

Quality Evaluation of the Web Presence of Alto Adige/Südtirol as a destination

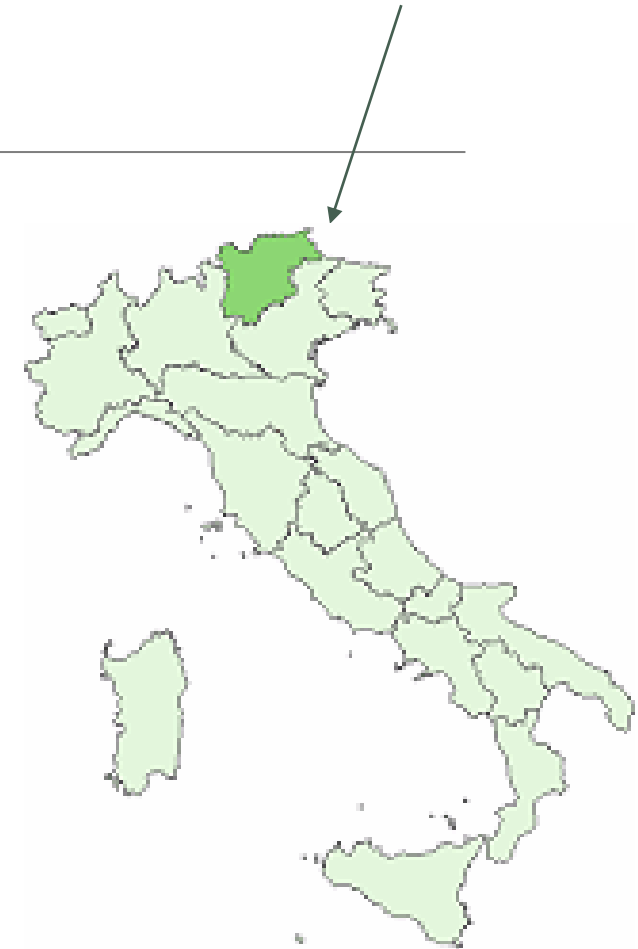
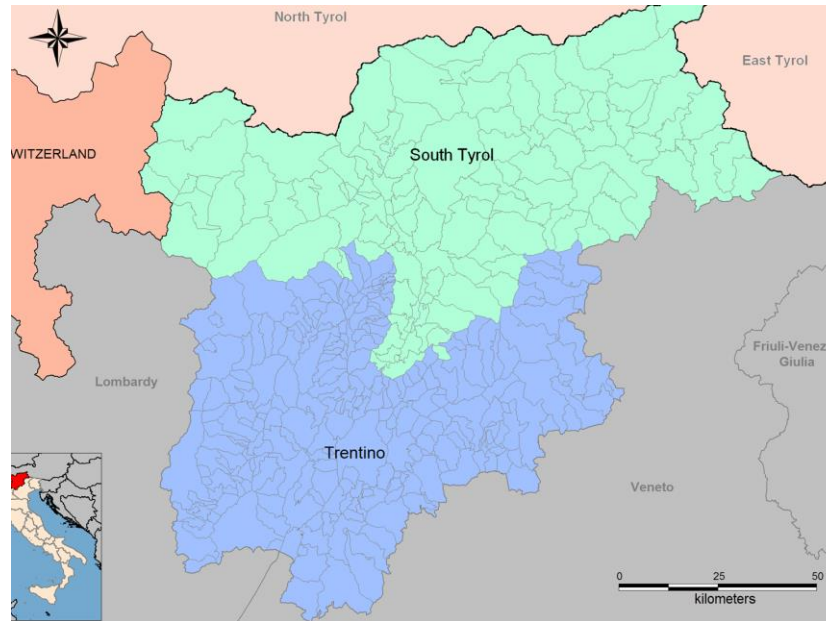
BASED ON A 7 LOCI MODEL

Structure

1. Introduction
2. Who - IDENTITY
3. What - CONTENT
4. Why - SERVICES
5. Where - INDIVIDUATION
6. When - MAINTENANCE
7. How - USABILITY
8. By What Means - FEASIBILITY

Introduction

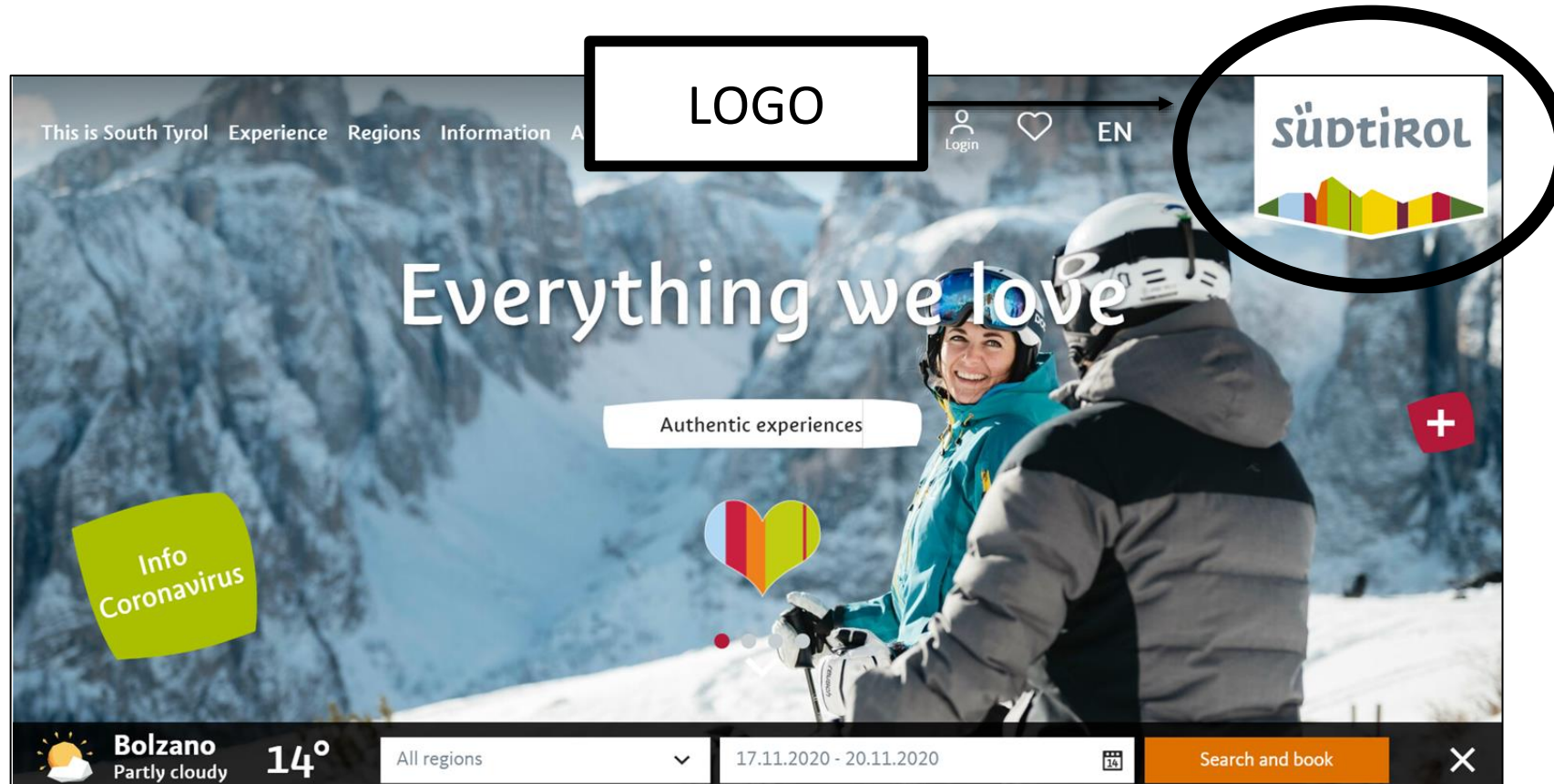
- 7,400.43 square kilometres
- Alpine Highlands. About 64.5 % of the total area of South Tyrol lies above 1500 m AMSL
- 530,000 inhabitants
- Language: German, Italian, Ladino
- 7 million visitors in 2019
- Main markets: Netherlands, Belgium, Germany, Austria, Switzerland and Italy



