

Web Presence Quality Evaluation of Cheese 2021



PLANNING AND
MANAGEMENT OF
TOURISM SYSTEMS

IT for tourism services
A.Y. 2021/2022



<https://cheese.slowfood.it>

XIII EDIZIONE
CHEESE
17—20 SETTEMBRE 2021 BRA (CN)

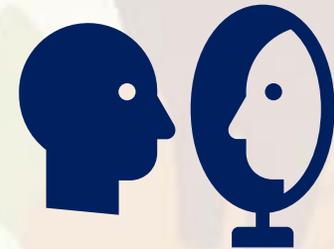
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- 1) Identity → Who?
- 2) Content → What?
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- 4) Individuation → Where?
- 5) Management → When?
- 6) Usability → How?
- 7) Strengths and weaknesses



IDENTITY

- ❖ Destination's geographic position
- ❖ Graphic design of the official website
- ❖ Market personalization
- ❖ Official website and semi-official social page's brand
- ❖ Destination image communicated through the official website and social pages



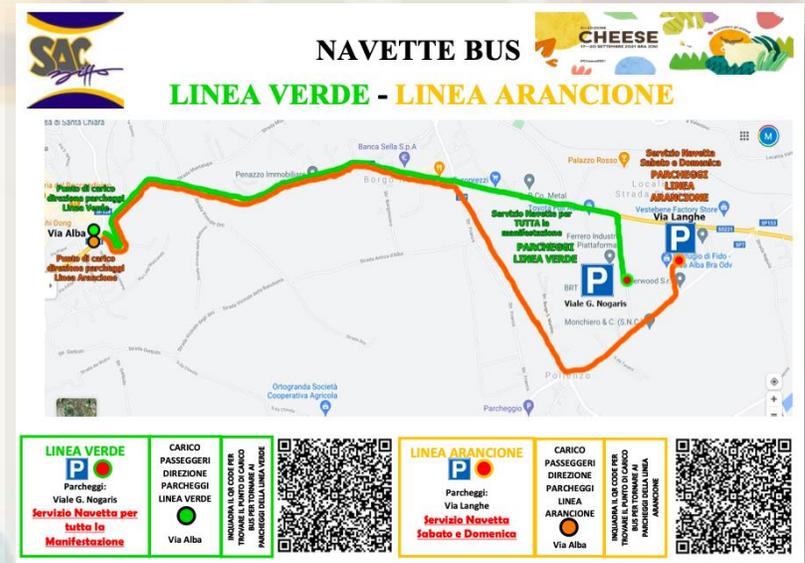
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17—20 SETTEMBRE 2021 BRA (CN)

IDENTITY

Unclear map (pink on yellow background) which does not guarantee a full understanding of the territorial context



Precise pieces of information regarding train timetables, bus timetables and shuttle timetables



IDENTITY

Graphic design of the official website

- Flyer with logo: made of drawings that look like those of children.
- Warm colors and small representations of what the events are.
- Main color: **YELLOW**. It recalls cheese!



**TASTE
WORKSHOP**

28 EVENTS



DINNER DATE

4 EVENTS



CONFERENCE

9 EVENTS

IDENTITY

- Festival especially designed for families → school groups and children are the real protagonists
- Interactive courses + entertainment activities = “To Cheese for learning”



IDENTITY

CHEESE

CONSIDER THE ANIMALS

CONSIDER THE ANIMALS ▾

Consider the Animals – The theme of Cheese 2021

How we feed animals

Animal breeds

A window on the natural

The official page of Cheese
<https://cheese.slowfood.it>
is very simple and complete

However, the news at the bottom of
the page are not constantly updated

CHEESE

CONSIDER THE ANIMALS

CONSIDER THE ANIMALS ▾

VISIT ▾

PROTAGONISTS ▾

EVENTS ▾

LOCATIONS ▾

NEWS

PRESS AREA

PARTNERS

LOGIN

IT EN

No official pages of Cheese on social networks
(Facebook, Instagram, Twitter) → Municipality of Bra and
the Italian or international pages of Slow Food Events

IDENTITY



The main theme of the last edition was
“Consider the animals”



