



TRAPANI

Web presence quality evaluation

Maria D'Aria, Alessia Gandolfi, Yulya Koliadina, Elisa Mosconi, Giuseppina Persico, Martina Roncolato

Source: <http://www.vivereilmare.it/trapani-mare/>

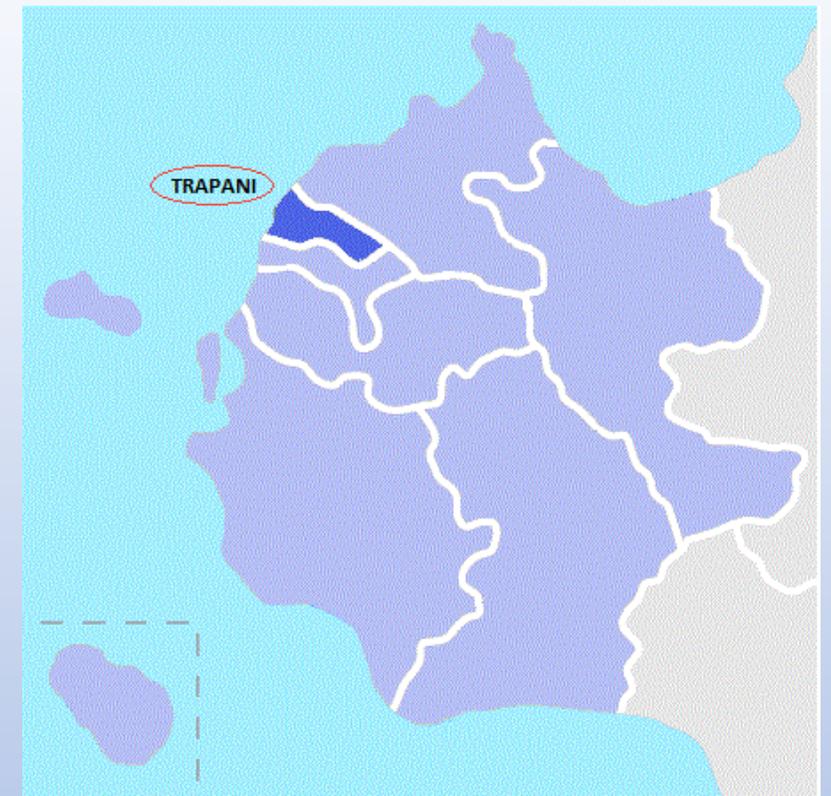
Introduction

The city of **Trapani** is the capital of a province of Sicily. It is located at the **far western coast** of the island.

Trapani has boasted a **strategic location** since time immemorial, making it a constant target for Mediterranean nations.

The town played a crucial role in the Punic Wars between 264 and 146 BC, then belonged to the Roman state, later passing under Byzantine, Arabic and Norman domains. It has belonged to Italy since the unification of the country in 1861.

Cultural and trade vitality, which increased during the Crusades at the beginning of the second millennium, turned Trapani into one of the **most important Mediterranean harbours** of the Middle Ages.



WEBSITE QUALITY EVALUATION BASED ON THE 7LOCI META-MODEL

1. WHO? IDENTITY - Maria D'Aria
2. WHAT? CONTENT - Alessia Gandolfi
3. WHY? SERVICES - Giuseppina Persico
4. WHERE? INDIVIDUATION - Elisa Mosconi
5. WHEN? MANAGEMENT - Martina Roncolato
6. HOW? USABILITY - Yulia Koliadina

Who? Identity

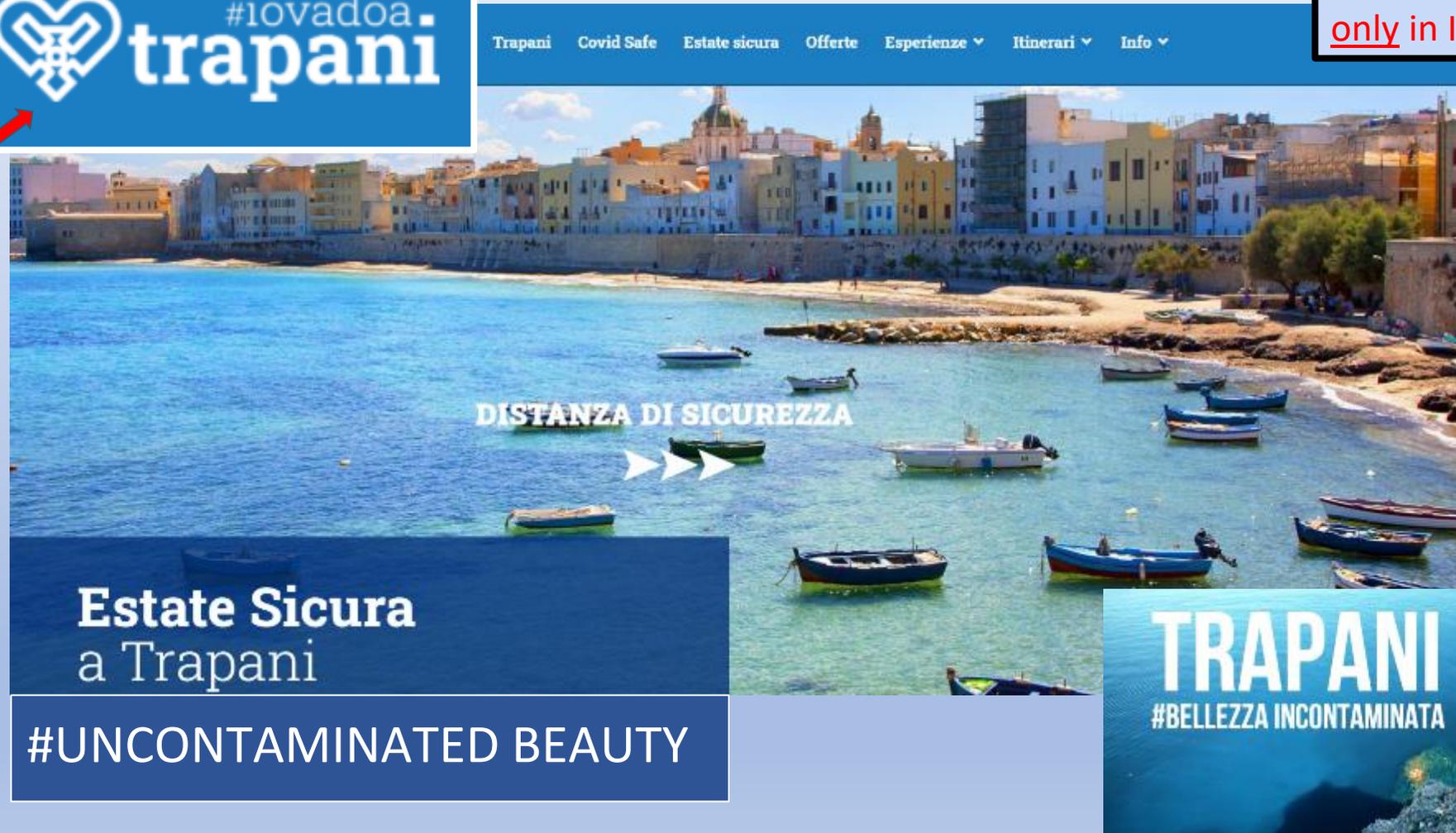
Big, white, long **LOGO**, not particularly easy to remember