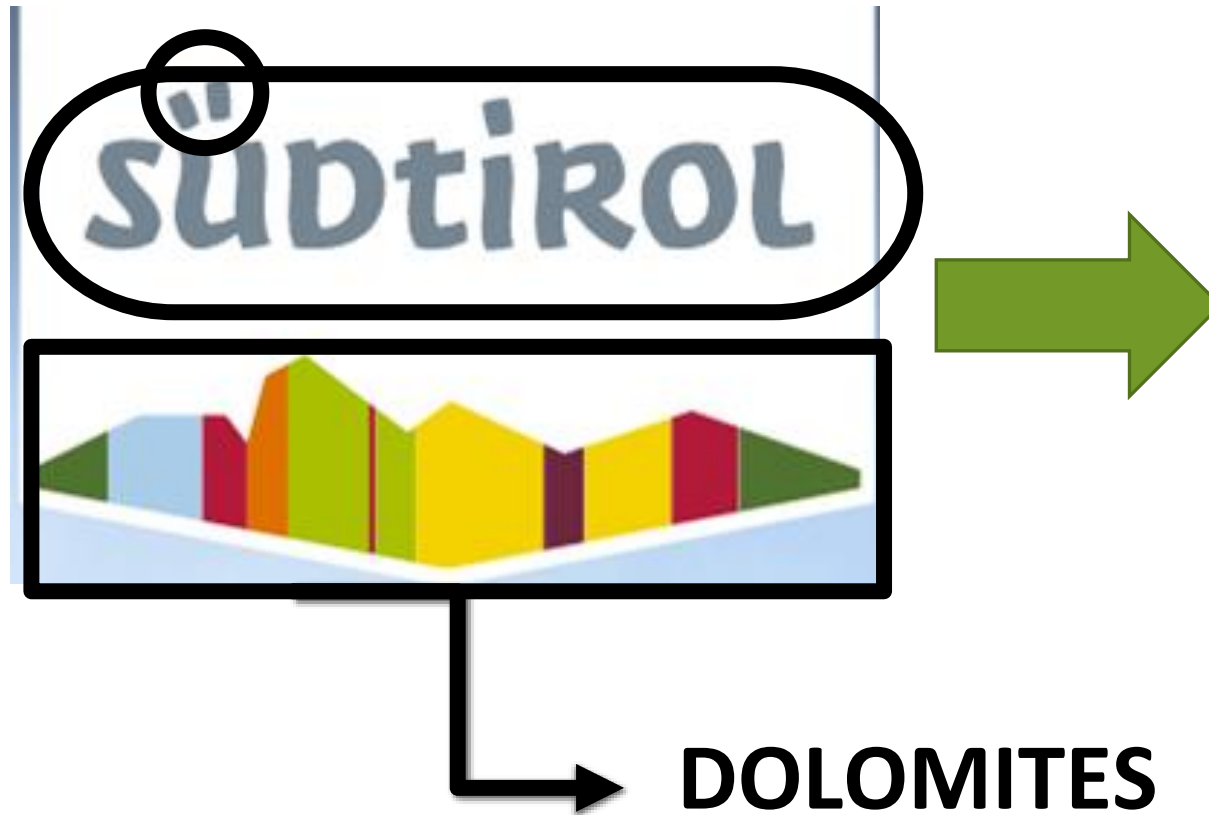
Who - IDENTITY

Alessia De Bagge - 1049500

Web Identity

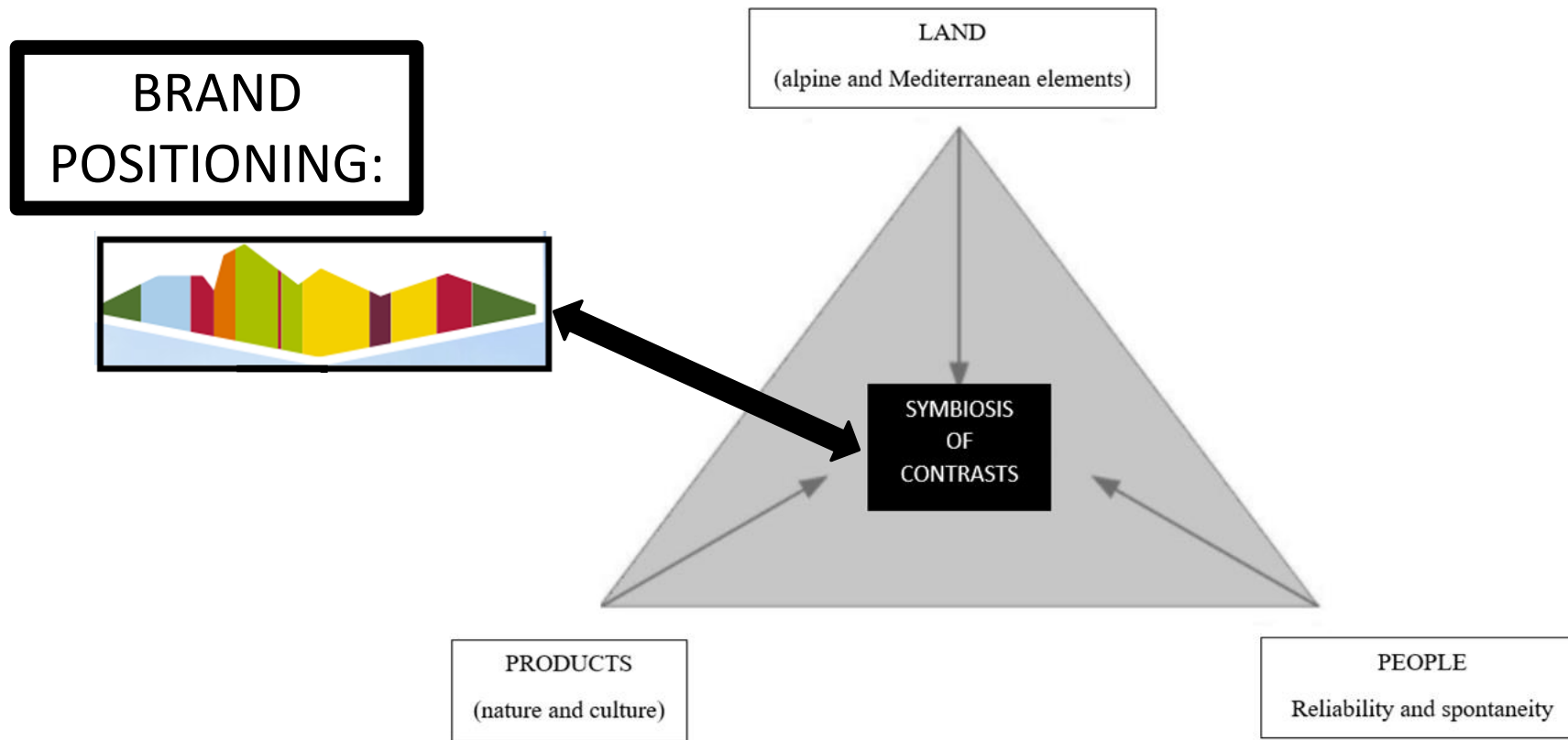


Web Identity

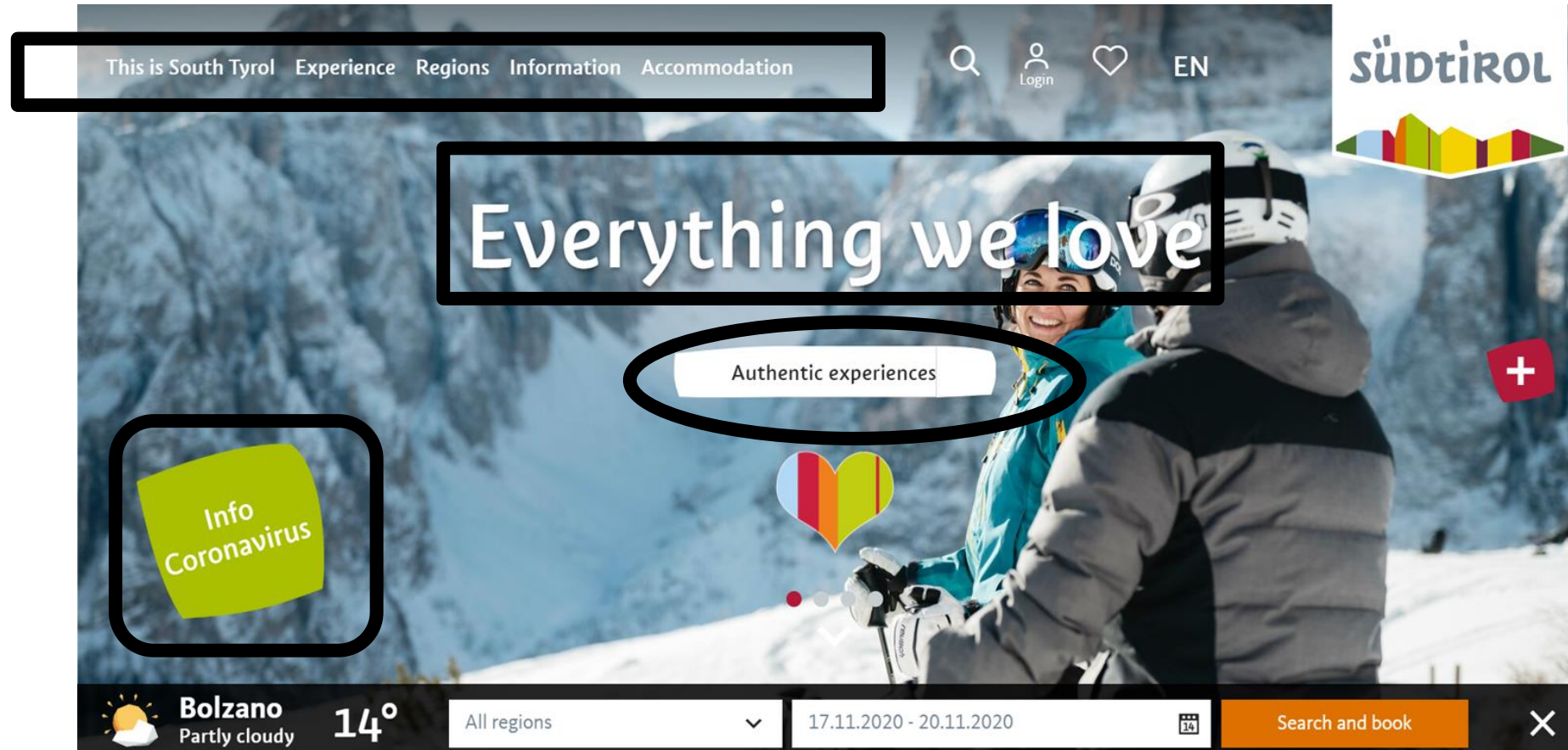


The use of a specific font and illustration is not by chance:
Vitality and dynamism

Web Identity



Graphic Design



Destination image

discovering South Tyrol in wintertime.

This is South Tyrol Experience Regions Information Accommodation

Search Login EN **SÜDTIROL**

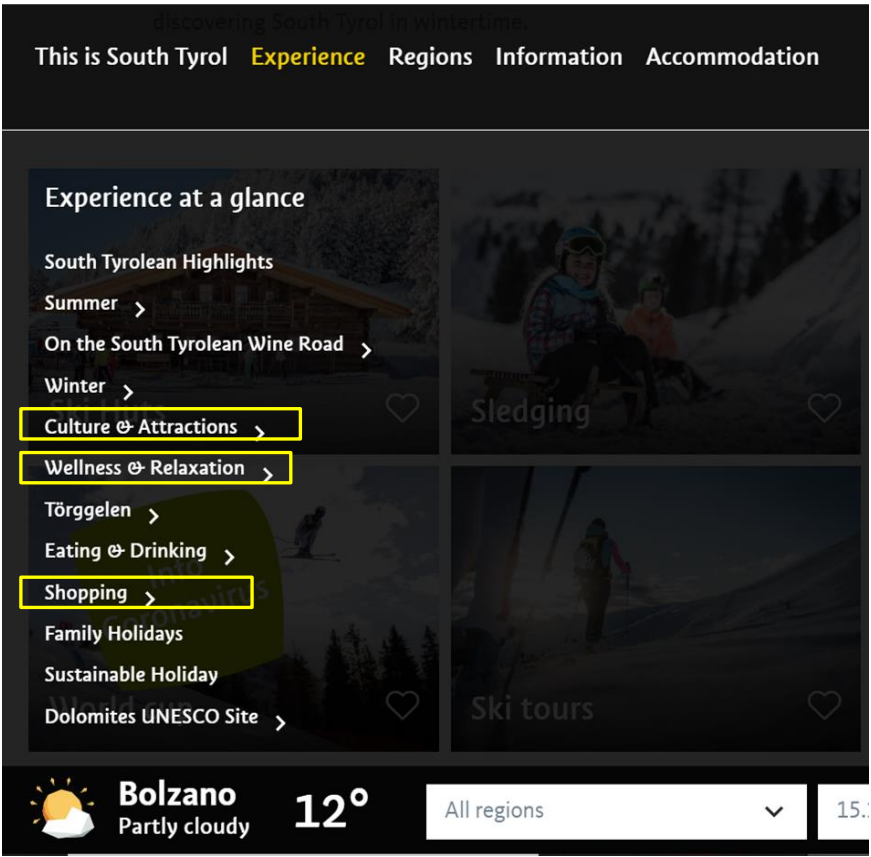
- Ski Huts
- Sledging
- Ski Areas
- Cross-Country Skiing
- World cup (Info Coronavirus)
- Ski tours
- With the family
- Winter hiking

Bolzano 12° Partly cloudy

All regions 15.11.2020 - 18.11.2020 Search and book

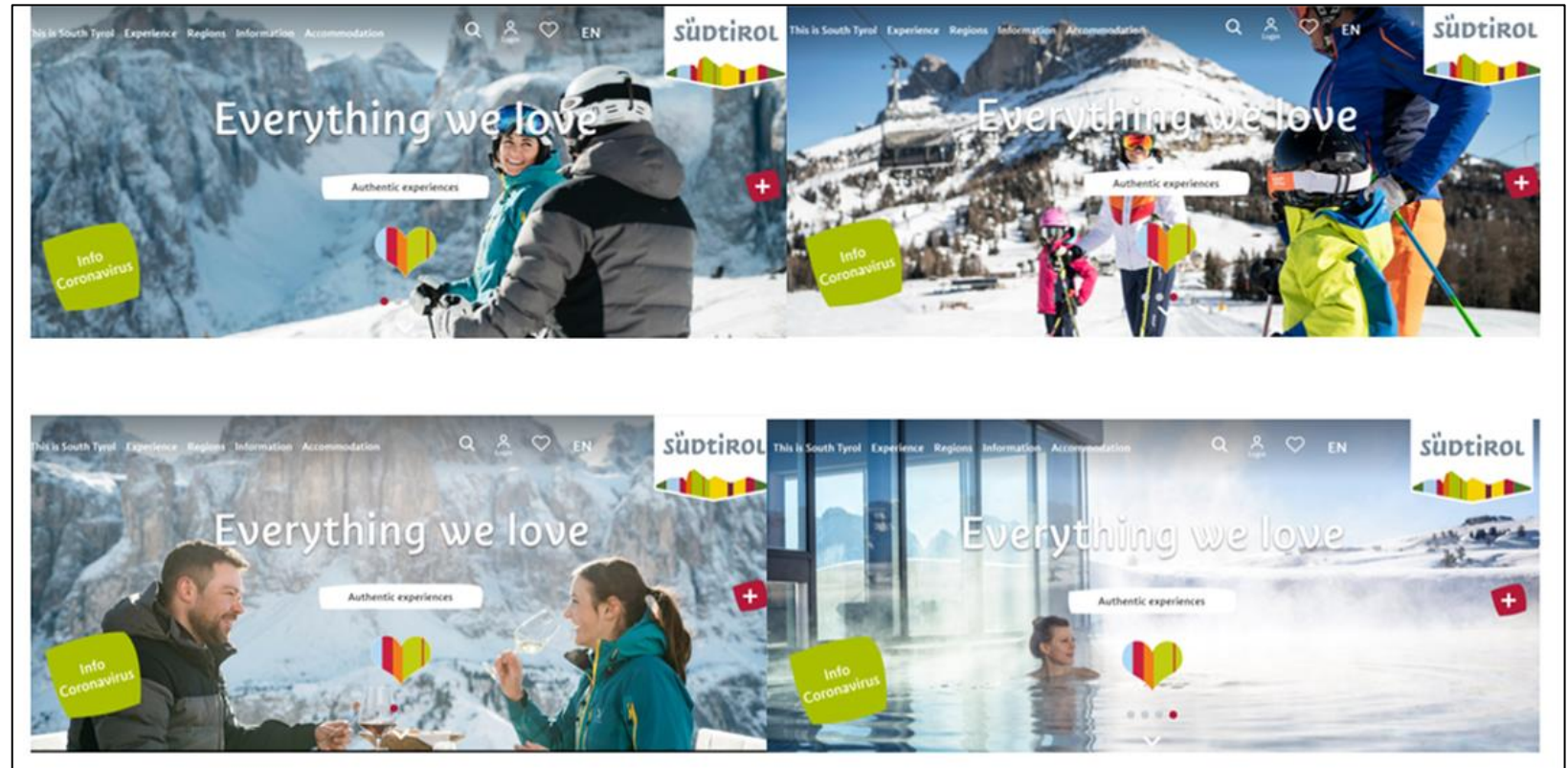


Destination image

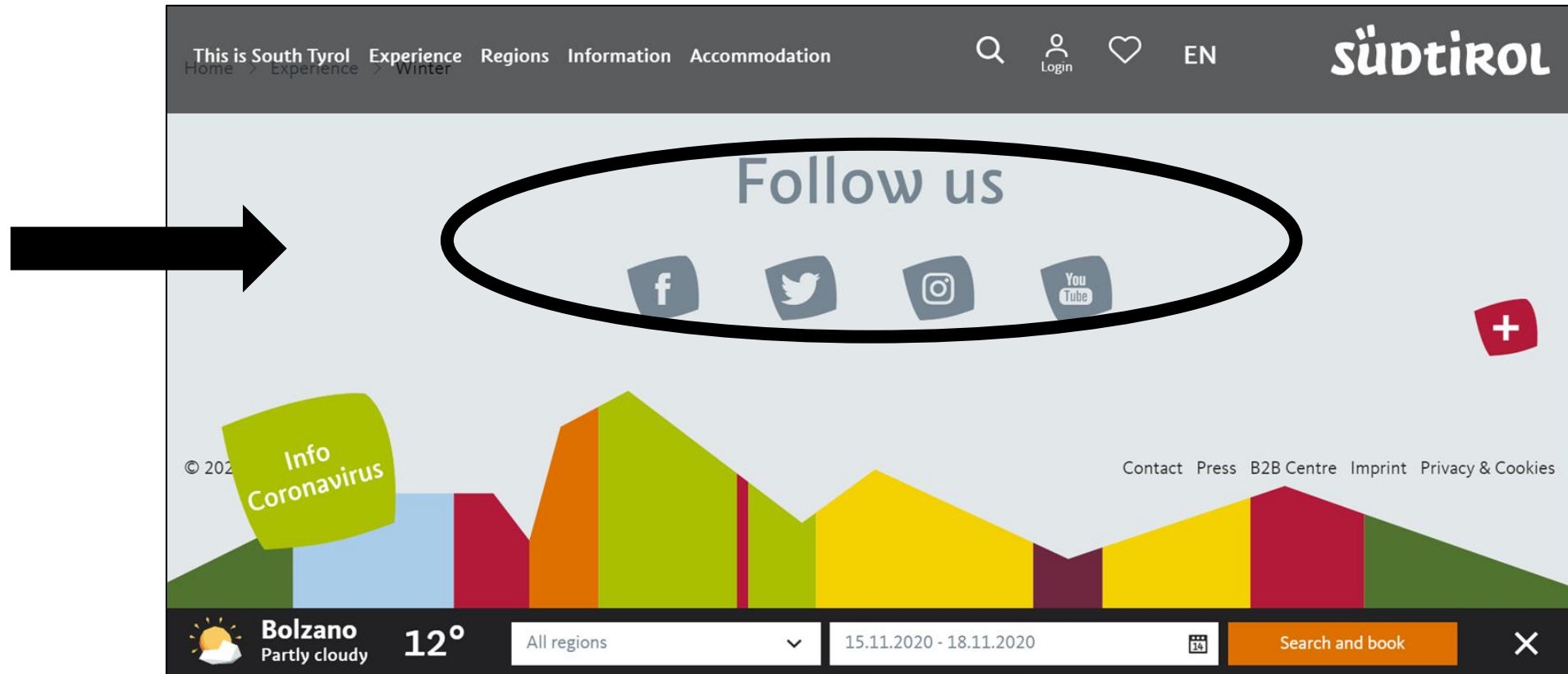


Graphic Design

**SPORT AND
WELLNESS**



Social Presence



Social Presence



Social Presence

INSTAGRAM



visitsouthtyrol

Invia un messaggio

1.132 post 180mila follower 2.028 profili seguiti

SouthTyrol Südtirol AltoAdige
#Suedtirol #AltoAdige #Südtirol - Alpine staidness & Italian joie-de-vivre, the Dolomites & cultural diversity/Tourism #SouthTyrol's official account
www.suedtirol.info