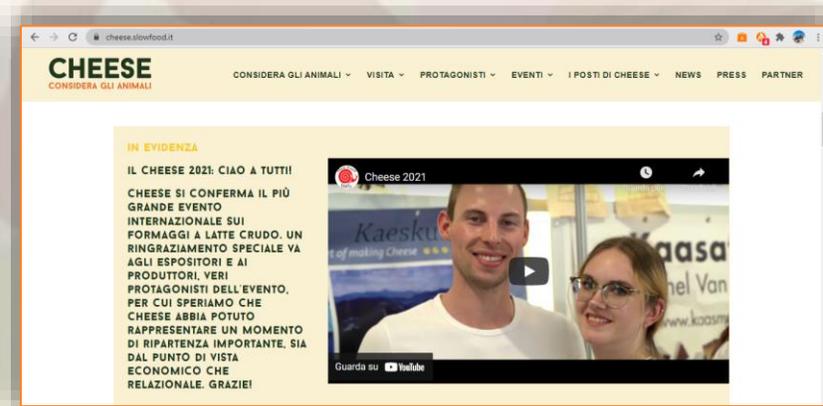
The official page seems to be to
convey its idea of sustainability and
love for nature

CONTENT

Does the website provide all the content that visitors need?



CONTENT



The main page

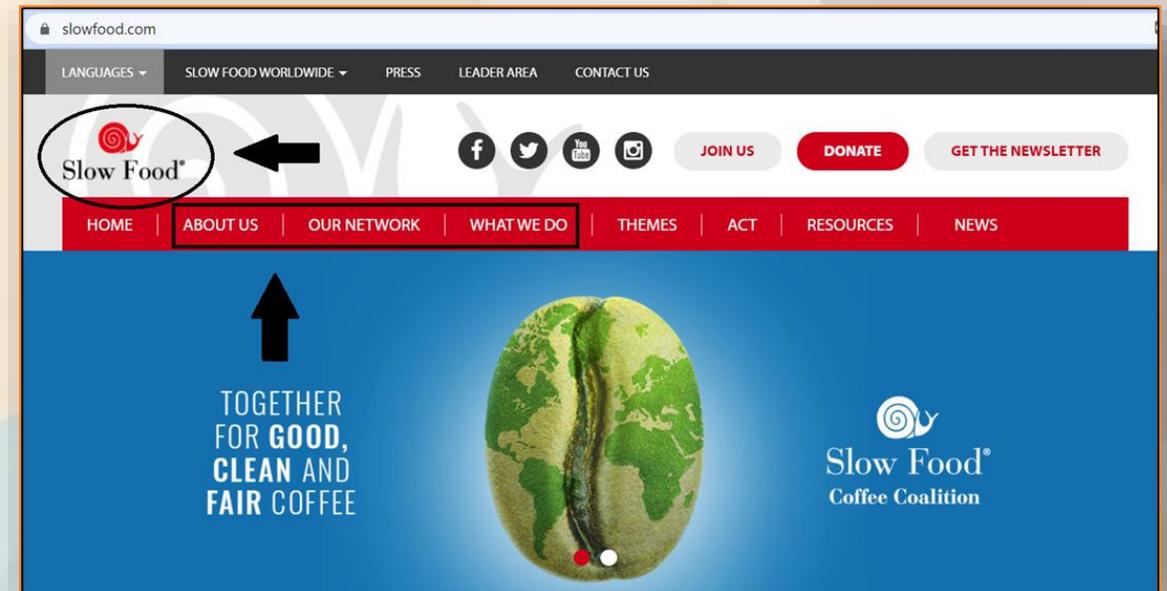
- Simple but effective design and font
- Use of bright colors, many vivid images and videos shared on the main social platforms (mainly YouTube and Facebook)
- Good quality descriptions and video, owned and published by Slow Food



CONTENT

Managers' content compliance and info

By clicking on the main page on the icon of Slow Food company, you get a direct link to the web page of the main organizer of the event



CONTENT

Users' content compliance and info

USEFUL INFO FOR VISITORS

CONSIDER THE ANIMALS ▾ VISIT ▾ PROTAGONISTS ▾ EVENTS ▾

CHEESE 2021 - CONSIDER THE ANIMALS

FRIDAY SEPTEMBER 17 TO MONDAY SEPTEMBER 20

BRA AND POLLENZO

OPENING HOURS

FRIDAY TO SUNDAY FROM 10 A.M. TO 11 P.M., MONDAY FROM 10 A.M. TO 8:30

- Italian and international market, Slow Food Presidia, Affineur Alley, Friday to Monday from 11 a.m. to 8.30 p.m.
- Great Hall of Cheese and Enoteca, Street Food, Food Trucks, Craft Beer, Friday to Monday from 11 a.m. to 8.30 p.m.