Main colour is **BLUE** which evokes sea and relax

Close to the logo there are the **sections** to click to access to all the information needed

Website available only in Italian 



Who? Identity

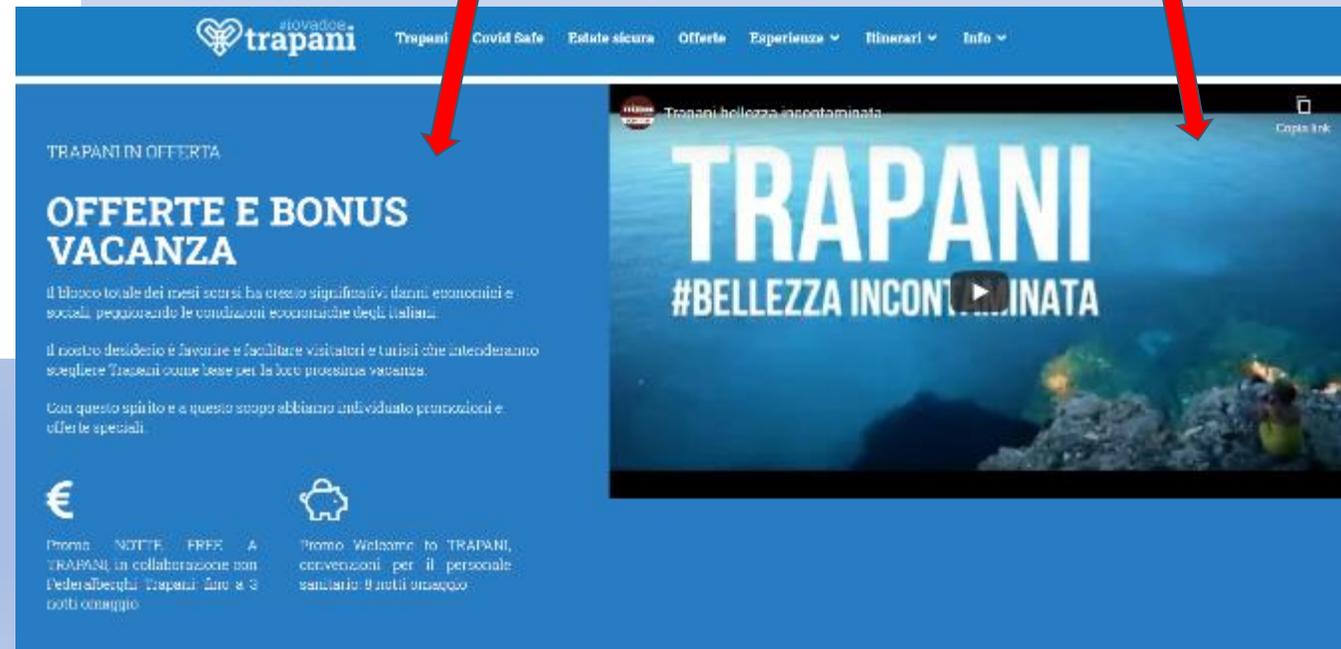


Covid pandemic information showing that Trapani is a SAFE town

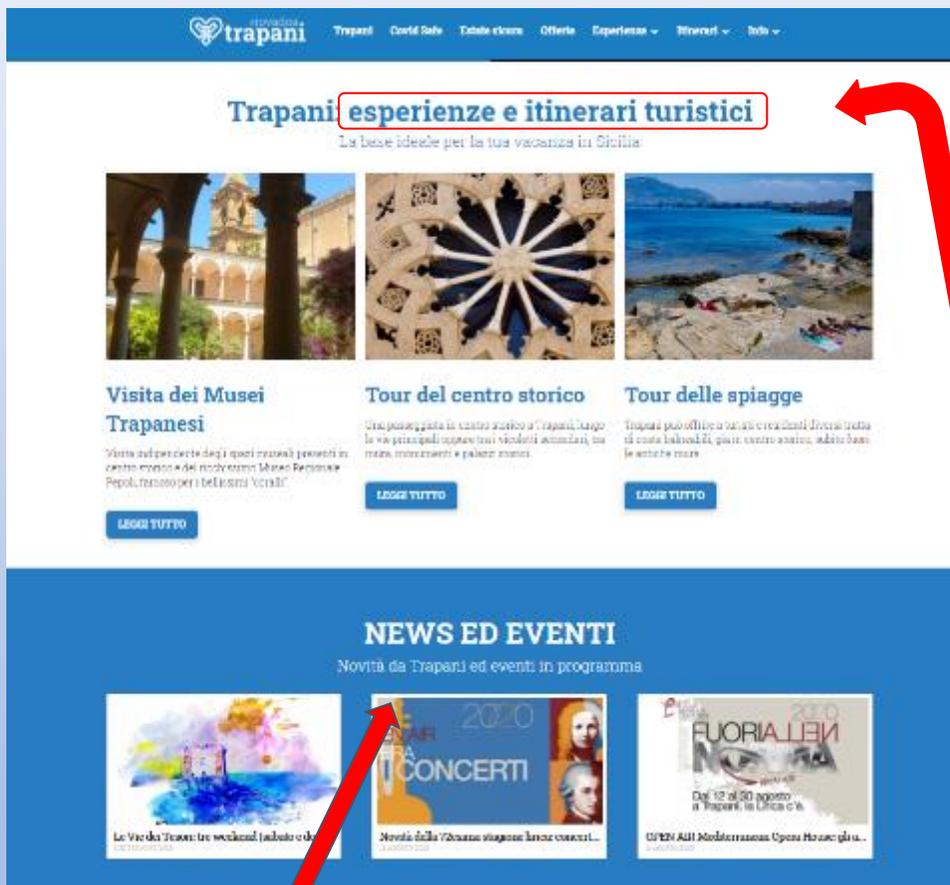
Offers and bonus to be used by tourists and medical staff

Video anticipating the experience:

- see
- art
- food
- traditions



Who? Identity



Links to the main **activities**:

- museums
- historical centre
- beaches

Official **social networks** connected

no Instagram

Logo of the main partner
"Città di Trapani"