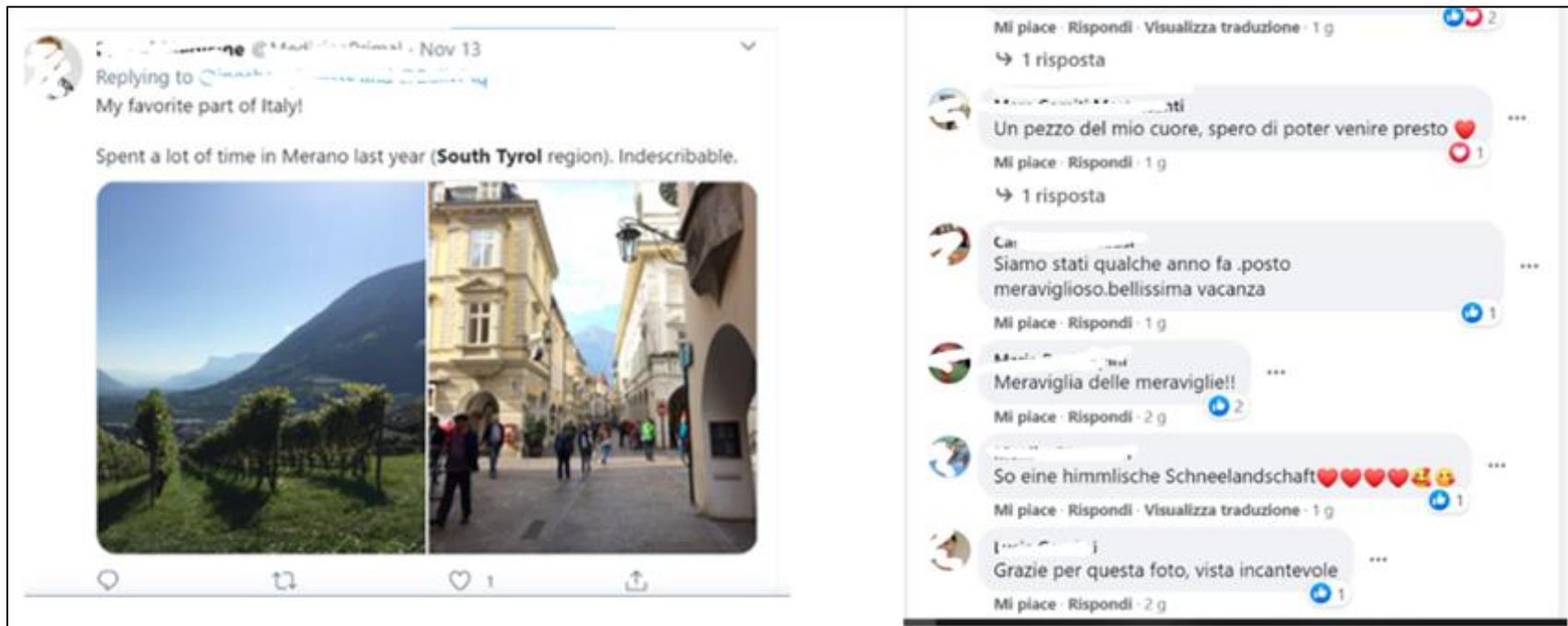
YOUTUBE



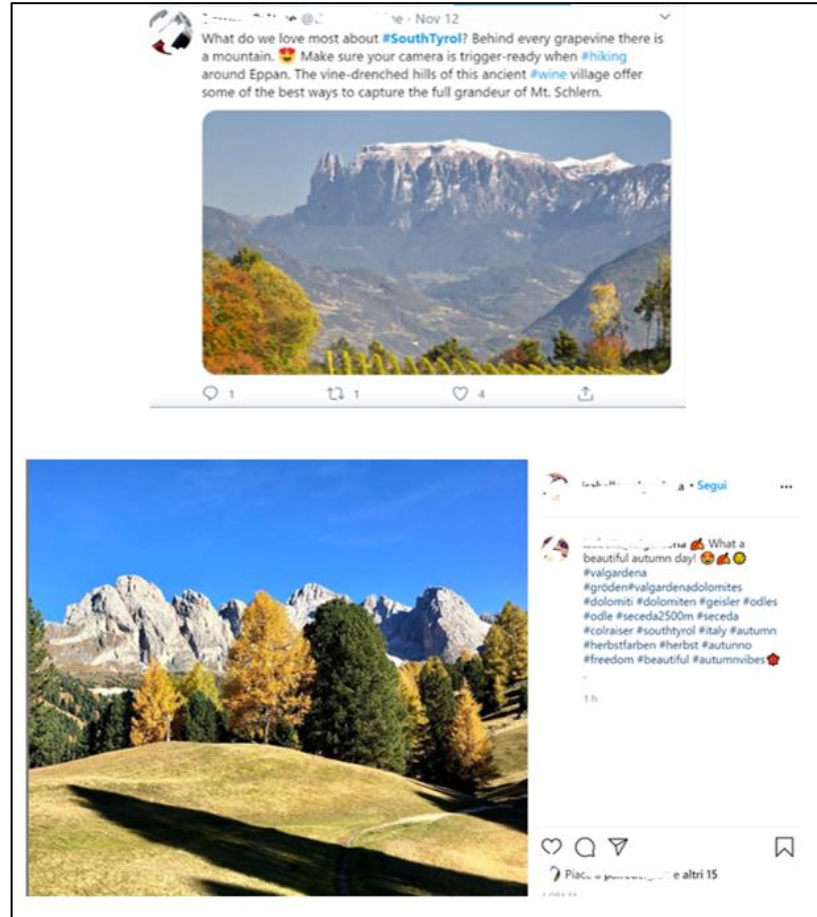
Südtirol bewegt - Alto Adige da vivere
11.900 iscritti

Web Reputation

Visitors share a very positive image about the destination. They are always satisfied with their trip in South Tyrol and always leaving positive comments below pictures of South Tyrol.

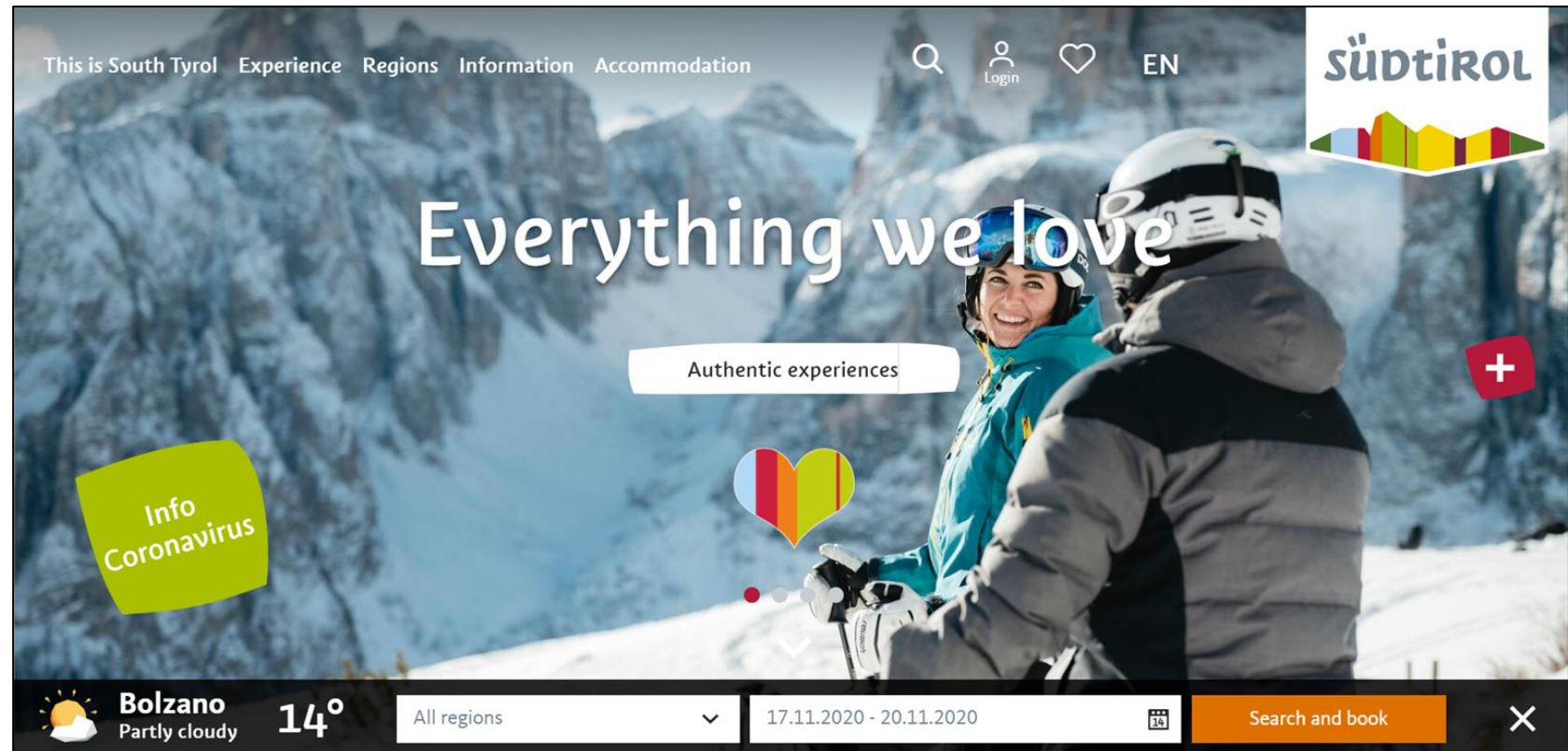


Web Reputation



Destination Geographic Position

From the home page of the website **is not possible** to understand where the destination is located.



Personalisation

NANOs



FAMILIES

COUPLES



What - CONTENT

Adele Donda - 1073043

Manager's Needs & Info

The screenshot shows the top navigation bar of the Suedtirol website with links for 'ABOUT US', 'UMBRELLA BRAND', 'TOURISM', 'SERVICES FOR COMPANIES', and 'QUALITY PRODUCTS'. Below the navigation is a search bar and a filter menu with tabs for 'CEO', 'Marketing', 'Business Development', 'Agrar', and 'Finance'. The 'Business Development' section is highlighted, showing three manager profiles: Florian Reisinger (Coordinator Warehouse & Logistics), Renate Ranzi (Coordinator Film Location), and Jürgen Röggla (Head Wood & Construction Innovation). Each profile includes a photo, name, title, phone number, and email address.

Filters for an easier research of managers and team members

The screenshot shows the main navigation menu of the Suedtirol website with options for 'This is South Tyrol', 'Experience', 'Regions', 'Information', and 'Accommodation'. A dropdown menu for 'Experience' is open, listing various activities such as 'Summer at a glance', 'Winter', 'Culture & Attractions', 'Wellness & Relaxation', 'Törggelen', 'Eating & Drinking', 'Shopping', 'Family Holidays', 'Sustainable Holiday', and 'Dolomites UNESCO Site'. A large text box on the right side of the page states 'Great range of info especially for the main target'.

NANO tourists as the main target

Contacts

The footer of the website contains links for 'Contact', 'Press', 'B2B Centre', 'Imprint', and 'Privacy & Cookies'.



Users' Content Compliance & Info

Brixen/Bressanone

Bishop's Seat

Bressanone/Brixen has always been of great importance as a bishop's seat. Even today, this is noticeable in almost every corner of the city, which is characterised by many sacred structures. However, Bressanone also impresses with its landmarks, especially the elephant Soliman. The power of the bishops is demonstratively evident in the centre of Bressanone at the Domplatz square. Here you can visit the Cathedral of Bressanone and its magnificent interior rooms with 33 different sorts of the finest marble, a late Gothic Madonna and an organ with 3,335 pipes. You can also discover the adjacent Cloister; look up to view the magnificent Gothic frescoes.



Practical infos

Mareccio / Maretsch castle

Town/City: Bolzano/Bozen | Region: Bolzano/Bozen and environs

Contact

Via Mareccio / Maretsch Straße 31, 39100 Bolzano / Bozen
+39 0471 976643
maretsch@maretsch.info
http://www.maretsch.info/

Accommodation nearby

The XIII century castle, situated right behind the historic city centre, is surrounded by fields of the fine Lagrein grapevines and has stunning views of the Rosengarten. It was renovated in the 1980s and transformed into a conference and exhibition centre. It is certainly the most interesting and exclusive complex, ideal for housing conferences, seminars, banquets, concerts, culture events and exhibitions. The beautiful interiors, with stunning frescoes, have all the modern features and conference facilities. The view of the castle from the river walk nearby is particularly impressive. Adjacent parking.

The castle is a congress centre and open for visitors only during events and exhibitions.

Tips and suggestions

Guided Tours

Food and Drink

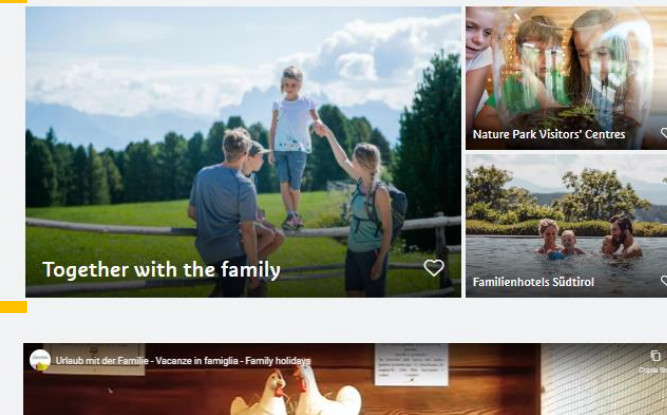
Welcome to Brixen/Bressanone

Events

Can't miss!

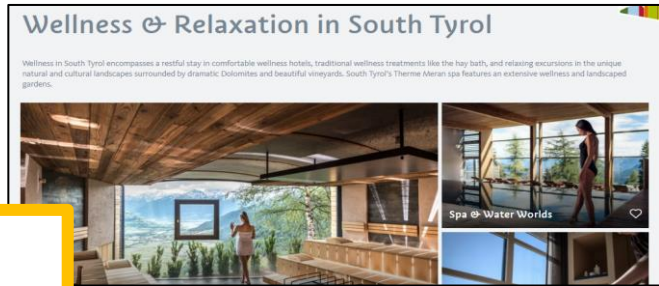
Family Holidays in South Tyrol

South Tyrol's 300 days of sunshine and landscape rich in contrast form the framework for an adventurous family-friendly holiday, inviting visitors to participate in activities at all elevations. The many excursions, hiking trails, family ski areas and adventure parks are worth a visit for both children and adults alike. No summer holiday in South Tyrol would be complete without swimming in a bathing lake such as the highly recommended Katterer See lake, or hiking along one of the many pleasant, family-friendly trails to mountain huts with Alpine meadows and playgrounds. Many places offer specific family-friendly programmes. For example, the Dolomiti Ranger programme, which takes place in the Dolomite nature parks, is especially recommended. In wintertime, family ski areas and the many sledging trails are ideal for a holiday with children. South Tyrol's family hotels (Familienhotels) and qualified farm holiday operations specialise in accommodating families.

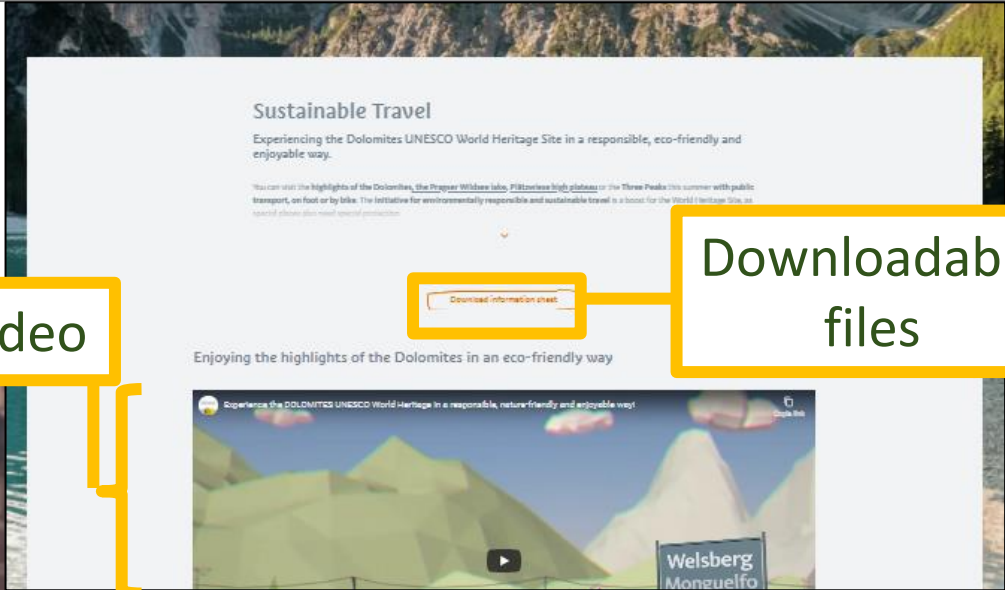


Media

Images in the back and for box-choices



Video



Downloadable files



Links, Events & Copyrights

The screenshot displays the Suedtirol website interface. At the top, navigation links include 'This is South Tyrol', 'Experience', 'Regions', 'Information', and 'Accommodation'. A search bar and user options (Login, Heart, EN) are also present. The main heading is 'All events in South Tyrol', with a sub-message about cancelled events due to the COVID-19 pandemic. Below this, a grid of event cards is shown, including 'Snowboard FIS World Cup in Cereza', 'FIS Ski World Cup in Val Gardena: Super-G and downhill men', and 'Audi FIS Ski World Cup - Men's giant slalom'. A yellow box labeled 'Link' points to the URL 'http://www.suedtirol.com' in the event details. The detailed view for the FIS Ski World Cup includes a 'Contact' section with 'Booking from: Val Gardena' and 'HOT 0471-799400'. A yellow box labeled 'Privacy & Copyright' points to the footer area containing '© 2020 IDM Südtirol', 'Privacy & Copyright', and 'Imprint Privacy & Cookies'. The footer also includes 'Contact Press B2B Centre' and 'VAT No. IT02521490215'. On the right side, there is a vertical image of a skier wearing an Audi helmet.