Cheese turns 13! The formula is the same, despite a redesign of the event spaces and measures. For the 13th edition of Cheese entry is free and the event will be held at the center of Bra.

USEFUL INFO

- FAQ - EVERYTHING YOU NEED TO KNOW**
- HOW TO GET TO CHEESE
- MAP
- FULL PROGRAM (PDF)
- CONTACTS
- WIFI CONNECTION
- ENSURING A SAFE EVENT
- OFFICIAL PRESENTATION
- GENERAL CONDITIONS OF SALE
- HOSPITALITY SERVICE
- PHOTO GALLERY

ARE YOU READY TO COME TO CHEESE?

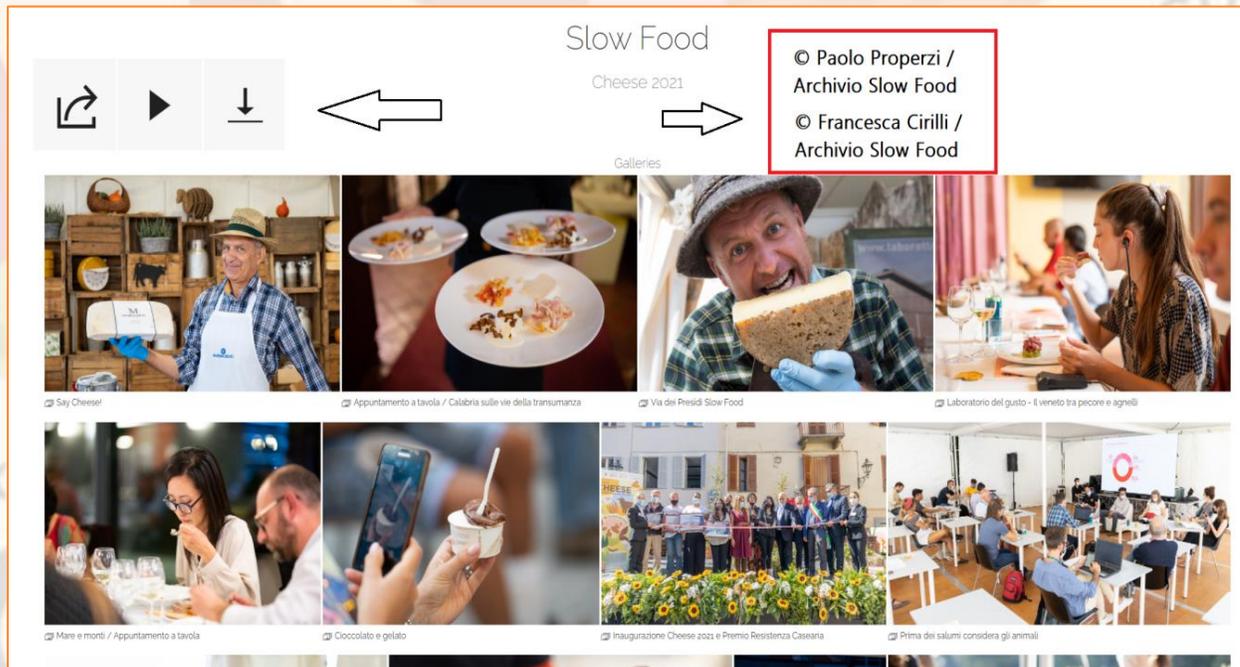
USE PUBLIC TRANSPORT TO GET HERE. IT'S BETTER FOR THE ENVIRONMENT

TIPS AND SUGGESTIONS ON HOW TO GET TO THE EVENT BY DIFFERENT MEANS OF TRANSPORT

