Not visible when scrolling down

No **breadcrumbs**

No site map but the menu is clear



Full text research engine doesn't work for many keywords, and sometimes the research is interrupted

USABILITY

ttfarschto.ir

two languages: Persian and English

translation not always accurate



English

فارسی

简体中文

Español

العربية

visitiran.ir

five languages

✘ Opening hours and admission fees of historical and cultural sites.

نوروز (از 29 اسفند تا 13 فروردین)

نرخ ورودی گردشگران خارجی	نرخ ورودی گردشگران ایرانی	شماره تلفن سرپرستی مجموعه	تعطیلی هفتگی	شیفت بعدازظهر		شیفت صبح		نام مکان
				تا	از	تا	از	
150000 ریال	20000 ریال	7302300	ندارد	24:00	یکسره	07:30	07:30	مجموعه فرهنگی سعدی
150000 ریال	20000 ریال	2247648	ندارد	22:00	یکسره	07:30	07:30	ارگ کریمخانی
150000 ریال	20000 ریال	2284552	ندارد	بیست و چهار ساعته				مجموعه فرهنگی حافظ
100000 ریال	15000 ریال	2224151	ندارد	20:00	12:30	07:30	07:30	موزه پارس (باغ نظر)
100000 ریال	15000 ریال	2247646	ندارد	21:00	یکسره	07:30	07:30	موزه گرمابه - (حمام وکیل)
50000 ریال	10000 ریال	2277877	ندارد	20:00	یکسره	07:30	07:30	موزه سنگ - (هفت تنان)

Some useful pages are not translated

USABILITY

PINGDOM WEBSITE SPEED TEST

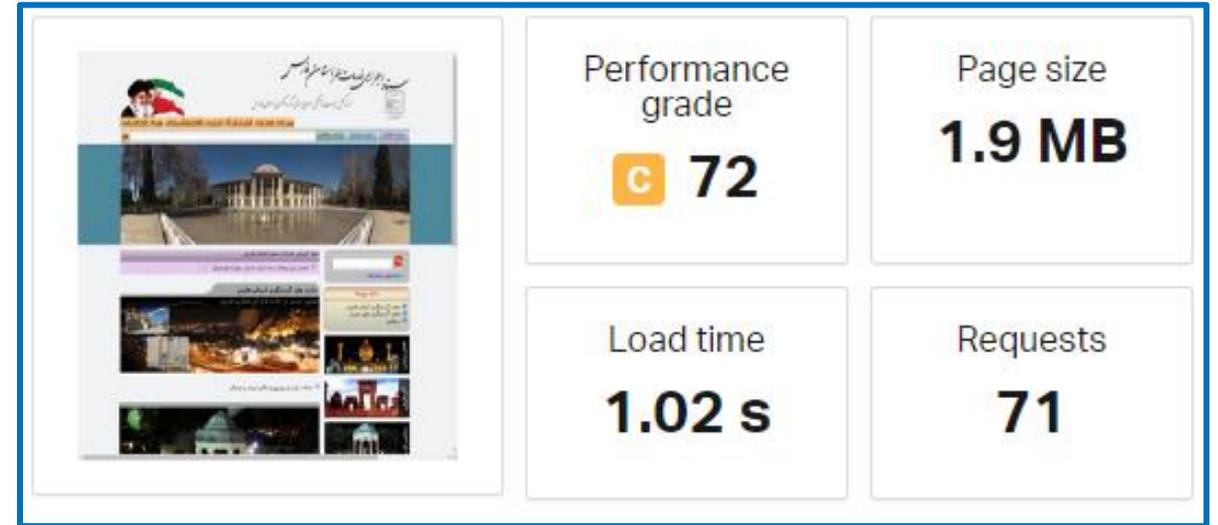
download time takes

- 1.02s from Europe
- 3.44s from North America
- 4.87s from South American
- 5.21s from Asia
- 7.81s from Australia

no specific information about local **wi-fi coverage** in the whole city



FROM EUROPE

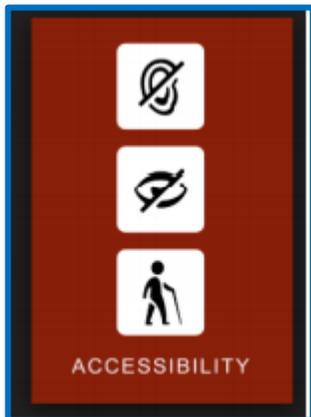


USABILITY

According to the **Google Mobile Friendly** test, tffarscto.ir is NOT mobile friendly

3 reasons:

- text too small
- clickable elements too close
- visible area not set



website not considered for
impaired users



STRENGTHS AND WEAKNESSES

- Easy navigation
- Large lists of services and attractions
- Real time weather forecast
- Updated Instagram page
- Complete downloadable material

- Website brand not impressive
- Few languages
- Managers' needs fulfilled only in Persian
- No e-commerce or external links
- No copyrights and https protocol
- No geo-referenced map
- Broken links
- Internal search engine not working properly
- Lack of consideration of impaired users

REFERENCES

- <http://www.tffarschto.ir/>
- <https://www.visitiran.ir/>
- <https://kiwimilano.it/dct>
- <https://www.similarweb.com>
- <https://www.brokenlinkcheck.com>
- <https://tools.pingdom.com>
- https://www.prchecker.info/check_page_rank.php
- www.whois.net
- <https://search.google.com/test/mobile-friendly>
- https://www.instagram.com/visitiran_ir/
- https://www.youtube.com/channel/UCjRAWWhZIVIJTINf4ubtTcnQ?view_as=subscriber
- <https://transparencyreport.google.com/>

THANK YOU FOR YOUR ATTENTION!

IDENTITY – Aira Roggeri

CONTENT – Kiana Taheri & Taraneh Moslemi

SERVICES – Pari Darvishpour

INDIVIDUATION – Somayeh Hassani & Zohreh Moslemi

MANAGEMENT – Elaheh Ziarati

USABILITY – Shiva Gholamisaman & Sahar Panahi