There is no online map
nor an external link to it
or to Google Maps

Pop-ups with the last
news and events

Who? Identity

WEB PRESENCE MAP



What? Content



Seven sections in the menu

Some sections have subsections

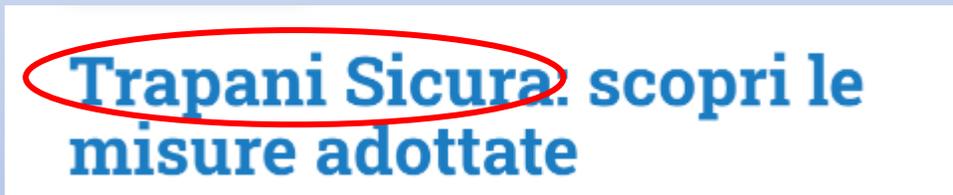
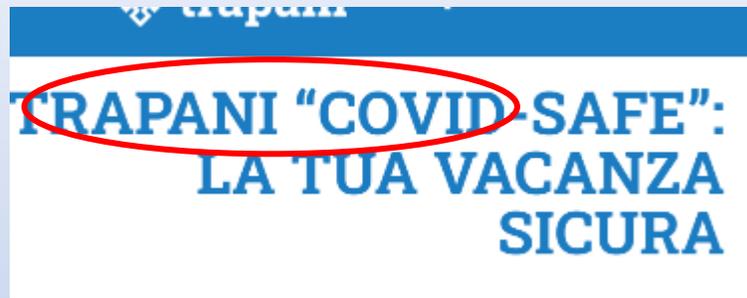
CONTATTI

Per informazioni rivolgersi anche all'ufficio turistico comunale

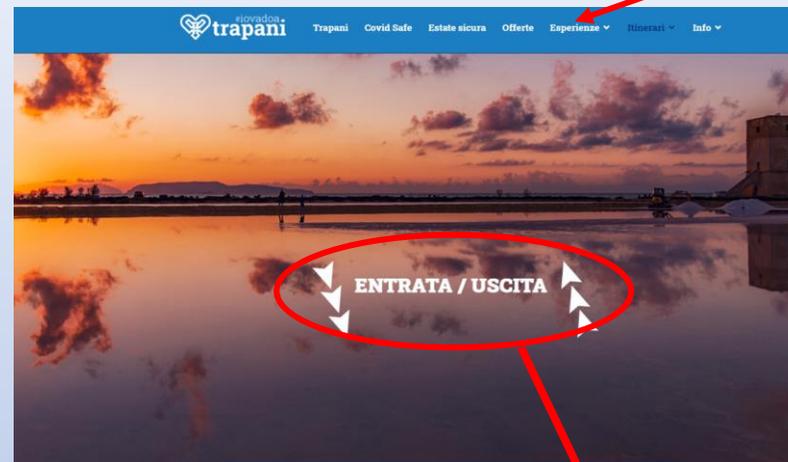
- INFOPOINT VIA TORREARSA / PIAZZETTA SATURNO - TEL. +390923544533
- ASSESSORATO AL TURISMO - TEL +390923590255
- EMAIL: turismo@comune.trapani.it

Information about the
tourism office in Trapani:
address, e-mailbox, telephone

What? Content



Managers' needs fulfilled as far as the pandemic is concerned.

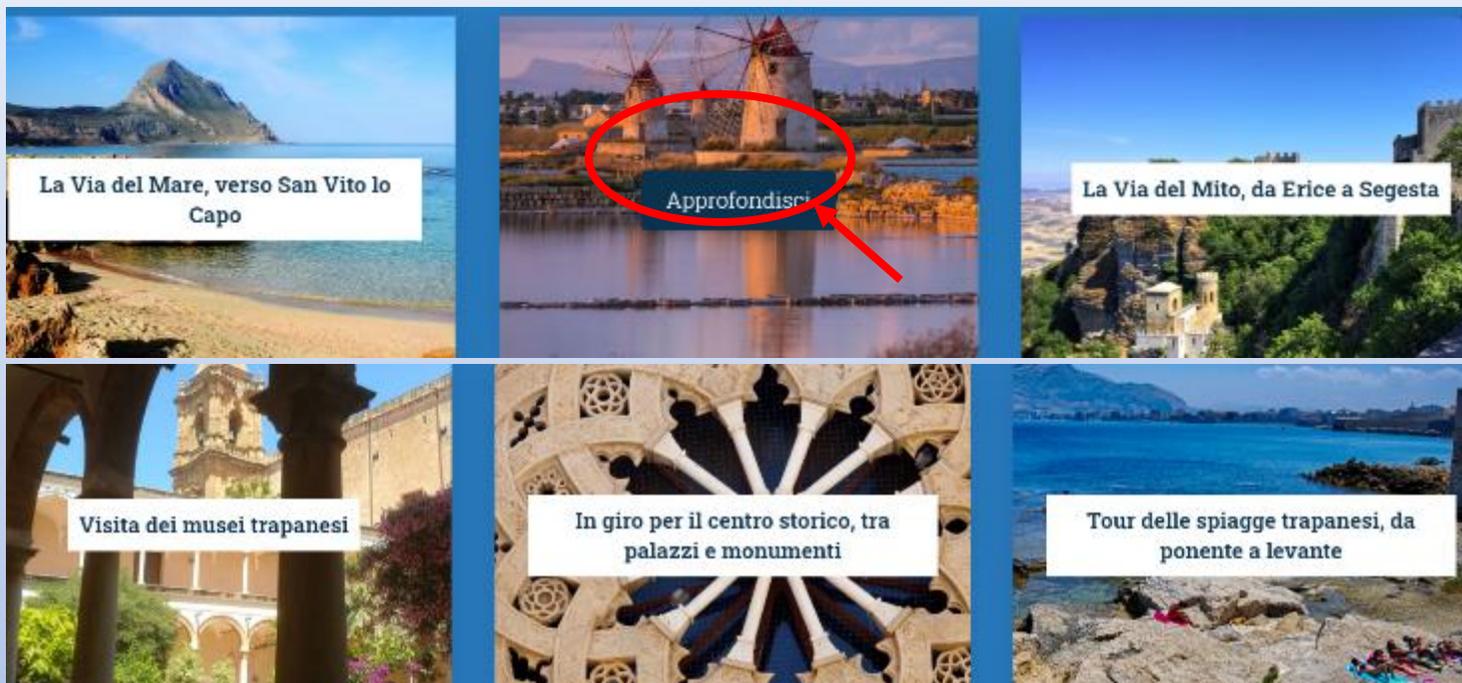


Main pieces of advice to prevent covid underlined



What? Content

Users' needs are satisfied.
The website provides both practical and cultural information



Promo NOTTI FREE - in collaborazione con **Federalberghi Trapani**

L'offerta consiste nella possibilità di beneficiare di "notti omaggio" in base alla durata del soggiorno, come da seguente schema:

- 1 notte omaggio in caso di soggiorno di almeno 3 notti (2 notti a pagamento)
- 2 notti omaggio in caso di soggiorno di almeno 6 notti (4 notti a pagamento)
- 3 notti omaggio in caso di soggiorno di almeno 14 notti (11 notti a pagamento)

itineraries and experiences recommended

Detailed information about the covid

Residence La Gancia ****
Piazza Mercato del Pesce snc 0, 91100 Trapani, Italia

Sanificazione più vicina al tuo check-in: 27/07/2020

◆◆◆◆◆ 88% di standard igienico-sanitari adottati

+ Scopri gli standard igienico-sanitari di questa struttura

Why? Services

Privacy and Security

Third parties

Questo sito o gli strumenti terzi da questo utilizzati si avvalgono di cook policy. Se vuoi saperne di più o negare il consenso a tutti o ad alcuni c Chiudendo questo banner, scorrendo questa pagina, cliccando su un l cookie.