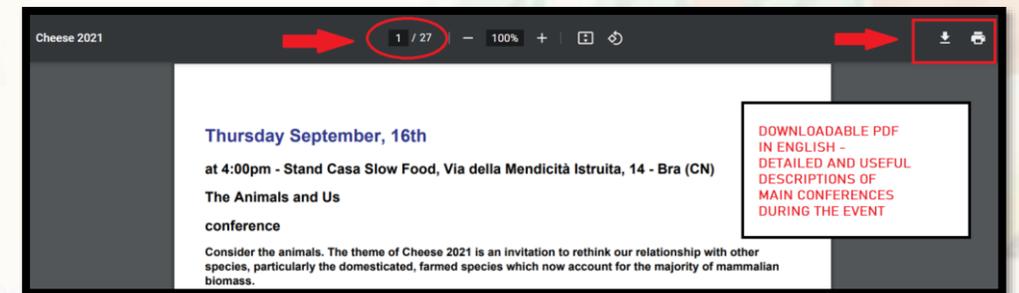
USEFUL INFO

- FAQ - EVERYTHING YOU NEED TO KNOW
- HOW TO GET TO CHEESE**
- MAP

CONTENT

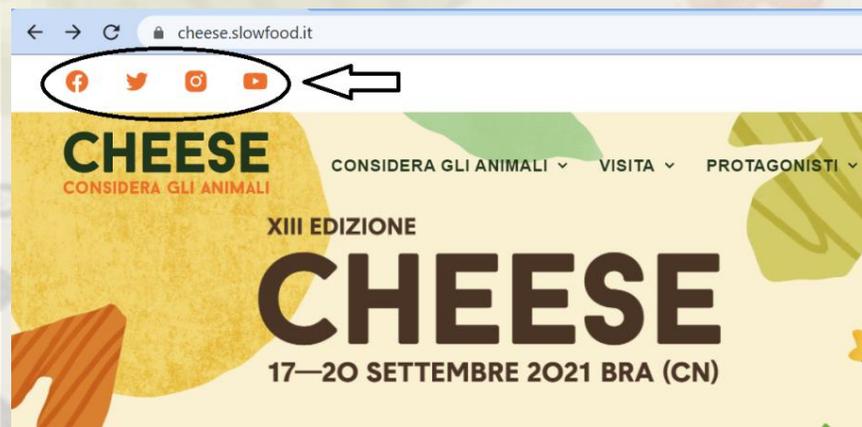


- Correct use of copyright in the gallery
- Possibility of sharing, download or see the presentation of gallery
- Downloadable program of the event also in English



CONTENT

The Presentation of the Event (Youtube) →
direct link by clicking icons in the homepage



Engaging music and images showing:

- What to expect
- What can be seen
- Main events (tastings of local products, conferences, guided tours etc.)