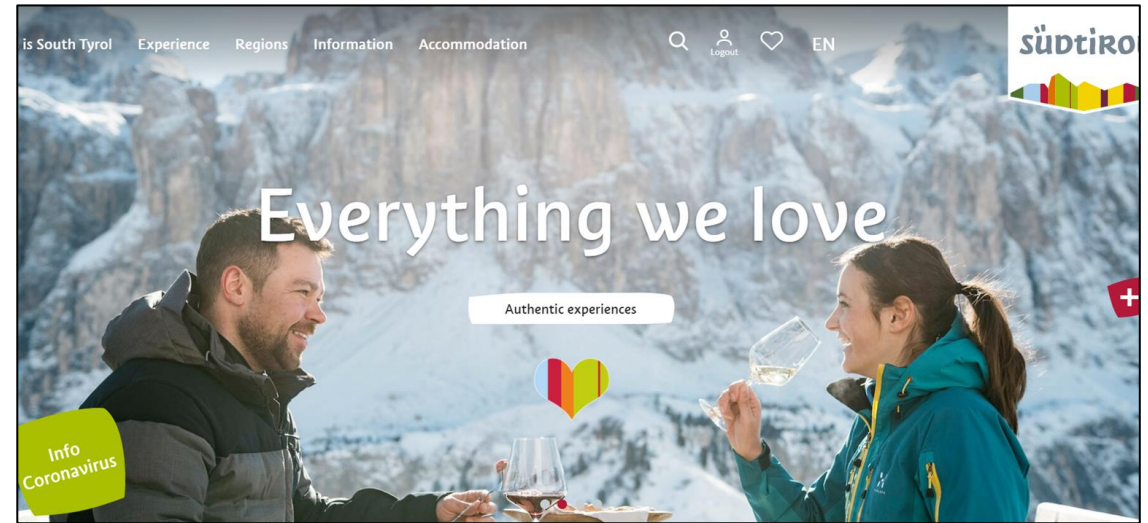
Why - SERVICES

Rachele Colpo

WHY?-SERVICES

USER'S NEEDS ARE FULFILLED

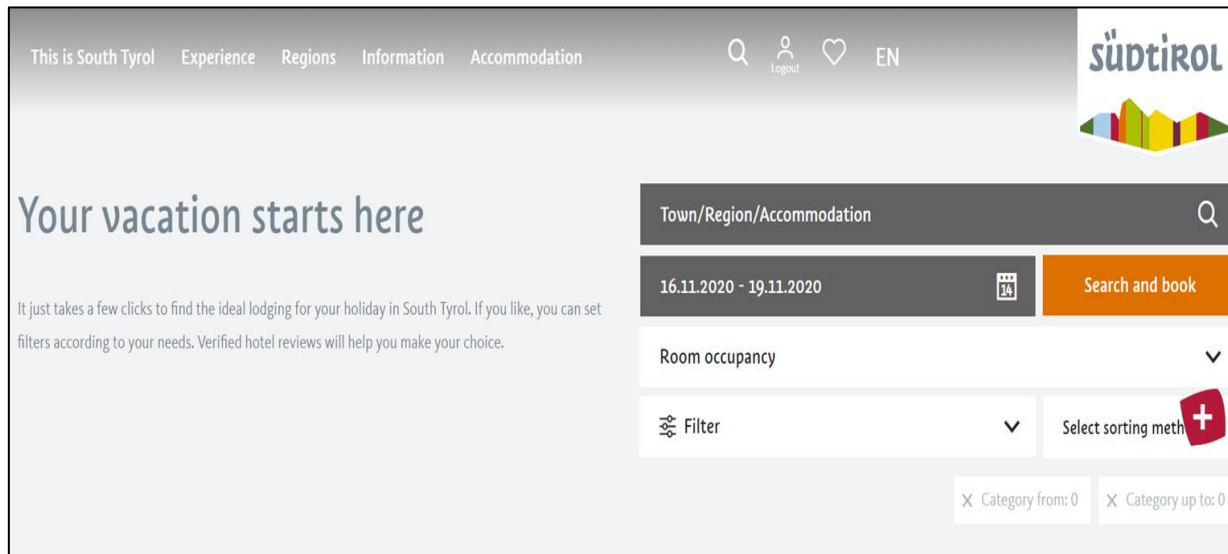
MANAGERS' NEEDS SATISFIED



E-commerce Is Offered

Internal booking platform

Restaurants and other experiences cannot be booked directly.



The screenshot shows the Südtirol website's internal booking platform. The header includes navigation links: "This is South Tyrol", "Experience", "Regions", "Information", and "Accommodation". There are also icons for search, user profile, heart, and language (EN). The main content area features a search bar with the placeholder "Town/Region/Accommodation" and a magnifying glass icon. Below the search bar, there is a date selection field showing "16.11.2020 - 19.11.2020" and a "Search and book" button. A "Room occupancy" dropdown menu is visible, along with a "Filter" button and a "Select sorting method" button with a red plus sign. At the bottom, there are two filter indicators: "X Category from: 0" and "X Category up to: 0".

Contact Opening times

 Tielt-Promenade / Passeggiata Tield 7,
39031 Bruneck / Brunico

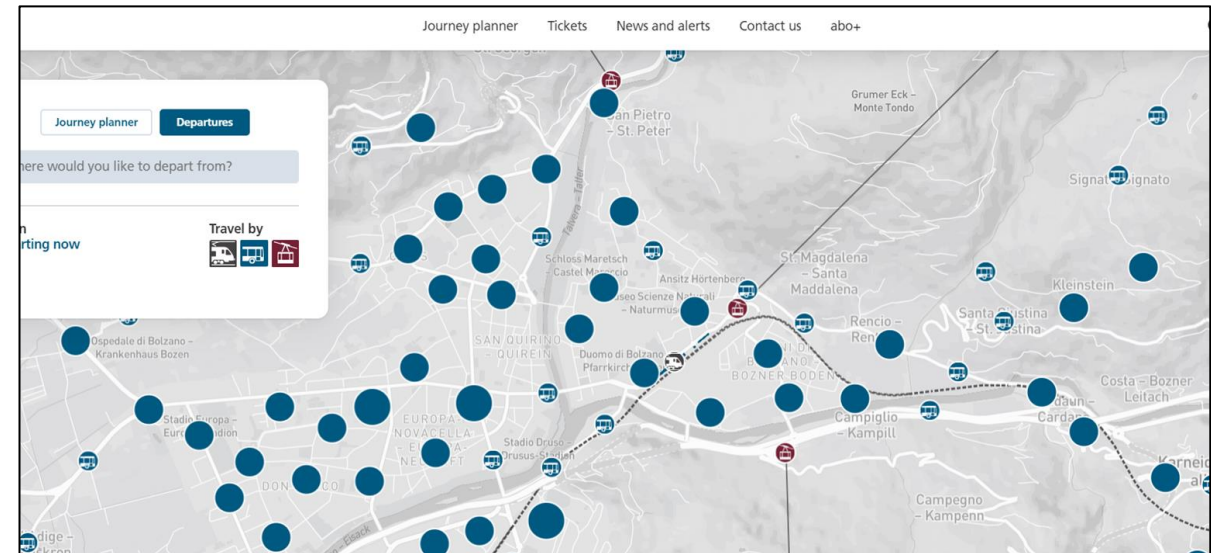
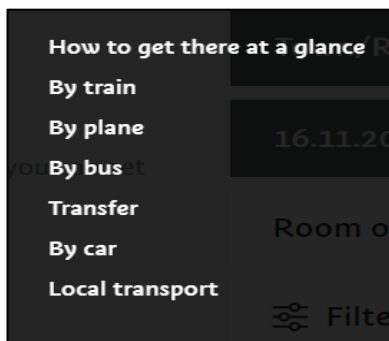
 +39 0474 412165

 info@winks.it

 <http://www.winks.it>

Transport

- **External** links to local transport **websites**
- Attention to the **COVID** situation

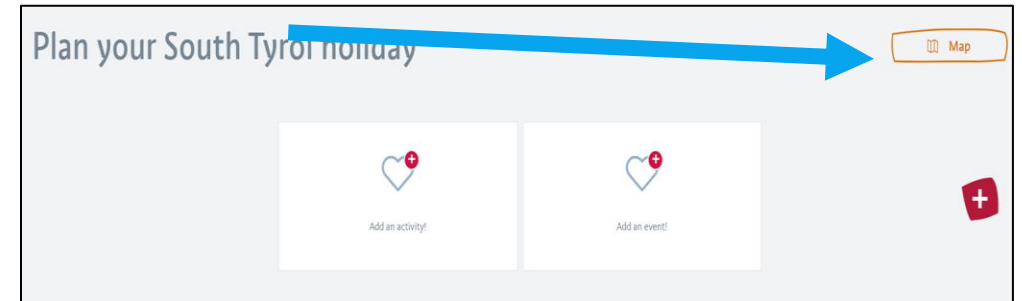


Cartography and Weather

- **Cartography** available in the weather page
- Also present in **Trip planner**
- **Meteo**: weather forecast provided directly in the homepage



Bolzano
Partly cloudy 15°

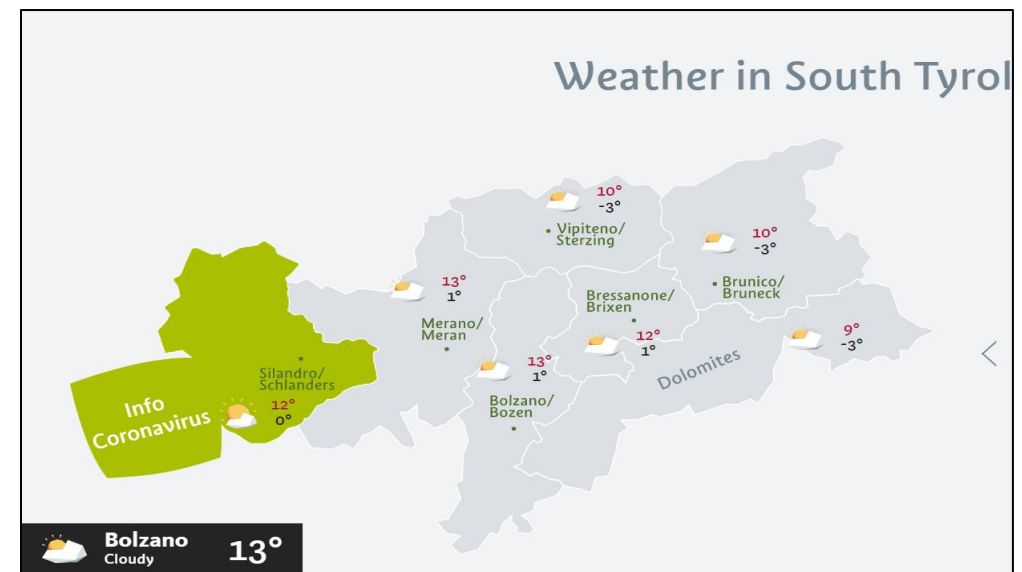


Plan your South Tyrol holiday

Map

Add an activity!

Add an event!



Weather in South Tyrol

Info Coronavirus

Silandro/Schlanders 12° 0°

Merano/Meran 13° 1°

Bolzano/Bozen 13° 1°

Vipiteno/Sterzing 10° -3°

Bressanone/Brixen 12° 1°

Brunico/Bruneck 10° -3°

Dolomites 9° -3°

Bolzano Cloudy 13°

Security & Privacy

- **Privacy policy** available in English, Italian and German
- **Https protocol**



Information About Cookies

Cookies are small text files that a website temporarily places, with help from the browser, onto the hard disk of a client's computer in order to store little bits of information about the website. There are various types of cookies, which can be divided into two categories: technical cookies and profiling cookies, the latter of which are used for marketing and promotional purposes.

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services. You consent to our cookies if you continue to use our website.

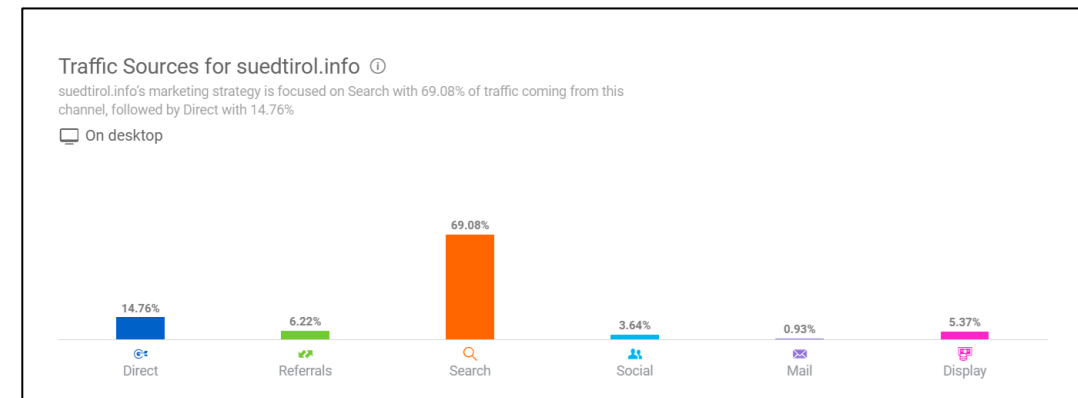
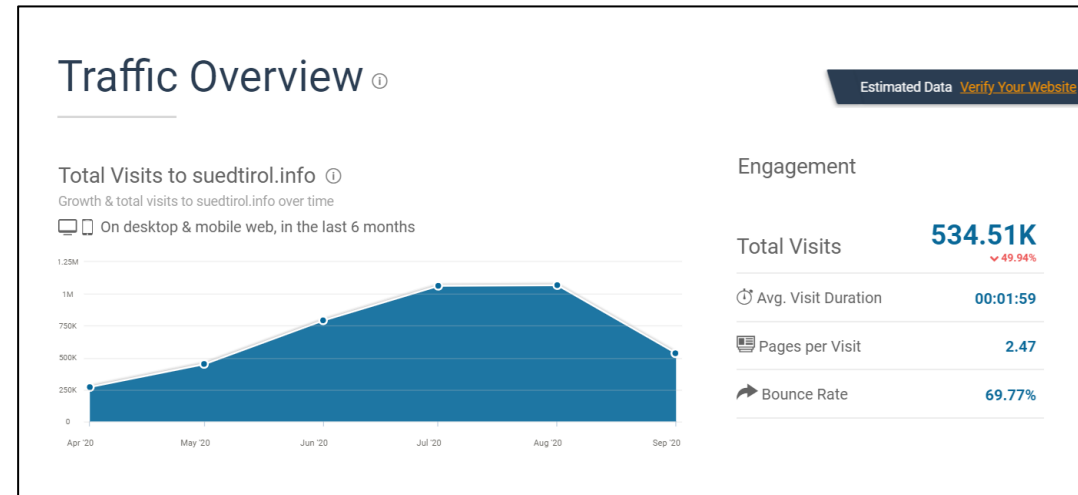
For detailed information, please visit:
<https://www.suedtirool.info/en/cookie-info>

Where - INDIVIDUATION

Irina Serdyukovskaya & Ivan Kuznetsov

Overview of the Domain. Traffic & Authority

- Total Monthly Visits — **534.51K**
- Domain Authority — **82/100**
- Main traffic source — **Search**
- More than **9K** referring domains & **205K** links



Search Visibility. Languages & Countries

- Main countries are **Italy, Germany, Austria**
- Website has good visibility in countries like **Poland, Netherlands, United States, France** and others.

The screenshot displays an 'Organic Keywords' report with a table of keywords and their search volumes across different countries. A dropdown menu is open, showing a list of countries and their corresponding search volumes.