Cookies

Utilizziamo i cookie per essere sicuri che tu possa avere la migliore esperienza sul nostro sito. Se continui ad utilizzare questo sito noi assumiamo che tu ne sia felice.

Accetto

Privacy policy

Direct relationship with users

CONTATTI

Per informazioni rivolgersi anche all'ufficio turistico comunale

- INFOPOINT VIA TORREARSA / PIAZZETTA SATURNO - TEL. +390923544533
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- EMAIL: turismo@comune.trapani.it

In alternativa, puoi contattarci compilando il seguente modulo

NOME E COGNOME

INDIRIZZO E-MAIL

RECAPITO TELEFONICO CELLULARE

MESSAGGIO

Why? Services

Text only...

Come arrivare

IN AUTO

AUTOSTRADA A29

Uscite A29 Palermo Mazara del Vallo:
Alcamo, Castellammare del Golfo, Salemi, S.Ninfa, Partanna, Cas

Uscite Diramazione A29 Alcamo Trapani:
Segesta, Fulgatore, Dattilo, Trapani, Marsala, Marausa, Birgi

STRADE STATALI

S.S.115 Sud Occidentale Sicula; S.S.113 Settentrionale Sicula; S.S

Link utili: [ViaMichelin](#), [Google Maps](#)

IN TRENO

Ferrovie dello Stato Call Center 892021

IN AEREO

AEROPORTO "VINCENZO FLORIO" - TRAPANI-BIRGI Tel 0923/6

Welcome to TRAPANI,
convenzioni per il
personale sanitario

L'offerta è dedicata a medici, infermieri, operatori del sistema sanitario dello

NO E-commerce

NOTTE FREE: consulta le strutture che aderiscono all'offerta

- ▶ AI LUMI - bed and breakfast
- ▶ ALBA CHIARA ROOMS - Appartamenti vacanza
- ▶ BADIA NUOVA - Residence
- ▶ CANTIERE DELL'ANIMA - Appartamenti vacanza
- ▶ CENTRAL GALLERY ROOMS - Residence

Medical staff

Transport

E-commerce lack

Booking of transport not provided

How to get to Trapani from...

Why? Services

No Location-Based Services

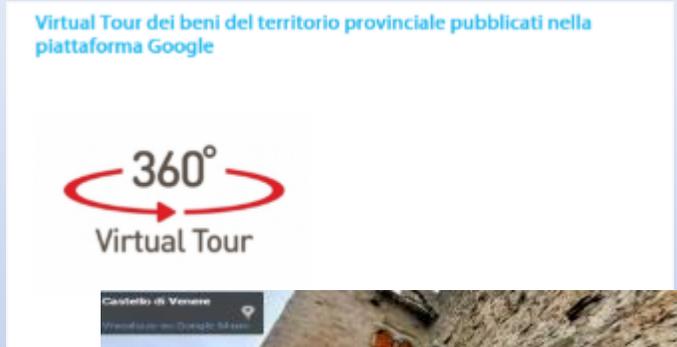


Popular areas
around the city &
itineraries



Cartography

Google



Virtual Tour

Where? Individuation



turismo trapani IT

The screenshot shows a Google search for 'turismo trapani'. The search bar contains the text 'turismo trapani'. Below the search bar, there are tabs for 'Tutti', 'Notizie', 'Immagini', 'Maps', 'Shopping', 'Altre impostazioni', and 'Strumenti'. The search results show 'Cerca 10.600.000 risultati (0,71 secondi)'. Underneath, there is a section 'Principali attrazioni per: Trapani' with three cards: 'Saline di Trapani e Paceco' (4.5 stars, 1,422 reviews), 'Museo Regionale Pepoli' (4.4 stars, 404 reviews), and 'Grotta Mangapane' (4.6 stars, 1,357 reviews). Below this is a map of Trapani with several location markers. A red arrow points from the map area to the search results for 'Turismo Trapani - home'.

- After some ads and lists of attractions/info about tourist offices, **turismo.trapani.it** is the **1st result** in Google. In Yahoo and Bing it's the **2nd**.
- **lovadoatrapani.it** doesn't show up at all in Google; in Yahoo and Bing it occurs respectively in the **3rd** and in the **7th serps**.

The screenshot shows a list of search results. The first result is 'Trapani Easy S.r.l.s.' with a 4.6 star rating (9 reviews) and the address 'Via Badia Nuova, 3'. The second result is 'Ufficio informazioni turistiche di Trapani' with a 3.7 star rating (48 reviews) and the description 'Centro informazioni turistiche'. The third result is 'Trapani Città' with 'Nessuna recensione' and the description 'Centro informazioni turistiche'. A 'Mostra tutto' button is visible at the bottom of the list.

www.turismo.trapani.it
Turismo Trapani - home
Portale turistico della provincia di trapani.
Hai visitato questa pagina molte volte. Ultima visita: 25/11/20

Where? Individuation



turismo trapani EN

Google

trapani tourism

Tutti Notizie Immagini Maps Shopping Altro

Pagina 3 di circa 1.010.000 risultati (0,70 secondi)

www.slurpy.it > Punti di interesse a Trapani

Trapani Tourism Service a Trapani, prezzi, recensioni ...

Trapani Tourism Service a Trapani, scopri i prezzi e le offerte, leggi le recensioni, trova i ristoranti vicini su slurpy P3.

www.turismo.trapani.it

Turismo Trapani - home

Portale turistico della provincia di trapani.