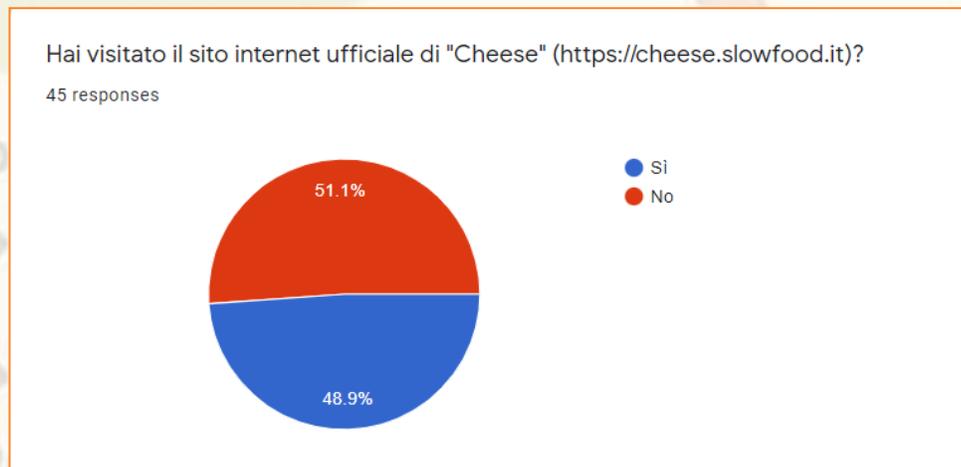


<https://youtu.be/gr4ouyGYBpo>

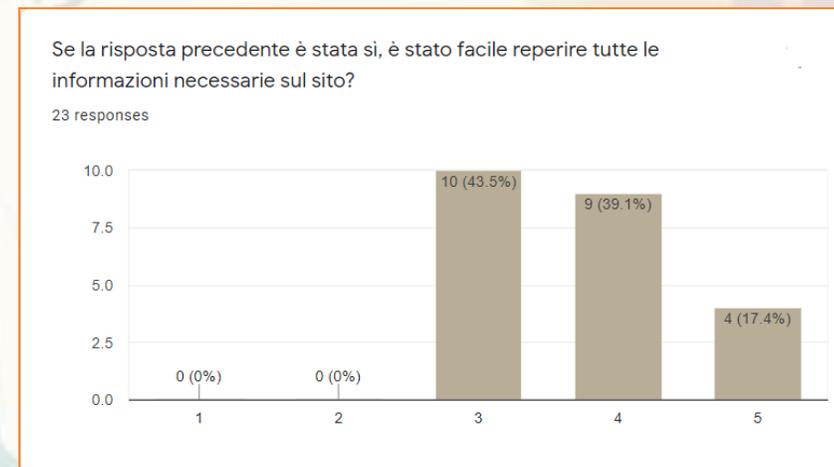
CONTENT

Users' satisfaction level

The graph shows a slight majority of users who didn't visit the event's website, compared to those who effectively accessed it.



On a scale of 1 to 5, most users who accessed the site found a medium level of difficulty in finding information useful for their participation



SERVICES

Does the web presence provide tourists with the services they need?



SERVICES

Does the web presence considered offering digital services to potential guests?

Yes. Moreover, this year, due to the pandemic, many events were held online and could be reached by the website.

Can we book overnight stays? Lunches? Events? Tickets?

It is possible to book events (also the digital ones) and buy tickets directly on the web site.



The screenshot shows the website for 'CHEESE CONSIDERA GLI ANIMALI'. The main content area features an event titled 'LA VIA DEL PARMIGIANO REGGIANO' with the subtitle 'appuntamento a tavola'. Below the title, it specifies the location as 'PAESE Pollenzo, Italy' and the time as 'ORA LOCALE 20:00'. The date and time are listed as '18 Settembre ore 20:00 nel tuo fuso orario'. The price is shown as '€60,00'. A note at the bottom states 'I Soci Slow Food hanno diritto a uno sconto sui biglietti' and the discounted price is 'prezzo scontato €50,00'. There is an 'ACCEDI' button.

SERVICES

Is the official website safe?

The website does not have banners with advertisements. It just shows which are the main partners of the event.



Is there a real-time weather forecast service available?



No, it could be helpful to add it since the whole event takes place in the open air.

SERVICES

Does the official website respect the privacy of those who visit it?

Yes. If you want, you can subscribe to the web site and also ask to receive information through email, but it is not mandatory in order to visit the web site.

GET THE LATEST NEWS

KEEP ME UPDATED

From the questionnaire previously showed, we were able to discover that half of the visitors has not used the website before reaching Cheese. But it has emerged the fact that visitors who used it were quite satisfied (3,5 out of a 5 scale).