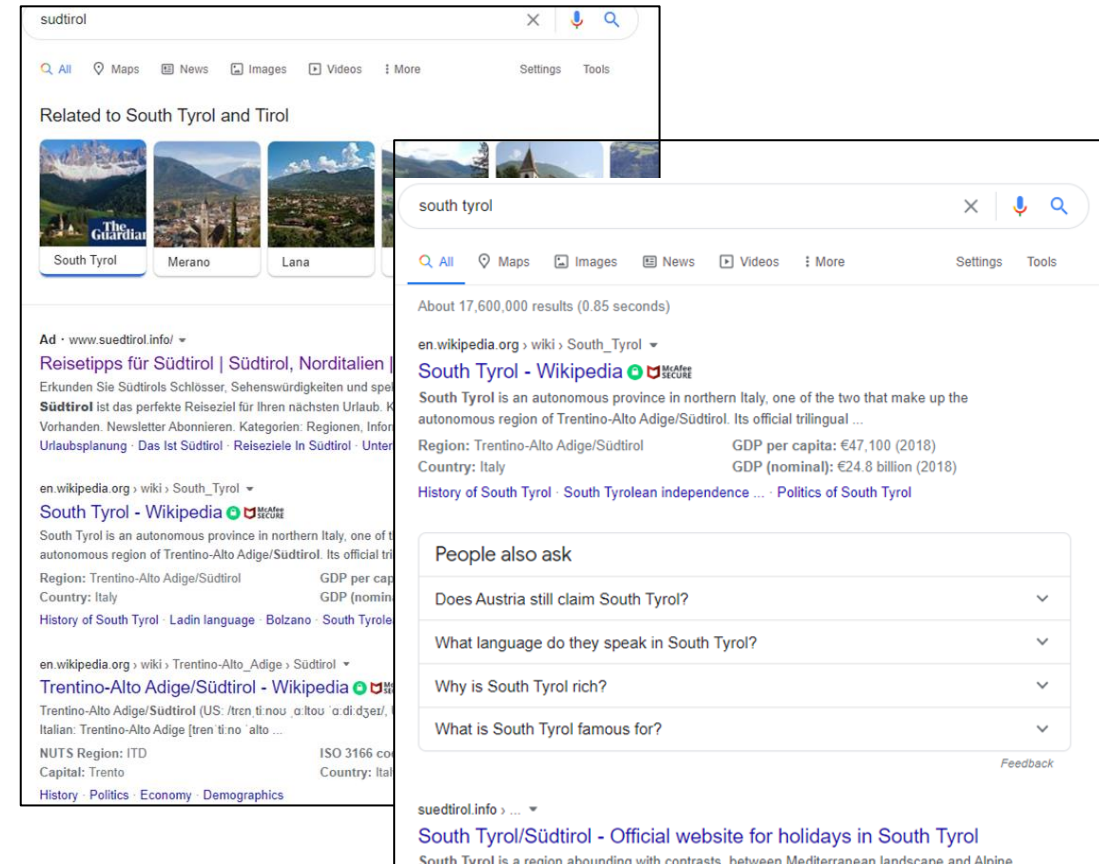
Keyword	Italy	Germany	Austria	Poland	Netherlands	United States	France	Czechia	Switzerland	United Kingdom	Belgium	Russian Federation	Australia	Ukraine	Canada	Spain	Sweden
alto adige	42,219	27,792	6,685	2,875													
sudtirol																	
la befana vien di notte																	
coronavirus südtirol																	
suedtirol																	
trentino alto adige																	
trentino alto adige																	
coronavirus südtirol																	
südtirol																	
coronavirus alto adige																	
campeggi alto adige																	

Country Search Results:

- Italy 42,219
- Germany 27,792
- Austria 6,685
- Poland 2,875
- Netherlands 2,841
- United States 2,528
- France 1,799
- Czechia 1,573
- Switzerland 1,467
- United Kingdom 1,120
- Belgium 847
- Russian Federation 824
- Australia 414
- Ukraine 401
- Canada 355
- Spain 204
- Sweden 171

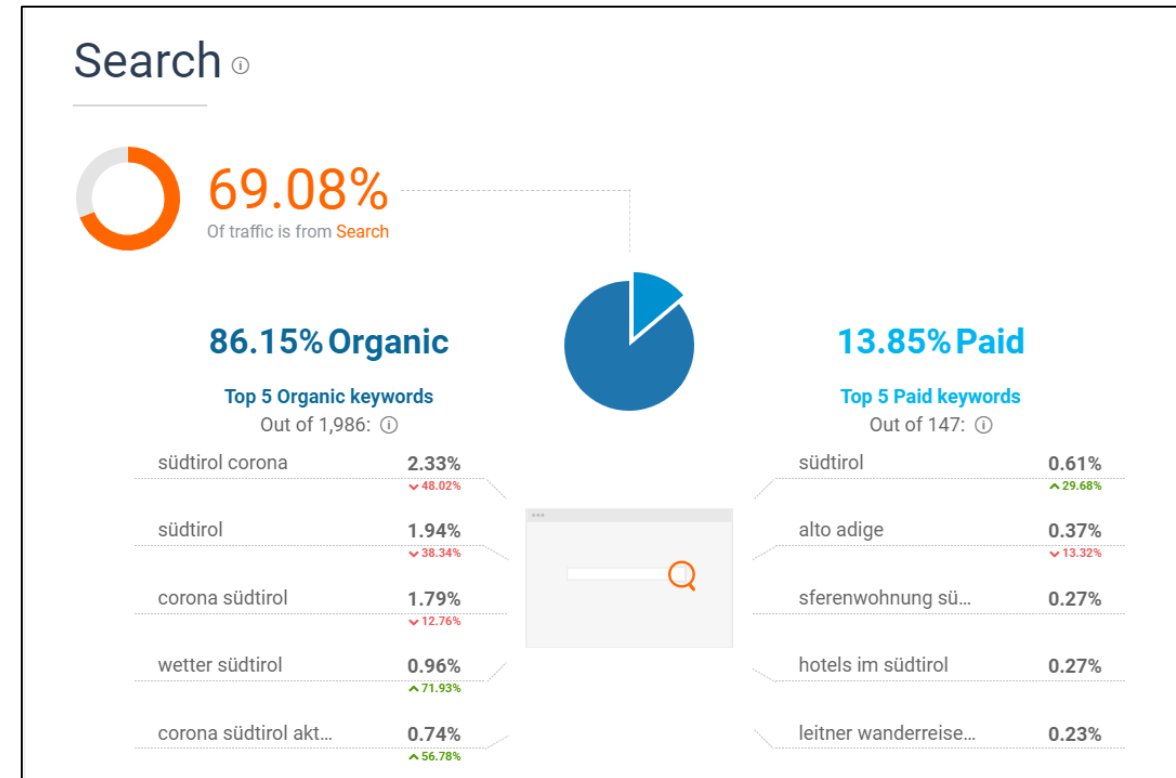
Search Visibility. Keywords & Search Engines

- For 3 main branded keywords — **south tyrol**, **suedtiro** and **sudtiro** — the website is in top 3 positions in Google search.
- Good ranking (Top-5/Top-10) for keywords like names of the main places: **Dolomiti**, **Dolomites**, **Bolzano**, **Merano**, **Lago di Carezza** & others.



Search Visibility. Keywords & Search Engines

- Investment in **Google Ads** (in the UK) for the “**Sudtirol**” keyword.
- No rankings in Top-10 in Yahoo and Bing search engines.
- No investments to rank for more general terms like “hiking in italy / skiing Italy”, ranking among Top-20 / Top-30 only.



Competitors Overview

- **Suedtirol.info** has more traffic and higher Domain Authority than their competitors in search:
Traffic — 205K & DA — 39/100

➤ <https://www.south-tirol.com/>

Organic Traffic — 9K

Domain Authority — 39/100

➤ <https://www.sudtirol.com/>

Organic Traffic — 24K

Domain Authority — 50/100

➤ <https://www.suedtirolerland.it/>

Organic Traffic — 200K

Domain Authority — 72/100

Communication With Users

- **Email & Phone number** with opening days and hours.
- They have four main **Social Media Channels** from which users can also reach them via direct messages.
- **Newsletter subscription.**
- **Special page for press** with personal contacts: emails and phone numbers.

Contact



South Tyrol Information

Südtiroler Straße/Via Alto Adige 60
I-39100 Bolzano/Bozen

12.30 pm and 2pm - 6pm
and 2pm - 6pm

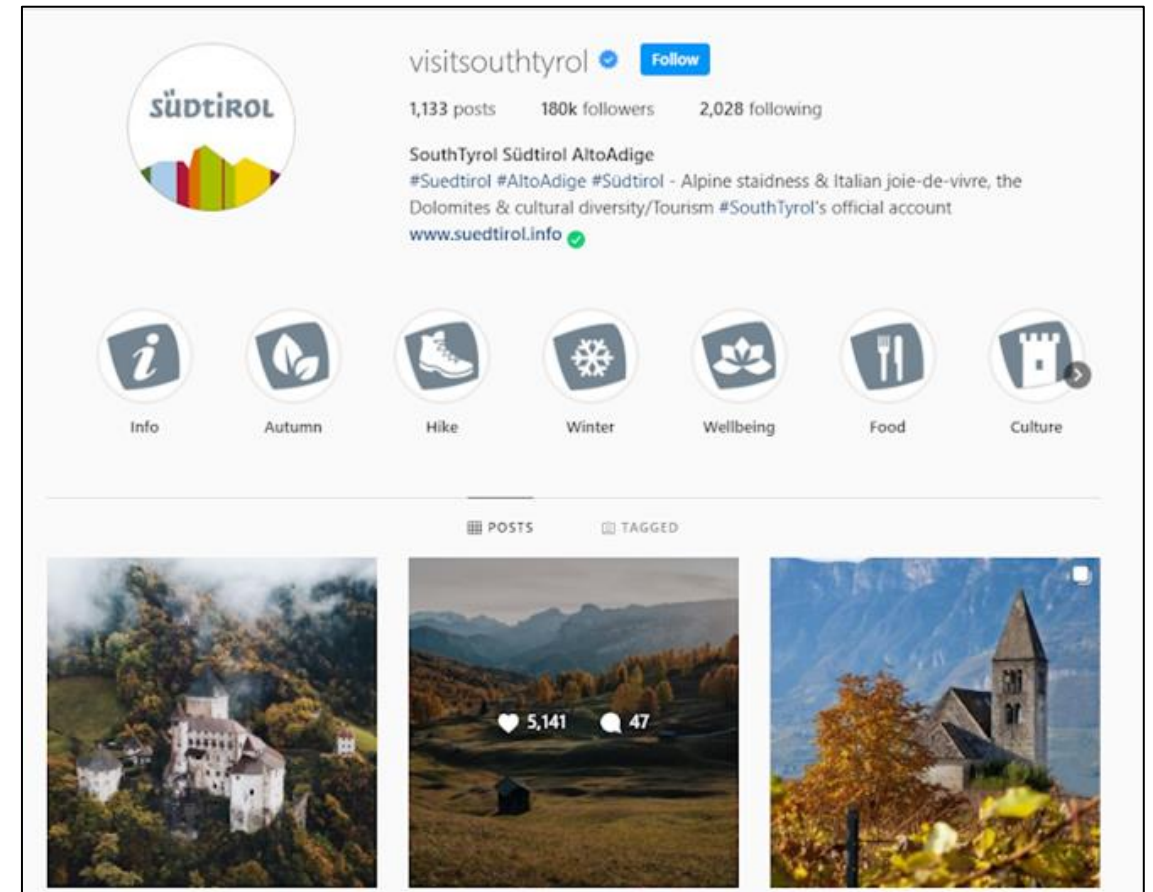
+39 (and do **not** omit the initial '0' of the phone number)

Press contact

	
PR Central & Western Europe Artur Costabiei Michael-Pacher-Straße 11A 39031 Bruneck / Brunico +39 0471 094 591 artur.costabiei@idm-suedtirol.com	PR UK Christine Senoner Dursanstraße 80C 39047 S. Crestina / S. Cristina +39 0471 094 578 christine.senoner@idm-suedtirol.com

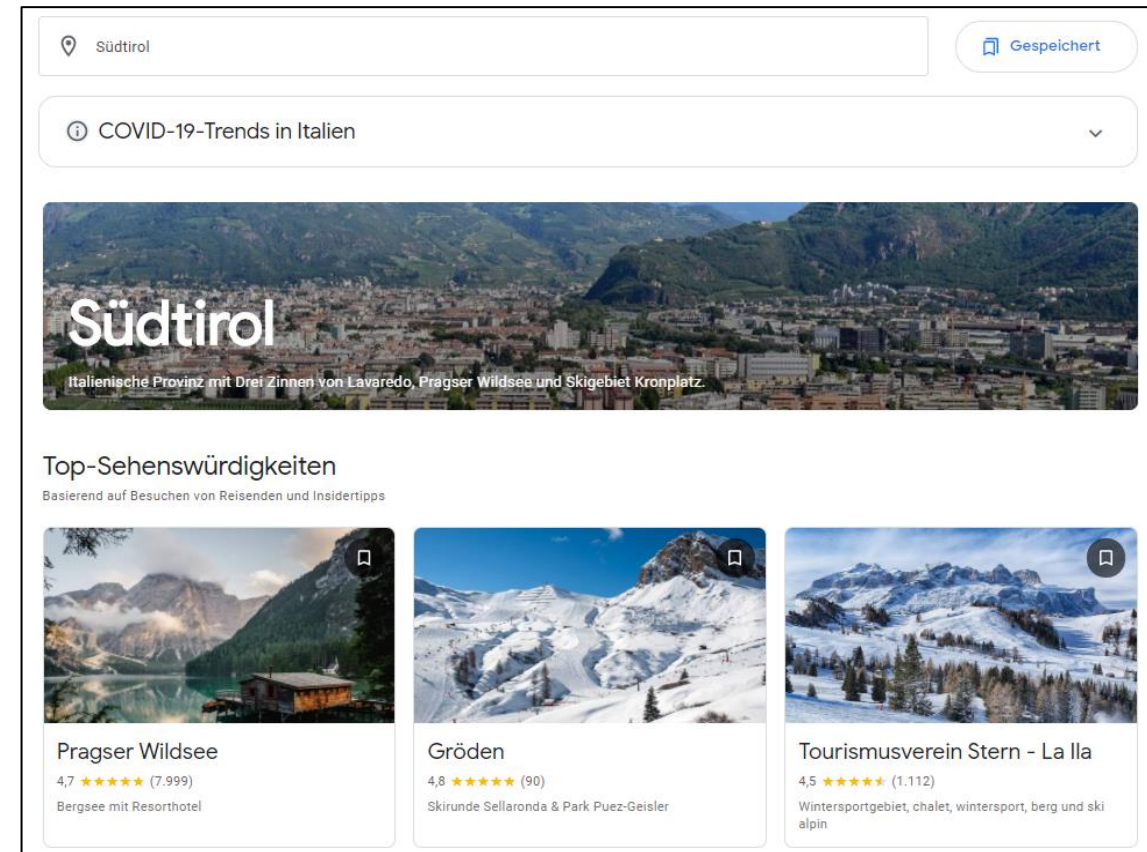
Communication Among Users

- No official forums.
- Active Instagram account. A lot of post with # on Instagram from users.
- Active discussions on TripAdvisor.
- Non-official groups on Facebook.