Hai visitato questa pagina molte volte. Ultima visita: 25/11/20

- **turismo.trapani.it** only comes out in the 3rd serp in Google; in Yahoo and Bing it's the 3rd result in the 1st serp
- **iovadoatrapani.it** doesn't show up at all

< Goooooooooooooogle >

Indietro 1 2 3 4 5 6 7 8 9 10 Avanti

Where? Individuation



Where? Individuation

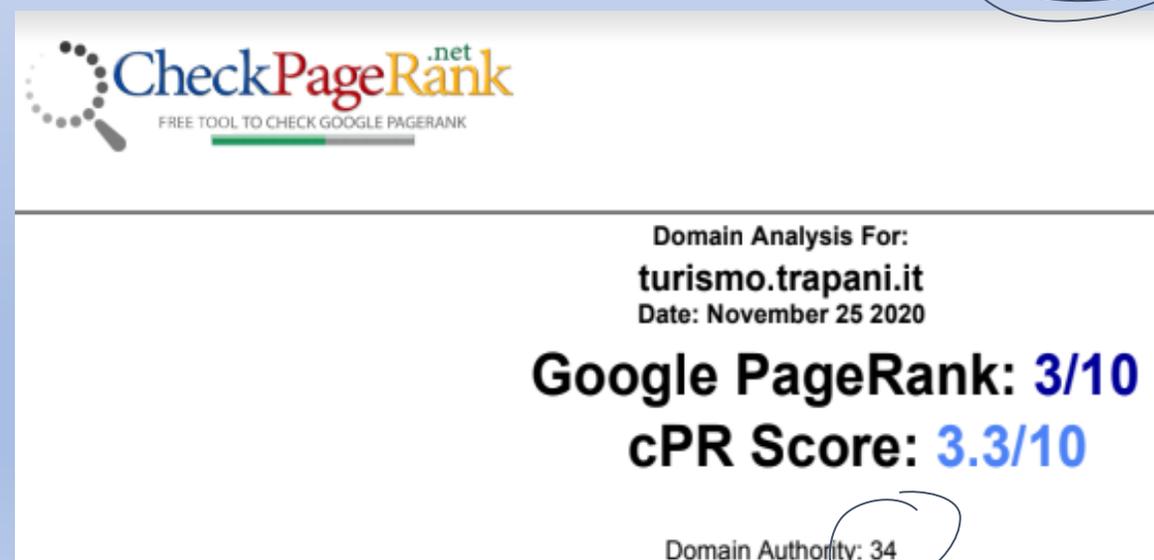
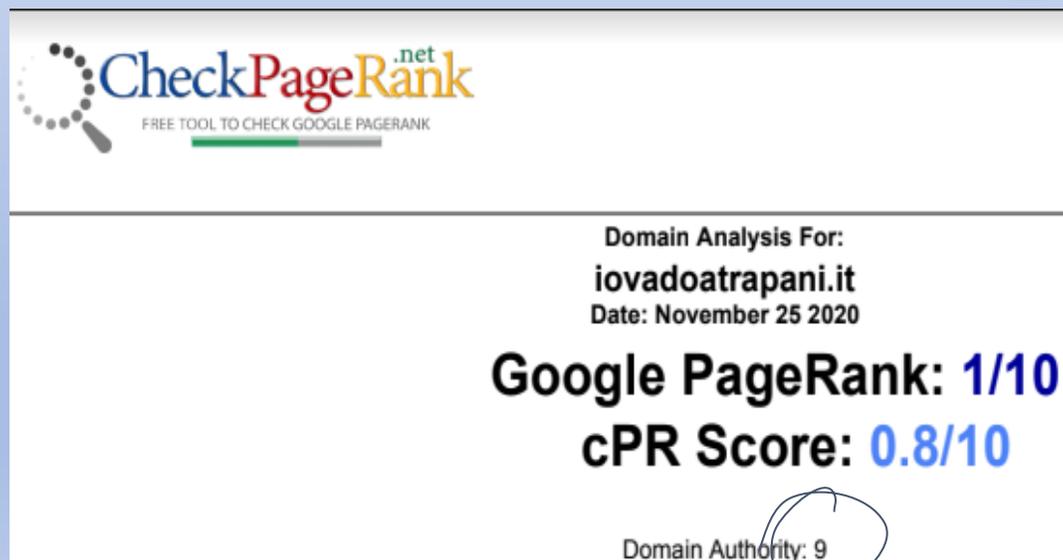
<https://www.iovadoatrapani.it/>

Organic traffic: 26
Domain authority: 9/100



<http://www.turismo.trapani.it/>

Organic traffic: 1.2 k
Domain authority: 34/100



Where? Individuation

<https://www.iovadoatrapani.it/>

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MESSAGGIO

Contatti

Via Torrearsa / Piazzetta Saturno

+390923544533 / +390923590255

turismo@comune.trapani.it

Email address ✓

Telephone number ✓

Address of the local tourist office ✓

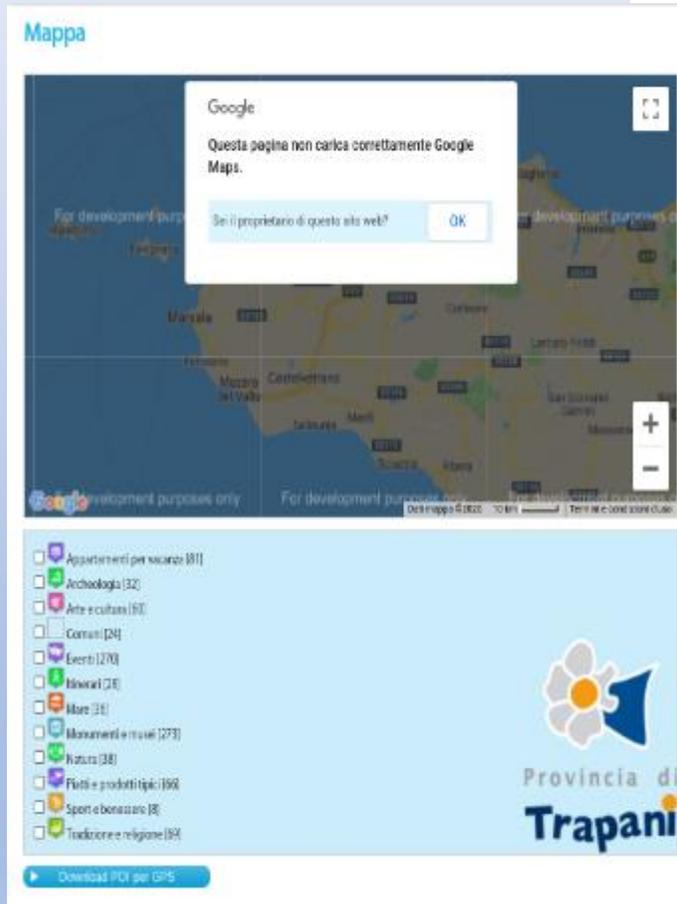
map: unspecified location; cannot be opened on *Google Maps* ✗

Messages can be sent directly from the website

NO ENGLISH VERSION OF THE WEBSITE ✗

Where? Individuation

<https://www.turismo.trapani.it/>



Chi Siamo

Libero Consorzio Comunale di Trapani

www.provincia.trapani.it

1° Settore - Servizio Sistemi Informativi e Statistica

E-mail: portaleturismo@provincia.trapani.it

E-mail address ✓

Offline communication channels ✗

Geographic location info ✗

a site map is provided, but the website doesn't support *Google Maps*

Not fully translated in English + lack of info ✗

Where? Individuation



CITTÀ DI TRAPANI

Institutional account of the municipality

12,301 likes and 13,134 followers; 126 check-in

No posts from users on the page and on the community section; formal communication channels; only 31 users have left a review