XIII EDIZIONE

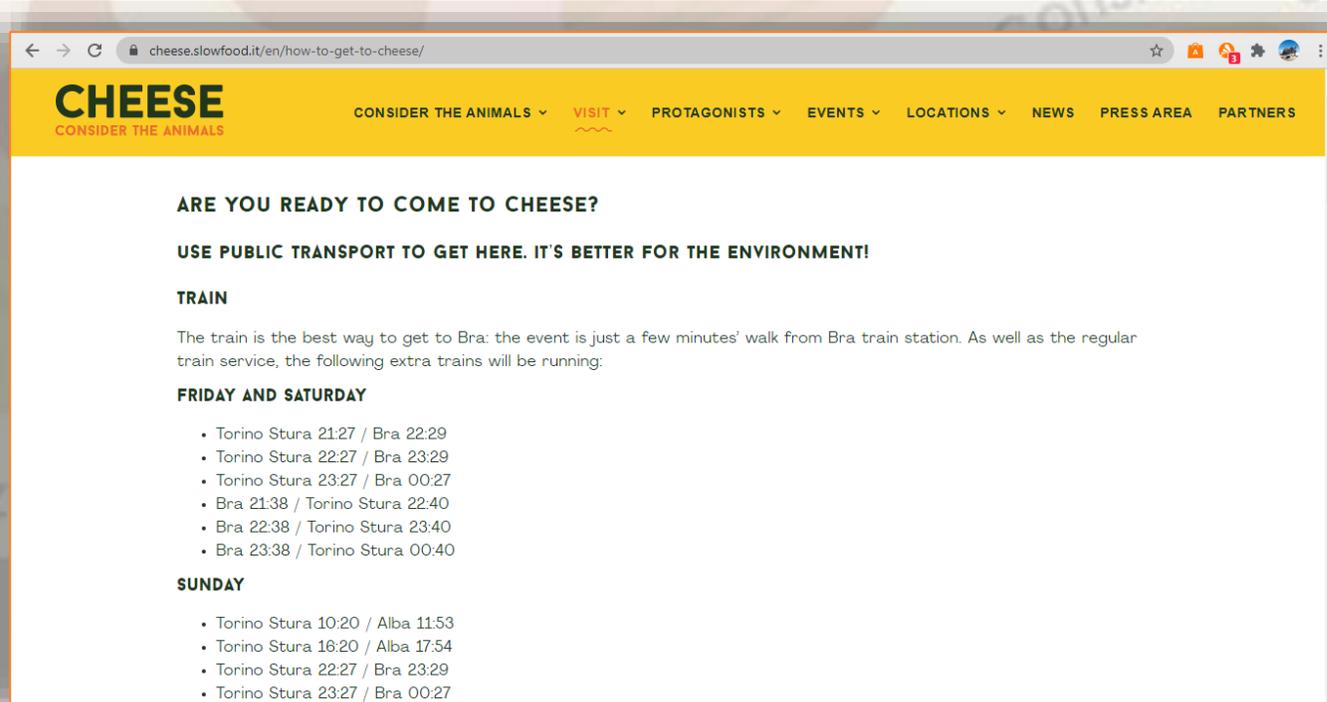
CHEESE

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SERVICES

MORE WEB SERVICES BY A DESTINATION

The website has a section dedicated to “How to get to Cheese”. In this section, visitors can find all the information about the public transport and the link of the official public transport website.



The screenshot shows a web browser window with the URL cheese.slowfood.it/en/how-to-get-to-cheese/. The page has a yellow header with the logo "CHEESE CONSIDER THE ANIMALS" and a navigation menu with items: CONSIDER THE ANIMALS, VISIT, PROTAGONISTS, EVENTS, LOCATIONS, NEWS, PRESS AREA, and PARTNERS. The main content area is white and contains the following text:

ARE YOU READY TO COME TO CHEESE?

USE PUBLIC TRANSPORT TO GET HERE. IT'S BETTER FOR THE ENVIRONMENT!

TRAIN

The train is the best way to get to Bra: the event is just a few minutes' walk from Bra train station. As well as the regular train service, the following extra trains will be running:

FRIDAY AND SATURDAY

- Torino Stura 21:27 / Bra 22:29
- Torino Stura 22:27 / Bra 23:29
- Torino Stura 23:27 / Bra 00:27
- Bra 21:38 / Torino Stura 22:40
- Bra 22:38 / Torino Stura 23:40
- Bra 23:38 / Torino Stura 00:40

SUNDAY

- Torino Stura 10:20 / Alba 11:53
- Torino Stura 16:20 / Alba 17:54
- Torino Stura 22:27 / Bra 23:29
- Torino Stura 23:27 / Bra 00:27

INDIVIDUATION

Is the website up enough on search engines?



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INDIVIDUATION



Google PageRank: **6/10**
cPR Score: **6.3/10**

<https://cheese.slowfood.it>

	Domain Authority: 63 Trust Flow: 35 Citation Flow: 40		Page Authority: 53 Trust Metric: 35 Domain Validity: Found
	Global Rank: 478,998 Alexa Reach Rank: 398,815		Alexa USA Rank: 116,137 Spam Score: 1 / 18
	External Backlinks: 10,464		Referring Domains: 841
	EDU Backlinks: 0		EDU Domains: 0
	GOV Backlinks: 11		GOV Domains: 3
	PR Quality: Strong		Domain Age: NA
	HTTP Response Codes:		403

INDIVIDUATION



Not enough data for
cheese.slowfood.it subdomain



We decided to analyse the main
domain: slowfood.it

A screenshot of a SimilarWeb report for the domain "slowfood.it". The report shows an "October 2021 Overview" with a brief description of the organization. It includes a section for "Related Mobile Apps" with a link to "See more". On the right, there are two mobile device mockups displaying the website. At the bottom right, a green shield icon indicates "This website is safe" with "No threats detected". The report is powered by Check Point Software Technologies.