Social Networks & Web Reputation

- **A lot of publications** about South Tyrol as an interesting and appealing for the user who is deciding where to go
- **Google Travel section** is available for **Sudtirol (German)**





Social Networks & Web Reputation





#suedtirool
165,387 posts

Top posts



#southtyrol
656,871 posts


Top posts



600,000+ *
followers



5,800+
followers



180,000+
followers






11,900+
followers

*Sum of followers in different accounts in different languages/countries

B2B Communication

Contact

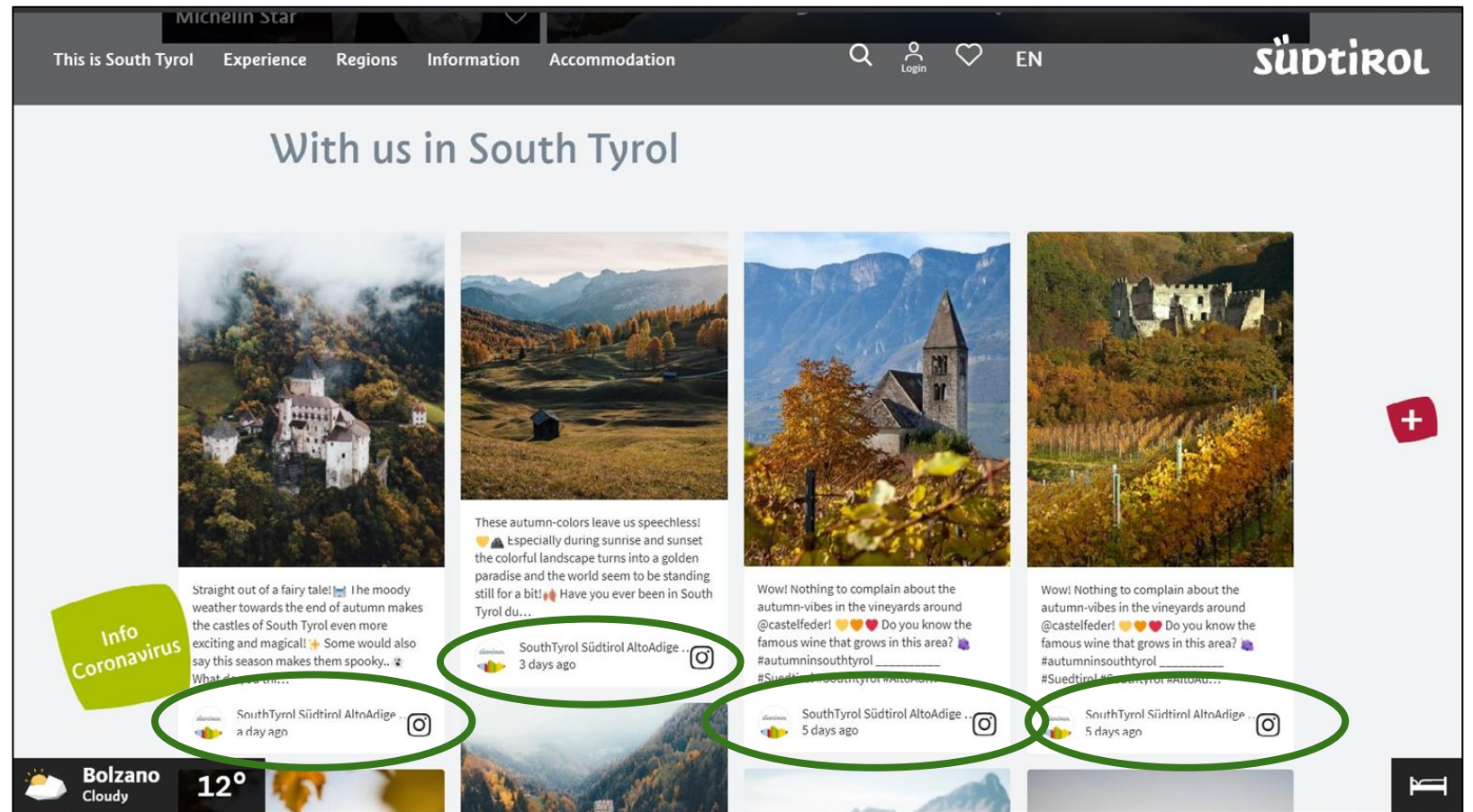
		
<p>MICE International Partners & TO Markets: Germany, Austria, Switzerland, Italy, Belgium, Netherlands, UK, USA and international markets</p> <p>Claudia Rier</p> <p>+39 0471 094 524 claudia.rier@idm-suedtirol.com</p>	<p>TO Markets: Poland, Czech Republic, France, Scandinavia and Russia</p> <p>Deborah Carlin</p> <p>+39 0471 094 130 deborah.carlin@idm-suedtirol.com</p>	<p>MICE Partner in South Tyrol</p> <p>Karin Lorefice</p> <p>+39 0471 094 534 karin.lorefice@idm-suedtirol.com</p>

When - MAINTENANCE

Yevheniya Malonni & Sara Locatelli

Constant Update

The official **website**, as well as the official **accounts on the main social media** (Facebook, Instagram, YouTube, Twitter) are **updated on a daily basis**.



Info Coronavirus

During the pandemic, the focus is on **constant updating** of news related to new legislations and restrictions. Consequently, the specific **button 'info coronavirus'**, in addition to all the other sections of the website, is regularly updated.

Questo è l'Alto Adige Esperienze Regioni Informazioni Alloggi

La situazione attuale

Trovate qui le principali informazioni relative alla situazione Coronavirus in Alto Adige

Il particolare momento che stiamo vivendo, ci mette di fronte a **nuove sfide**, che possiamo affrontare e **vincere restando uniti**. Unità, una virtù che da sempre ci sta a cuore qui in Alto Adige e ci aiuterà a **ricquistare presto la normalità** che desideriamo.

E' possibile fare una vacanza in Alto Adige? ^

Attualmente è possibile pernottare in una struttura ricettiva dell'Alto Adige solo per motivi di lavoro.

Quali sono le misure che regolamentano la vita pubblica? v

Quali misure di sicurezza bisogna sempre rispettare? v

Come potrebbe essere una vacanza invernale in Alto Adige? v

Dove posso trovare maggiori informazioni? v

Bolzano 13°
Sereni

Questa pagina viene costantemente aggiornata. Considerata la continua evoluzione dell'attuale situazione, potrebbero esserci cambiamenti normativi improvvisi.

Social Media Management

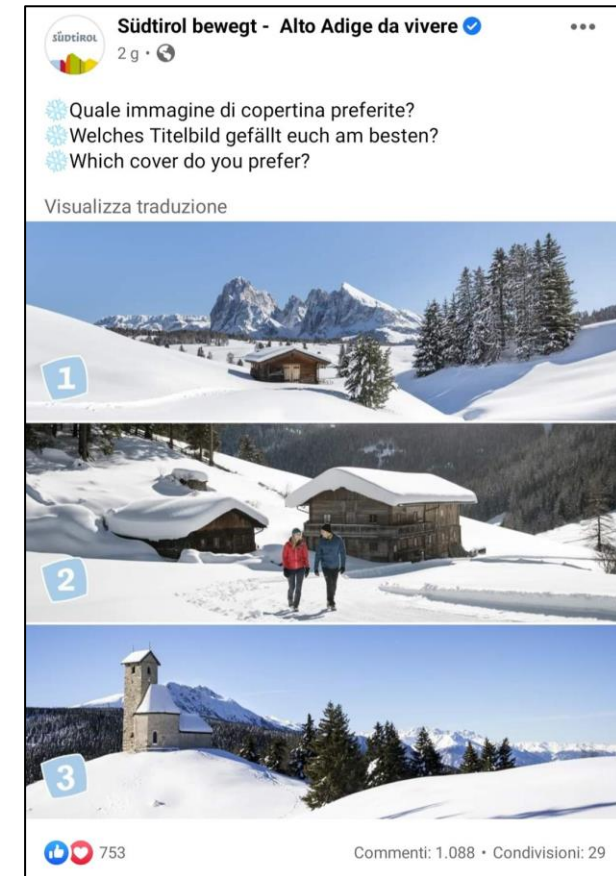
Social media managers take a real effort to **answer all the comments** and interact with all the users.

They answer the vast variety of comments in the **language** of the writers (mainly in **English, German, and Italian**).



Positive Attitude

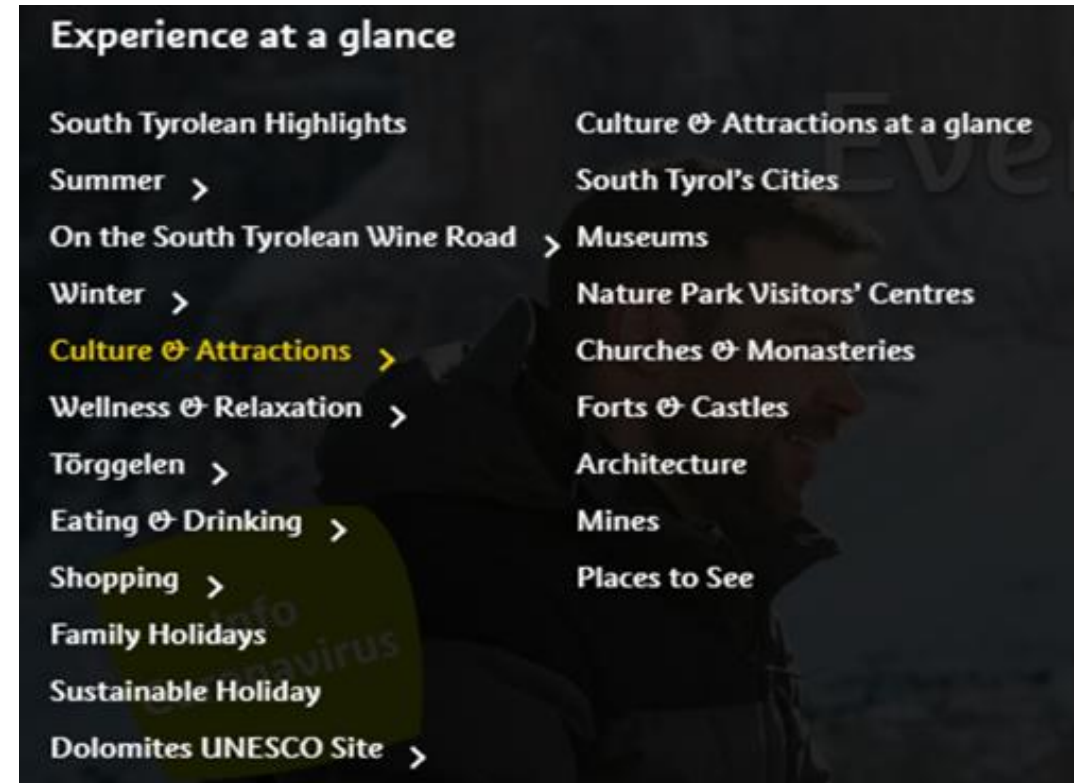
In general, we can observe that their attitude towards followers and the **regular updating** of their **social media accounts** is **satisfying**. **Communication** is stimulated **not only between managers and users but also among users**.



Events

The destination's official website not only provides addresses and mobile numbers but also a huge range of direct and working links to the **webpages of scheduled events**.

The “**attractions and culture**” section is divided into topics: **Museums, Churches and Abbeys, Architecture, Forts and Castles, Mines**, among others.



Nearby Accomodation

Moreover, the Events section allows to **book** nearby **accommodation**.

Town/City: Lana and environs

Contact

 Via Andreas-Hofer 9/1, 39011 Lana

 +39 0473 561770

 info@lana.info

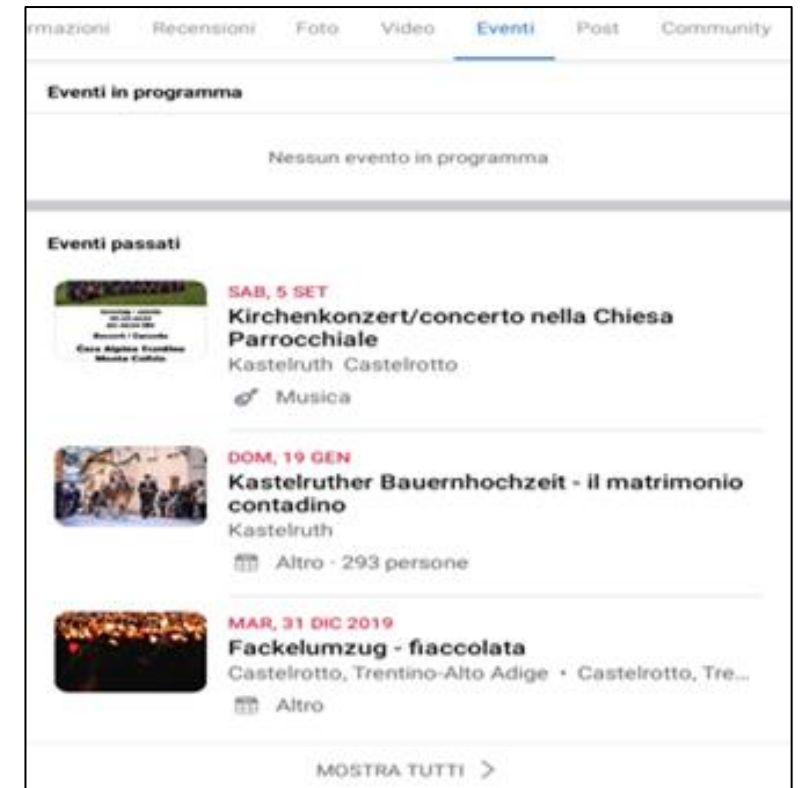
 <http://www.lana.info/en/>

 virus

Accommodation nearby

Social Medias

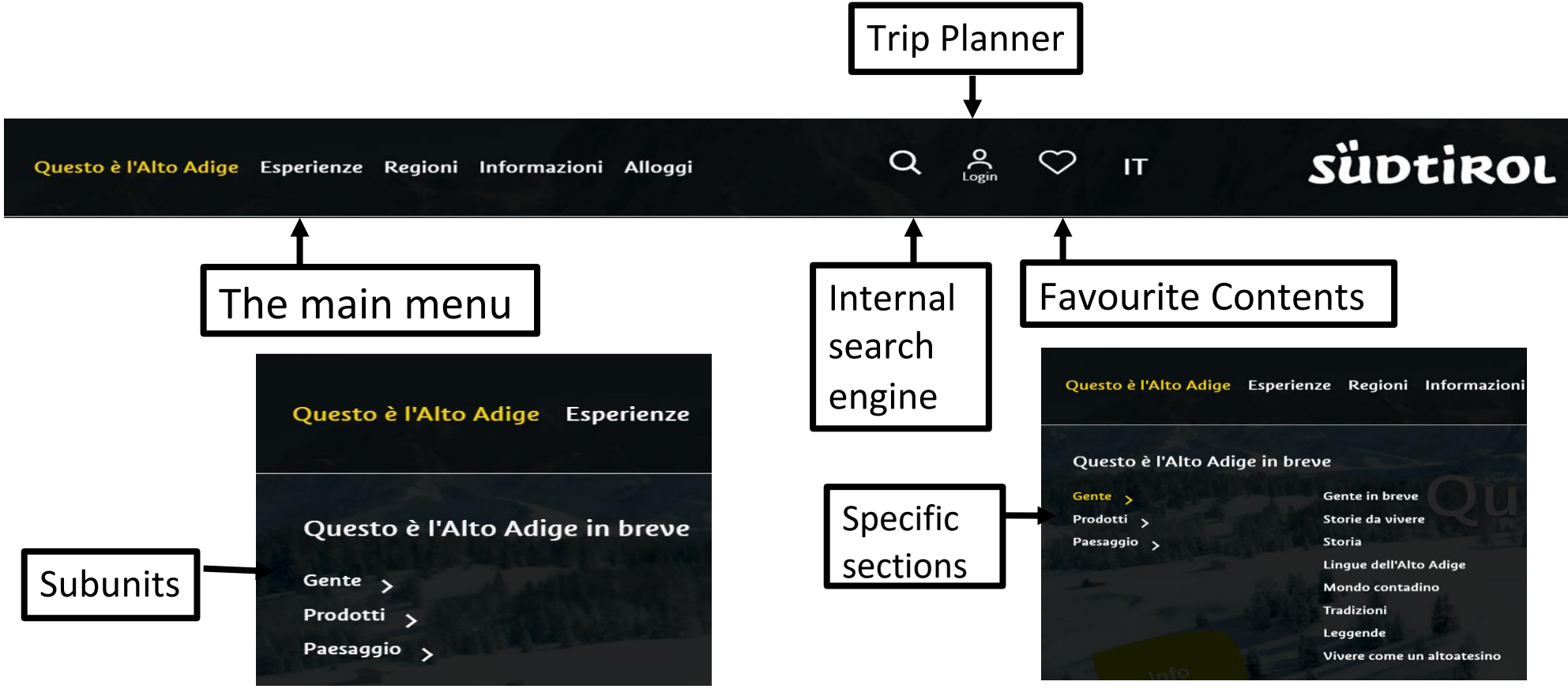
Even if Southtyrol is said not to be very technological, **social media** such as Facebook, Twitter, YouTube and Instagram are **updated daily**. For almost **every village** there's a dedicated **Facebook and Instagram page**, that shows all the current events in the neighbourhood.