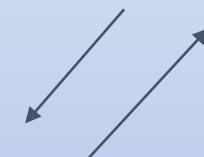
TURISMO TRAPANI

Institutional account of the provincial authority

3,615 likes and 3,954 followers; 84 check-in

No posts from the users on the page; community section; informal communication channels

0-23 likes per post; almost no comments and shares



iovadoatrapani.it

COMUNE TRAPANI

Institutional account

107 subscribers

3 videos only - the last has almost 17k views



turismo.trapani.it

TRAPANI TURISMO

Institutional account

13,098 followers

< 20 likes or retweets from other users

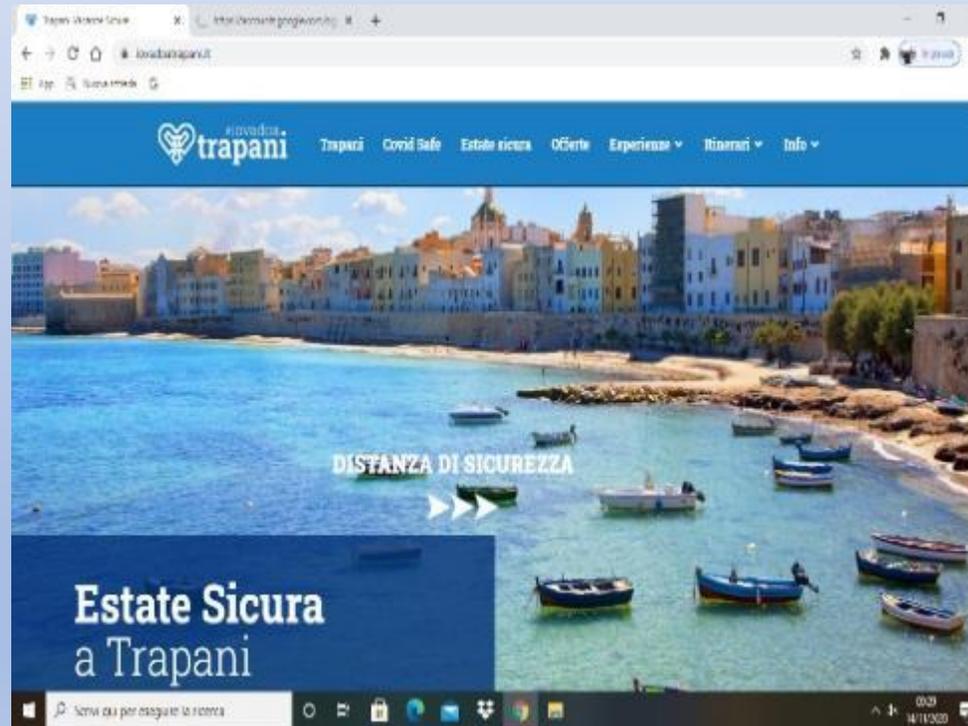


When? Management

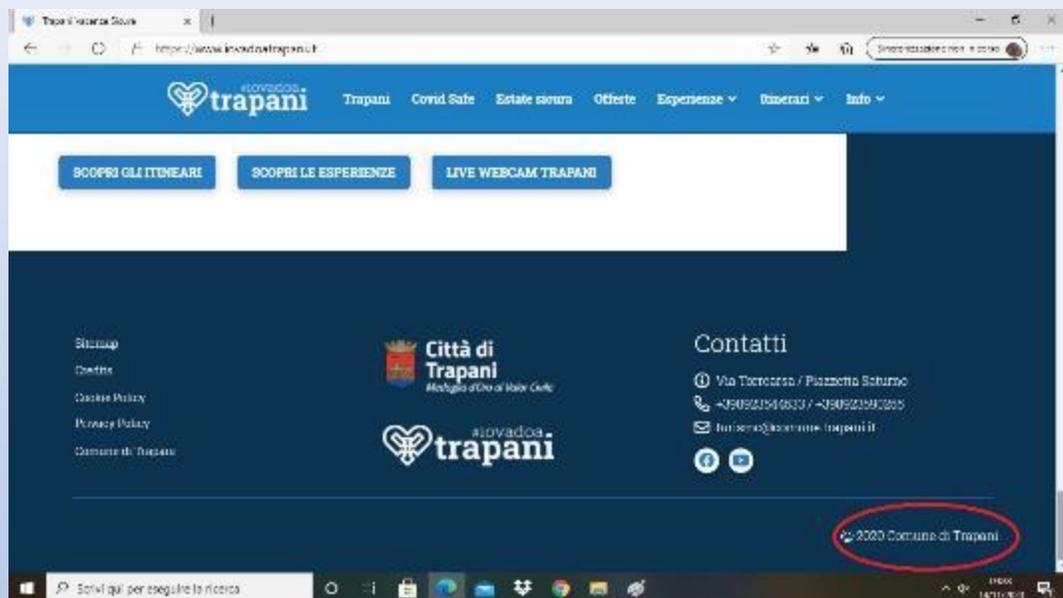
CODE AND LINK COMPLIANCE



<https://www.iovadoatrapani.it/>

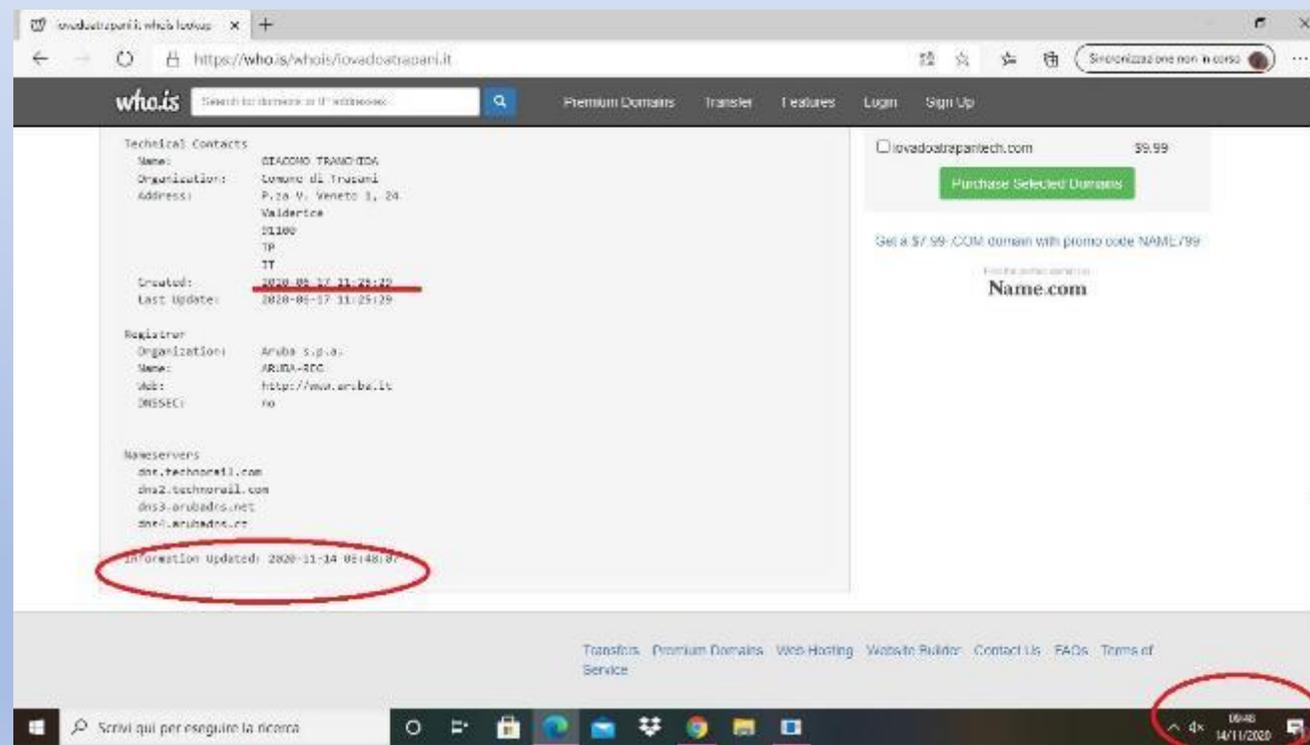


When? Management

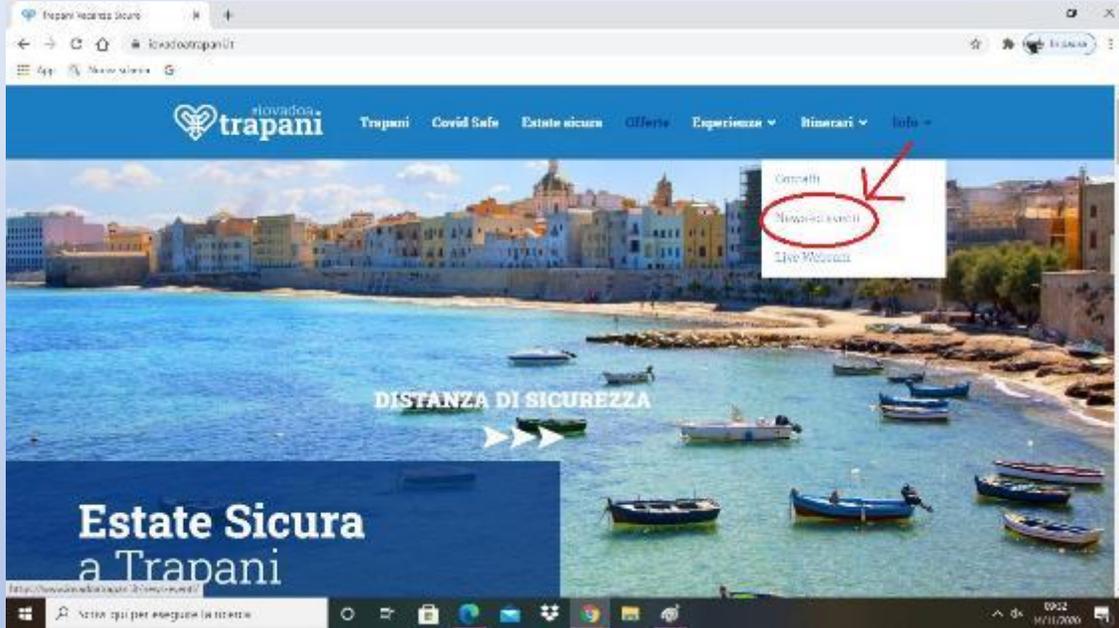


UPDATE

<https://www.iovadoatrapani.it/>
has been in operation since 2017



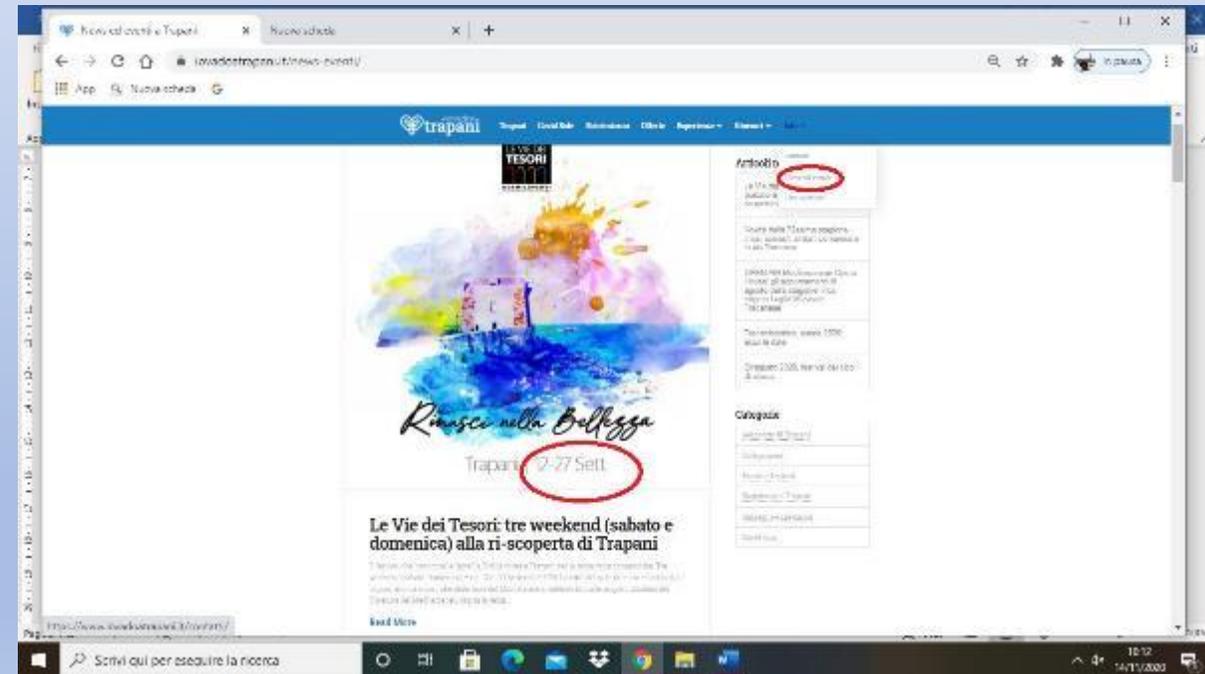
When? Management



Connections with Facebook and YouTube

UPDATE

The last event found in <https://www.iovadoatrapani.it/> in November 2020 ended in September 2020.