INDIVIDUATION

Global Rank ⓘ
Worldwide

▼ 409,244

Country Rank ⓘ
Italy

▼ 13,711

Category Rank ⓘ
Food and Drink > Food and Drink

▼ 149

56.63%
Of traffic is from Search

99.15% Organic
Top 5 Organic keywords

Out of 737 ⓘ

cheese bra	6.80%
	▼75.51%
slow food	6.30%
	▼5.20%
slow wine 2022	4.47%
	▲34.81%
slow food italia	2.03%
	▲48.24%
cheese bra 2021	1.30%
	▼80.64%

Total Visits to slowfood.it ⓘ

Growth & total visits to slowfood.it over time

On desktop & mobile web, in the last 6 months



Engagement

Total Visits **119.97K**
▼32.27%

Avg. Visit Duration 00:01:28

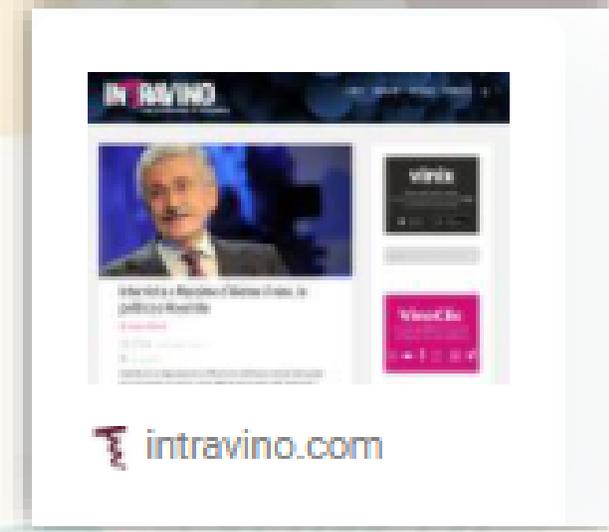
Pages per Visit 1.81

Bounce Rate 73.58%

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INDIVIDUATION

The top three competitor sites according to SimilarWeb

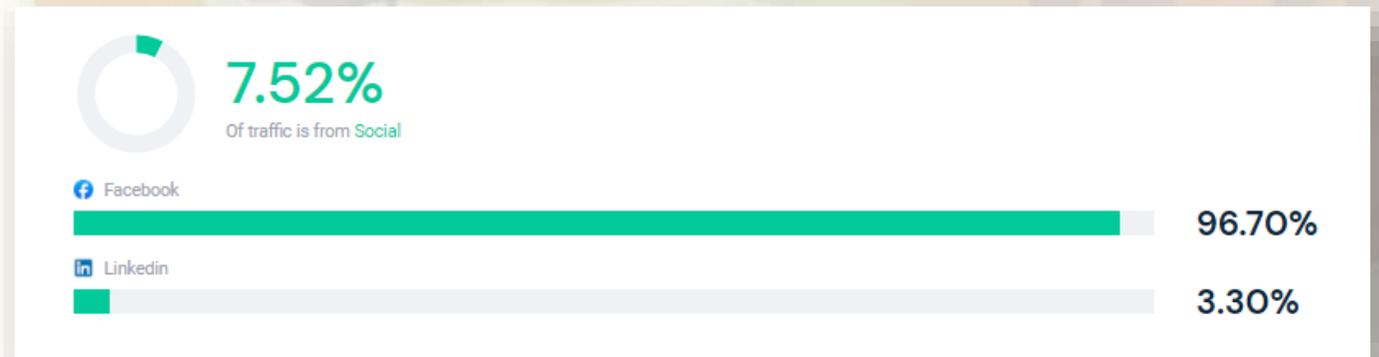


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INDIVIDUATION



Web reputation on social networks



INDIVIDUATION



Posts are constantly published on the social network pages

BUT

B2C communication needs to be improved

MANAGEMENT

Are latest news updated?