How - USABILITY

Alessandra Belli (1073046) & Filippo Curcio (1044730)

Home Page



Trip Planner

Connected to
the Official
App

Clear
organization
of the
contents

tyrol Experience Regions Information Accommodation

Connect your Trip Planner with the Südtirol Guide App to access your favourites at any time.

Your South Tyrol holiday in

Create an account

- ✓ Holiday planning made easy: connect suedtirol.info with your Südtirol Mobile Guide and enjoy unlimited and easy access to all your favourites.
- ✓ With your Trip Planner, you can save and modify all your favourites for your South Tyrol holiday at any time.
- ✓ All your favourites will be displayed clearly on a map.

Free registration

Login with Facebook

Email address *

Enter password *

[Reset password?](#)

Login

15° Stop showing hint

10.11.2020 - 13.11.2020

Search and book

Info Covid-19



The new section with always updated information about Coronavirus in South Tyrol

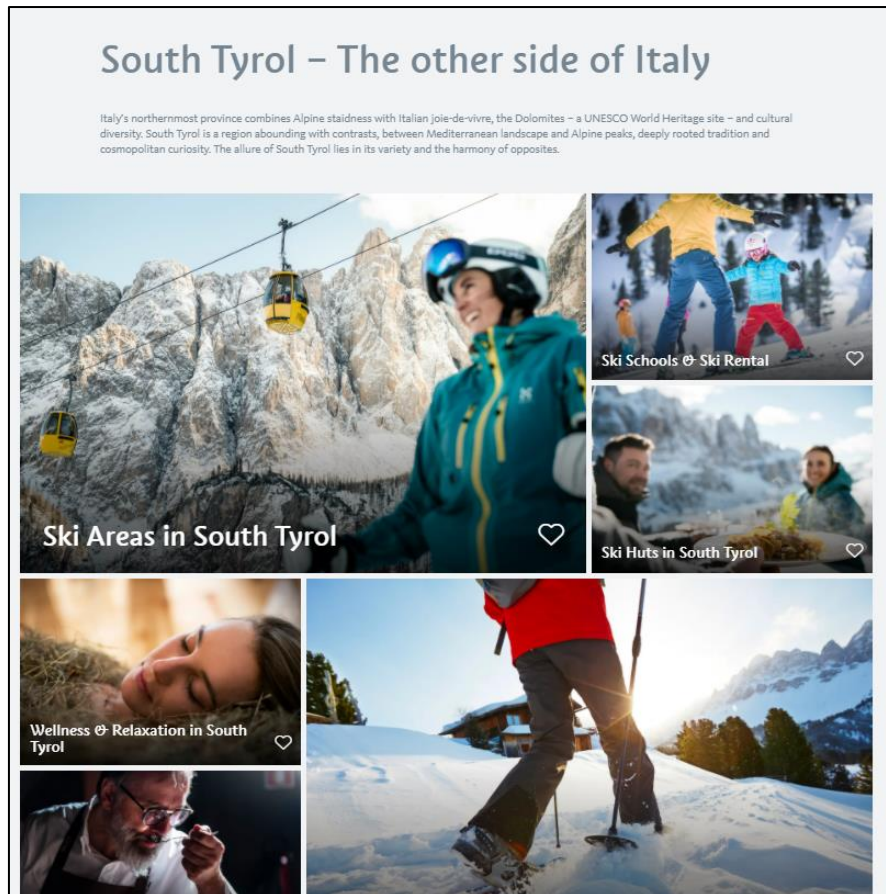
Can we spend our holidays in South Tyrol? ▾

What is public life like for now? ▾

How will our winter holidays in South Tyrol be different? ▾

Where can I find further information? ▾

Experiences in South Tyrol

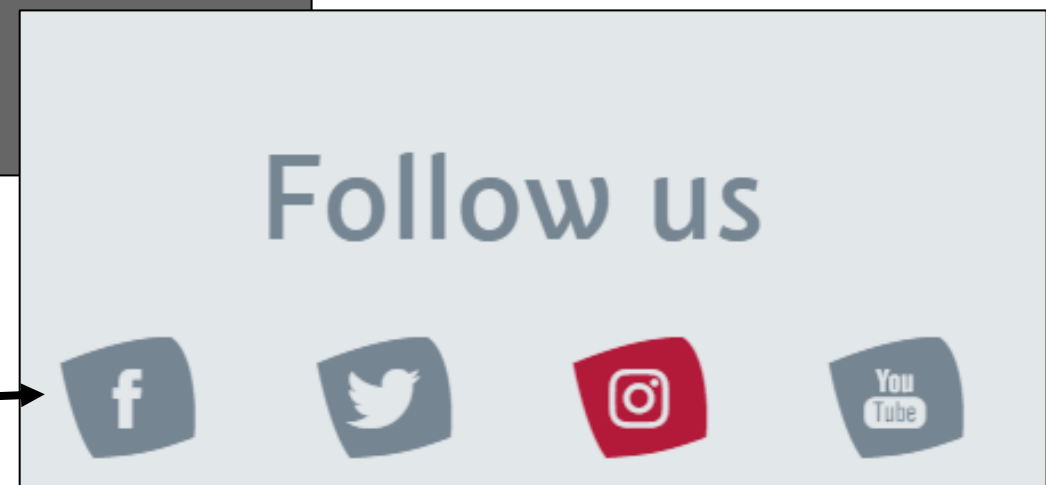


All the available proposals are displayed divided in categories

Newsletter & Social Medias



Direct links to South Tyrol
Official accounts



B2B Centre

- Personalized programmes
- Familiarisation trips
- Site inspections
- B2B workshops
- Choice of the most amazing experiences and locations
- Connection with local service providers
- Promotional material
- Newsletter

Contact Press B2B Centre Imprint Privacy & Cookies

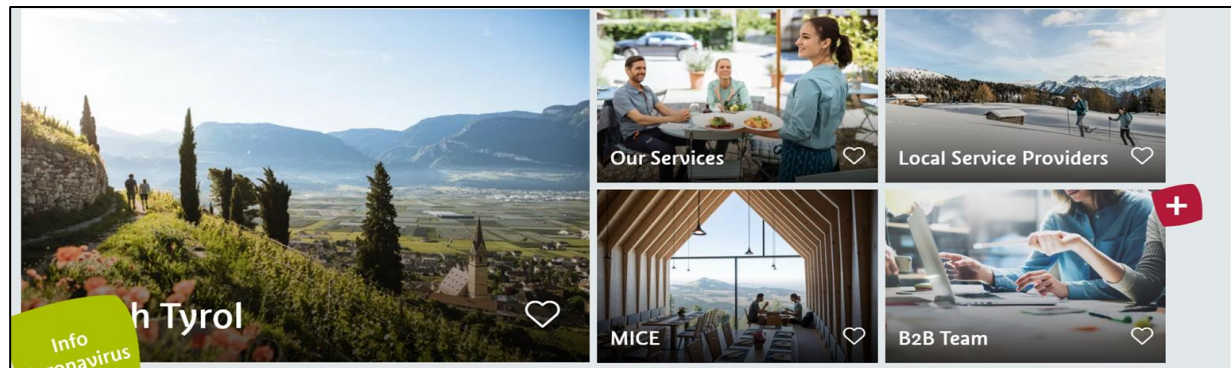


South Tyrol's official B2B portal

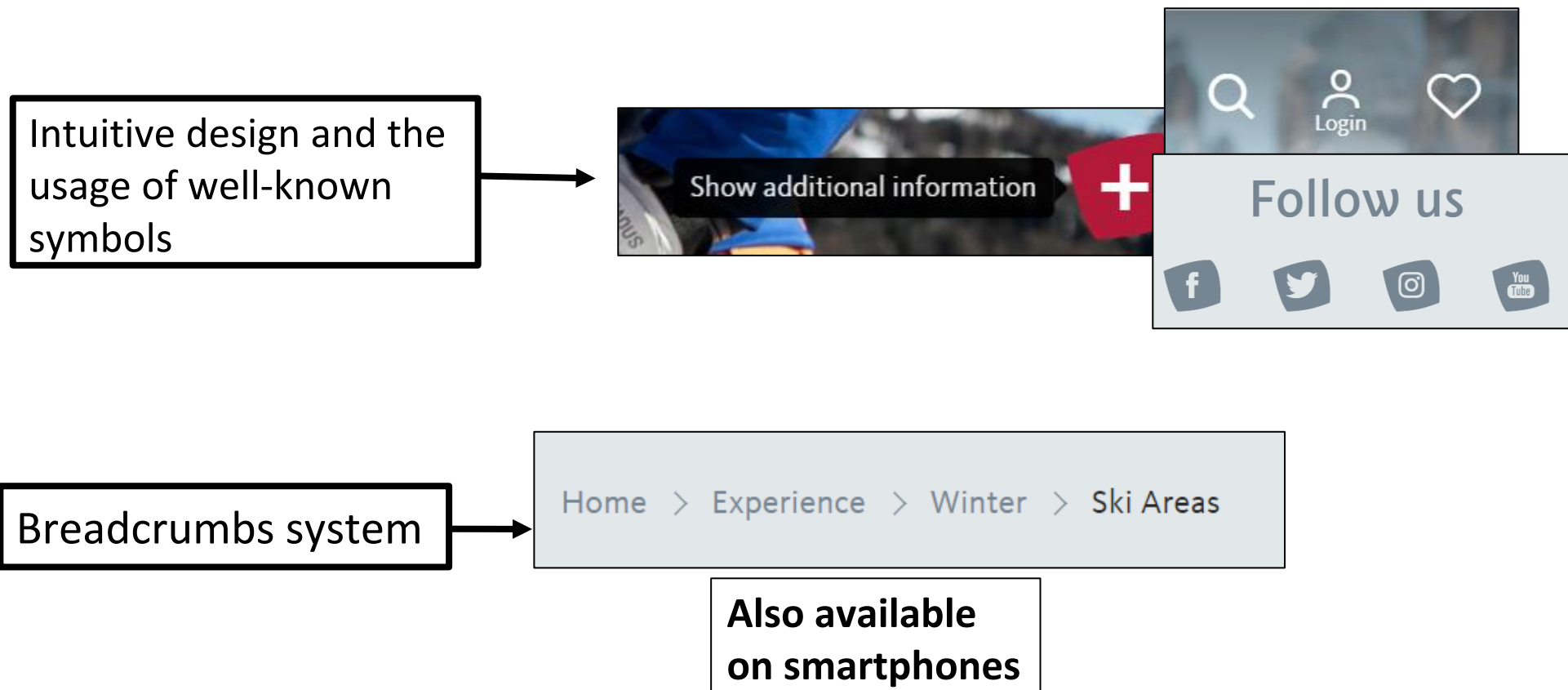
For tourism professionals and MICE planners

Are you a tour operator developing a new South Tyrol travel programme for your customers? Or are you a MICE planner looking for an extraordinary location for your event?

Here you will find up-to-date information on South Tyrol as a variety-rich destination including exciting product ideas and contacts to local service providers. Our B2B team will support you competently and free of charge in planning unforgettable South Tyrol travel offers. We'd be pleased to assist you in organising unique events and conferences in South Tyrol.



Easy Navigation



Languages

The image shows a screenshot of the B2B Center website. At the top, there is a navigation bar with 'MICE Team', a search icon, a 'Login' icon, a heart icon, and the language 'IT'. Below this is a large image of a snowy mountain landscape with the text 'B2B Center' overlaid. To the right of this image is a text box stating: 'The B2B Centre is available only in Italian, English and German'. Below the main image, there are three columns of content. The first column is titled 'This is South Tyrol' and has a sub-header 'This is South Tyrol at a glance'. It lists categories: 'People >', 'Products >', 'Landscape >', and 'Holidays in South Tyrol: In harmony with nature'. The second column is titled 'À propos du Sud-Tyrol' and has a sub-header 'À propos du Sud-Tyrol Aperçu'. It lists categories: 'Les habitants >', 'Produits >', 'Paysage >', and 'Des vacances au Sud-Tyrol en parfaite harmonie avec la nature'. The third column is titled 'Questo è l'Alto Adige' and has a sub-header 'Questo è l'Alto Adige in breve'. It lists categories: 'Gente >', 'Prodotti >', and 'Paesaggio >'. To the left of these columns is a vertical language menu with options: EN (highlighted in yellow), DE, IT, NL, CS, PL, FR, and RU. A box labeled '2' points to the 'Holidays in South Tyrol' section in the first column. Below this is a text box stating: 'The “Holidays in South Tyrol: In harmony with nature” section in “This is South Tyrol” is available in all the available languages but Italian.'

1

MICE Team

DE
EN

B2B Center

The B2B Centre is available only in Italian, English and German

2

This is South Tyrol

This is South Tyrol at a glance

People >

Products >

Landscape >

Holidays in South Tyrol: In harmony with nature

À propos du Sud-Tyrol

À propos du Sud-Tyrol Aperçu

Les habitants >

Produits >

Paysage >

Des vacances au Sud-Tyrol en parfaite harmonie avec la nature

Questo è l'Alto Adige

Questo è l'Alto Adige in breve

Gente >

Prodotti >

Paesaggio >

EN

DE

IT

NL

CS

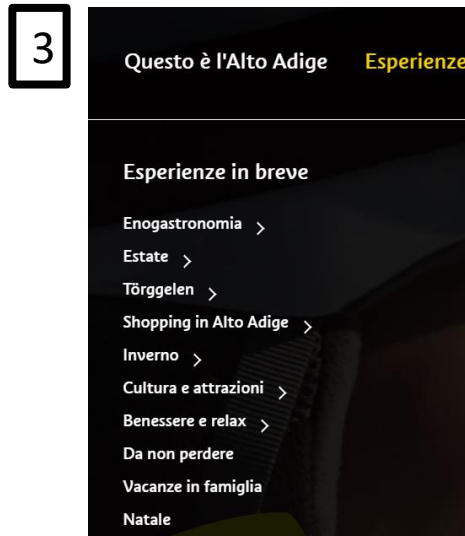
PL

FR

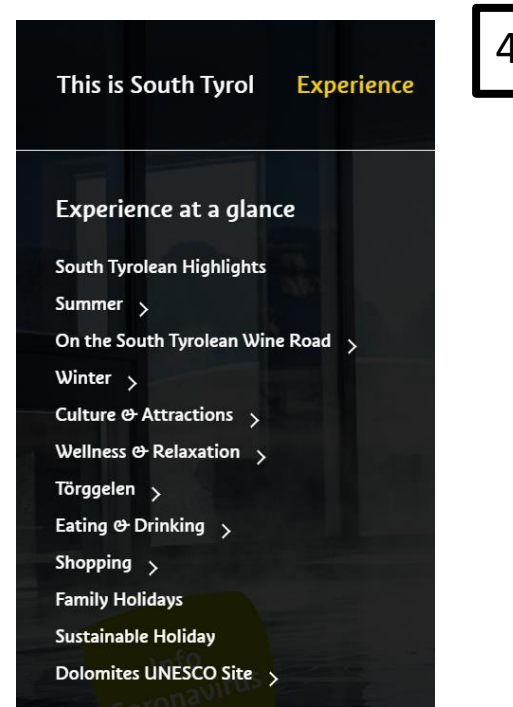
RU

The “Holidays in South Tyrol: In harmony with nature” section in “This is South Tyrol” is available in all the available languages but Italian.