When? Management

Check results

Valid URLs Warnings

Invalid URLs

Content type statistics

Image Text Application

Audio Video Mail

Other

URL statistics

Min. length Avg. length

Max. length

-> on Link checker

LINK COMPLIANCE

Most of the links from <https://www.iovadoatrapani.it/> work properly, though some don't work.

On Broken Link Checker ->

#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
1	http://www.lechiavidisanfrancesco.it/	www.lechiavidisanfrancesco.it	url src	bad host
2	http://www.cortileantico.it/	cortileantico.it	url src	bad host
3	https://www.iovadoatrapani.it/esperienze-da-fare-a-trapani/visita-musei-trapani	Approfondisci	url src	404
4	https://www.iovadoatrapani.it/esperienze-da-fare-a-trapani/palazzi-monumenti-centro-storico-trapani	Approfondisci	url src	404
5	https://www.iovadoatrapani.it/esperienze-da-fare-a-trapani/spiagge-di-trapani	Approfondisci	url src	404
6	https://www.iovadoatrapani.it/itinerari-turistici-trapani/via-del-mare-san-vito-lo-capo	Approfondisci	url src	404

When? Management

Turismo Trapani



<https://www.iovadoatrapani.it/>



<http://www.turismo.trapani.it/>



When? Management

- no results on event

- On link checker :

Check results

Valid URLs	<input type="text" value="0"/>	Warnings	<input type="text" value="0"/>
Invalid URLs	<input type="text" value="1"/>		

Content type statistics

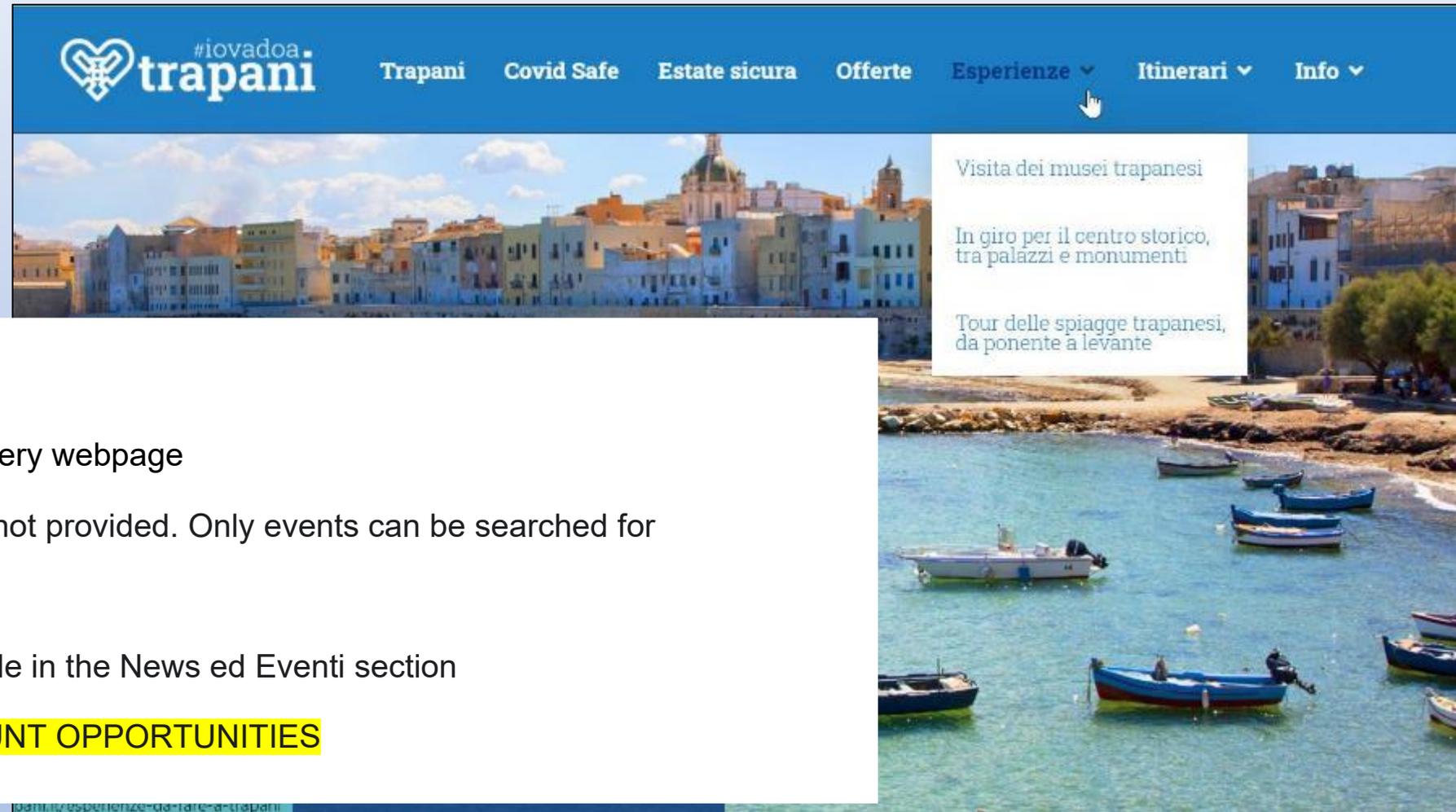
Image	<input type="text" value="0"/>	Text	<input type="text" value="0"/>	Application	<input type="text" value="0"/>
Audio	<input type="text" value="0"/>	Video	<input type="text" value="0"/>	Mail	<input type="text" value="0"/>
				Other	<input type="text" value="1"/>

URL statistics

Min. length	<input type="text" value="30"/>	Avg. length	<input type="text" value="30"/>
Max. length	<input type="text" value="30"/>		



How? Usability



LANGUAGES: Italian only

MENU displayed regularly in every webpage

INTERNAL SEARCH ENGINE not provided. Only events can be searched for

SITEMAP provided

NO BREADCRUMBS and no title in the News ed Eventi section

NEITHER LOGIN NOR ACCOUNT OPPORTUNITIES

How? Usability

WEB ACCESSIBILITY CHECK 81% compliant

DOWNLOAD TIMES Germany 2.36 seconds, USA 4.17, Brazil 5.61, Russia 6.68, China 14.7

NO COPYRIGHT DECLARATIONS for pictures

OPTIMIZED FOR MOBILE PHONE USAGE, though the Google Mobile Friendliness Test identifies problems when loading all linked files

NO RELATED APP

WEB
accessibility by Level Access

Enter URL to test a page *
<https://www.iovadoatrapani.it/>

Results

<https://www.iovadoatrapani.it/>

Tested: 27.11.2020 00:42:31



- 21 violations identified
- 266 automated tests run
- 78 additional tests available

[Get a Free Premium Test](#)



Compliance Score

How? Usability

SOCIAL NETWORKS

Facebook displays a page named **CITTÀ DI TRAPANI**

13,116 followers

last updated on December 28, 2019

YouTube has a channel named **COMUNE TRAPANI**

3 videos published around one year ago

107 followers