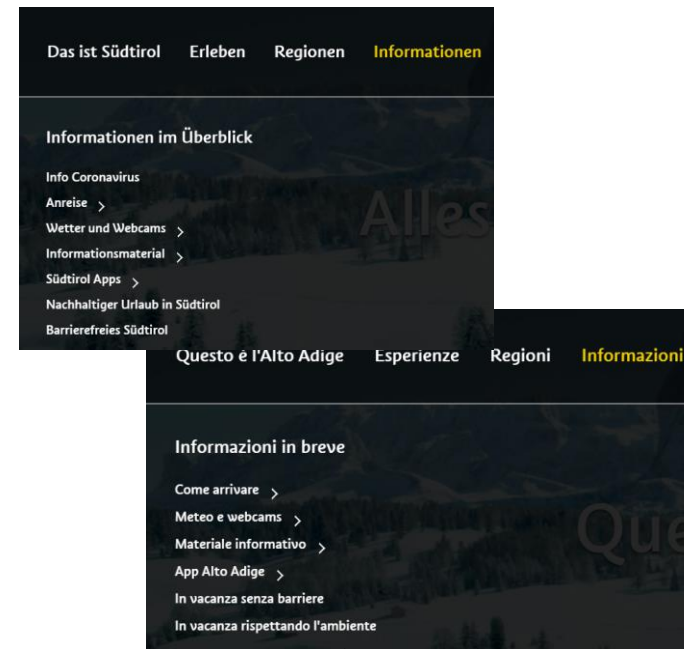
Languages



The page on Christmas is available only in Italian



A link to UNESCO can be found only in the English edition



Eco-friendly and disabled-friendly holidays subunits are available only in Italian and German

Languages

5

13 cataloghi e brochure sull'Alto Adige

libri per la vostra vacanza in Alto Adige

State cercando il miglior ricettario con i piatti tipici dell'Alto Adige? Una cartina con consigli e divertimenti per tutta la famiglia? L'ultima guida con le piste da fondo, i masi e le osterie, o i prodotti tipici di questa terra? Siete sulla pagina giusta.

49 Risultati

13 Kataloge & Broschüren für Südtirol

Bücher für Ihren Südtirol-Urlaub

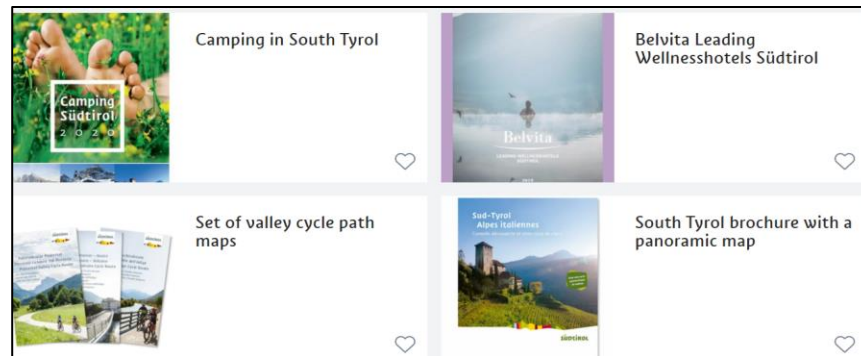
103 Ergebnisse

Informative material:
brochures, catalogues and books

4 catalogues & brochures for South Tyrol

books for your South Tyrol holiday

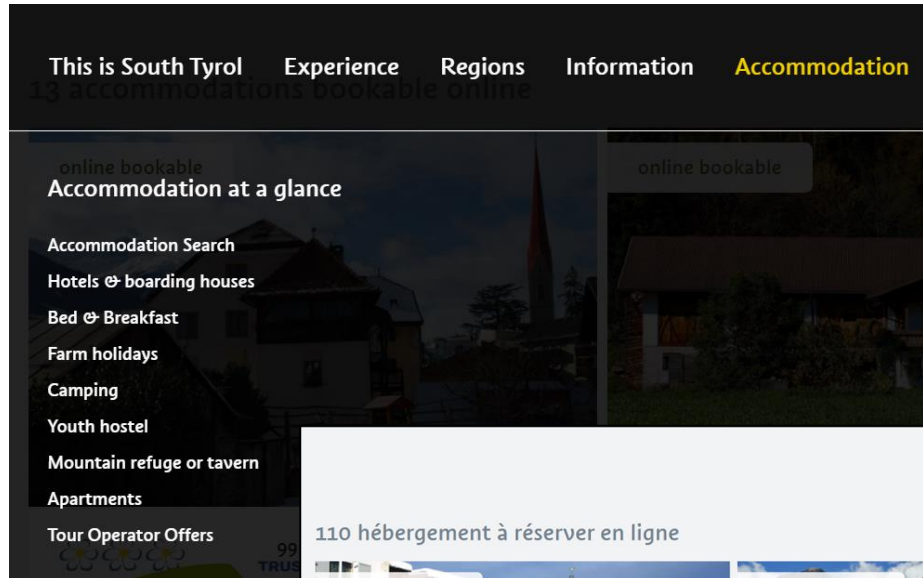
7 Results



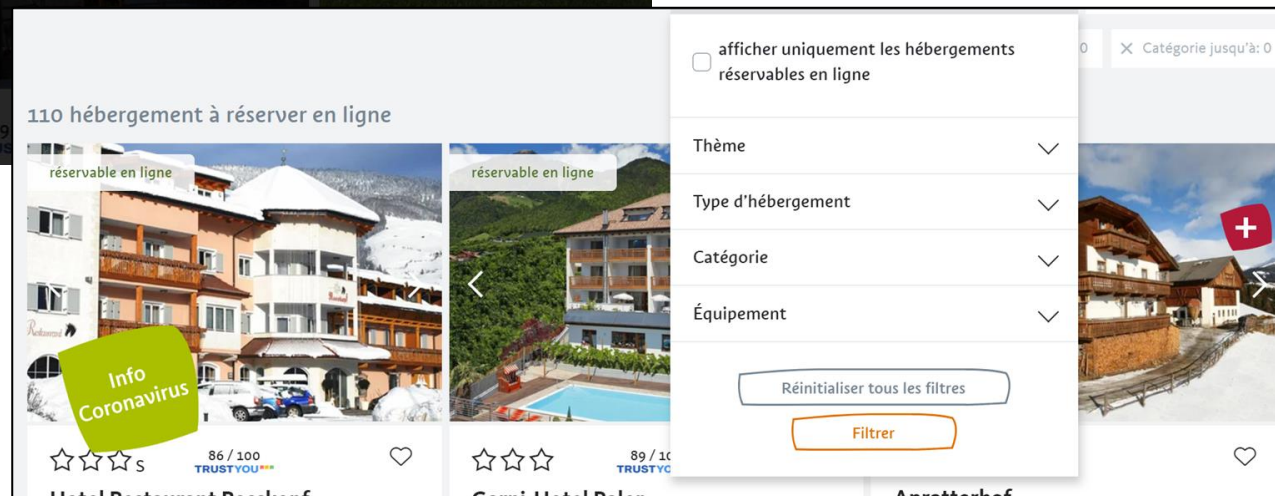
Brochures in French are not available

Languages

6



Only the German, Italian and English versions of the website have the “Accommodation” section divided in different categories of offer.



Download Time: hardware and software compliance

DOWNLOAD TIME
QUITE SATISFACTORY
IN EUROPE!
LESS THAN 2 SECONDS

MORE THAN 4 SECONDS
FROM ASIAN AND
AUSTRALIAN SERVERS

Pingdom Website Speed Test
Enter a URL to test the page load time, analyze it, and find bottlenecks.

URL: Test from:

The internet is fragile. Be the first to know when your site is in danger.

Your Results:

	Performance grade C 71	Page size 1.7 MB
	Load time 1.61 s	Requests 64

Performance grade C 71	Page size 1.0 MB
Load time 4.37 s	Requests 58

Performance grade D 70	Page size 1.0 MB
Load time 6.84 s	Requests 61

Mobile Friendliness


Risultati del test

⚠ Problemi di caricamento della pagina MOSTRA DETTAGLI

Testata in data: 17 nov 2020, alle ore 22:09

La pagina è ottimizzata per i dispositivi mobili

La pagina è facile da utilizzare su un dispositivo mobile

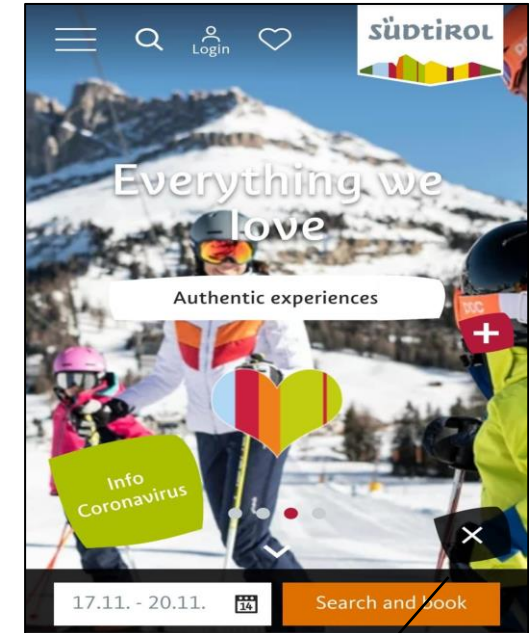


Altre risorse

- Apri rapporto Usabilità su dispositivi mobili per tutto il sito
- Ulteriori informazioni sulle pagine ottimizzate per i dispositivi mobili
- Pubblica commenti o domande nel nostro gruppo di discussione

Privacy Termini

POSITIVE ANSWER BY THE TEST PROVIDED BY GOOGLE, THE SITE IS **MOBILE-FRIENDLY!** BUT COULD SOMETIMES HAVE PROBLEMS IN LOADING PAGES

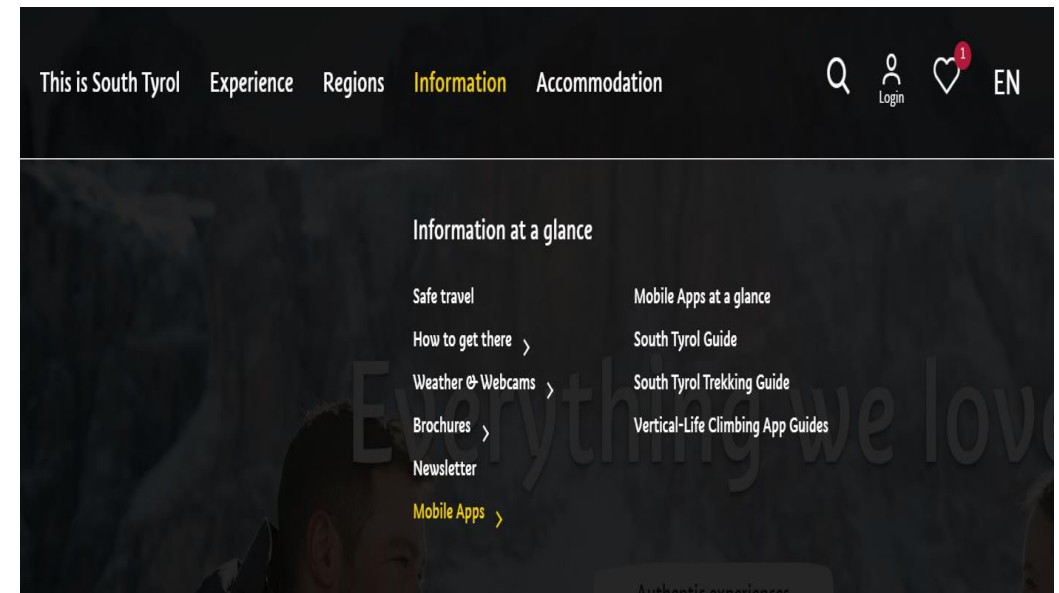


THE EXPERIENCE ON A **MOBILE SCREEN** AND DIGITAL DEVICES IS VERY **FLUID AND COMFORTABLE**. NO PROBLEMS OF ADJUSTMENT OF THE PAGE

Local Apps

- EACH APPLICATION IS LISTED WITH ITS NAME
- UNFORTUNATELY **SUGGESTED APPS** CAN'T BE FOUND ON THE HOMEPAGE, **THOUGH** THEY CAN BE **EASILY DETECTED** IN THE «INFORMATION» SECTION
- UNDER THE «BROCHURES» ITEM 4 THEMED BROCHURES & CATALOGUES ARE AVAILABLE IN DIFFERENT LANGUAGES

THE WEBSITE INFORMS USERS ABOUT THREE OFFICIAL APPS UNDER THE «MOBILE APPS» ITEM

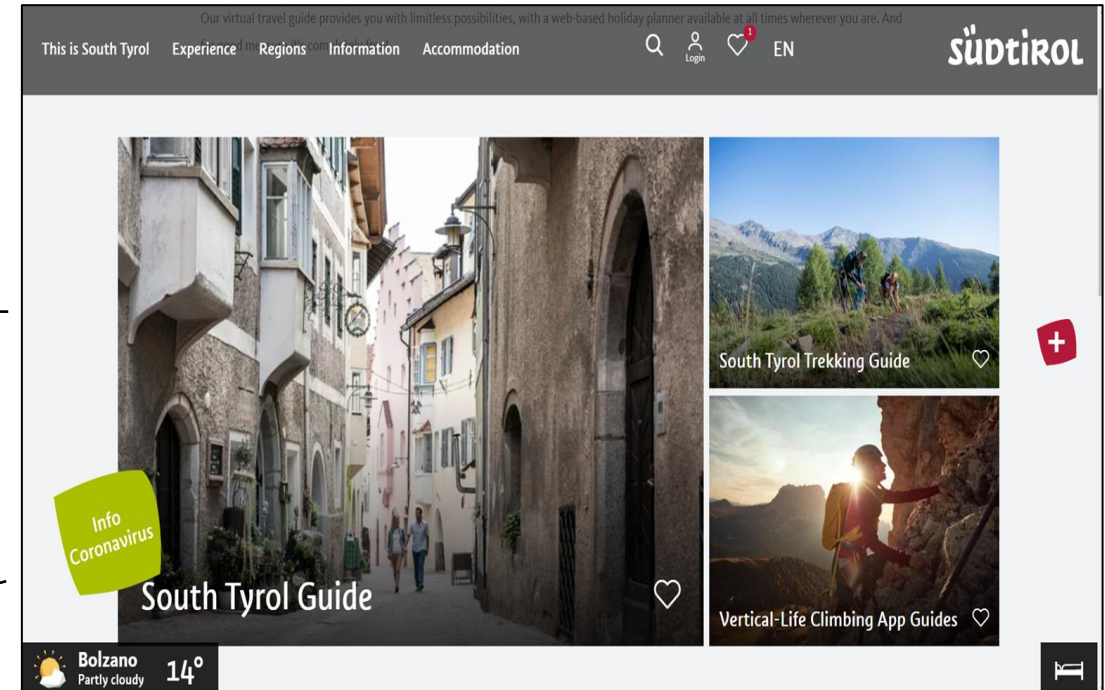


Local Apps

- THE WEBSITE PROVIDES A BRIEF DESCRIPTION FOR EACH OF THE THREE MAIN APPS:

1. SOUTH TYROL GUIDE
2. SOUTH TYROL TREKKING
3. GUIDE VERTICAL LIFE CLIMBING

AVAILABLE BOTH FOR
ANDROID SYSTEM AND
FOR IOS SYSTEM



Direct links to download apps, brochures and books.
No need to leave the website

By What Means - FEASIBILITY

Philip Vella

By What Means - FEASIBILITY



CHAMBER OF COMMERCE,
INDUSTRY, CRAFT AND
AGRICULTURE OF BOLZANO

In 2017: 30 Millions for IDM's activities

60%

40%



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By What Means - FEASIBILITY



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Conclusion

STRENGTHS	WEAKNESSES
A lot of traffic from Google and high rankings in keywords	Lack of visibility in Yahoo & Bing
Active, responsive and interactive social media accounts	No visibility for general keywords like “hiking in Italy”
Good reputation on the Web and on social networking platforms	No official forum or Facebook Group
Clear B2B and B2C communication	No business account for Facebook pages
Covid information immediately available	Some languages versions are quite incomplete
Inspiring design and well-recognisable logo	No geographical information in the home page
Clear and captivating content	Only few informative material in same languages
Apps connected with the official website	
Efficient and mobile-friendly webpages	

Thank you for your attention!

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Irina Serdyukovskaya - 1073184

Ivan Kuznetsov - 1073183

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