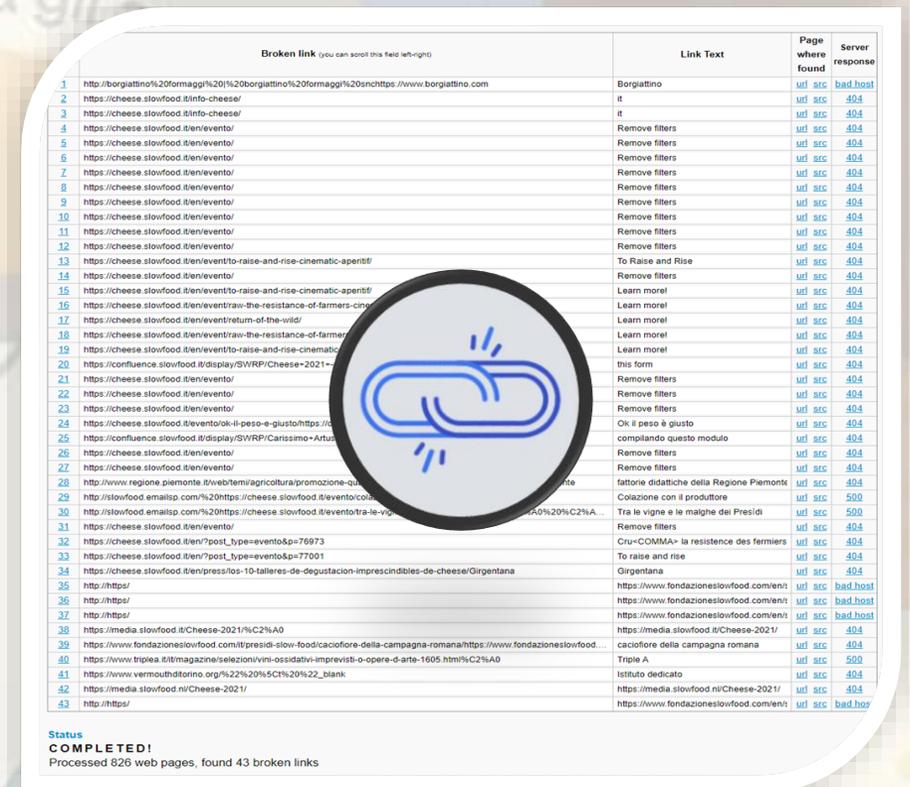


MANAGEMENT

BROKEN LINK CHECKER TEST:

43 broken links found

- ❑ 3 «Error 500», malfunctions when configuring the link
- ❑ 5 «Bad Host», server with that name doesn't exist or is unreachable
- ❑ 35 «Error 404», the page or resource doesn't exist on the server



Broken link checker screenshot showing a table of broken links. A large blue broken link icon is overlaid on the table. The table has columns for 'Broken link (you can scroll this field left-right)', 'Link Text', 'Page where found', and 'Server response'. The status at the bottom is 'COMPLETED! Processed 826 web pages, found 43 broken links'.

Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
1 http://borgattino%20formaggi%20%20borgattino%20formaggi%20snchttps://www.borgattino.com	Borgattino	url src	bad host
2 https://cheese.slowfood.it/info-cheese/	it	url src	404
3 https://cheese.slowfood.it/info-cheese/	it	url src	404
4 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
5 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
6 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
7 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
8 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
9 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
10 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
11 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
12 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
13 https://cheese.slowfood.it/en/evento/raise-and-rise-cinematic-apertif/	To Raise and Rise	url src	404
14 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
15 https://cheese.slowfood.it/en/evento/raise-and-rise-cinematic-apertif/	Learn more!	url src	404
16 https://cheese.slowfood.it/en/evento/tra-la-resistenza-of-farmers-cinematic-apertif/	Learn more!	url src	404
17 https://cheese.slowfood.it/en/evento/return-of-the-wild/	Learn more!	url src	404
18 https://cheese.slowfood.it/en/evento/tra-la-resistenza-of-farmers-cinematic-apertif/	Learn more!	url src	404
19 https://cheese.slowfood.it/en/evento/raise-and-rise-cinematic-apertif/	Learn more!	url src	404
20 https://confluence.slowfood.it/display/SWRP/Cheese+2021+	this form	url src	404
21 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
22 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
23 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
24 https://cheese.slowfood.it/en/evento/ok-il-peso-e-giusto/https://	OK il peso è giusto	url src	404
25 https://confluence.slowfood.it/display/SWRP/Carissimo+Arturo	compiando questo modulo	url src	404
26 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
27 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
28 http://www.regione.piemonte.it/web/temi/agricoltura/promozione-qualita/	fattorie didattiche della Regione Piemonte	url src	404
29 http://slowfood.emailsp.com/%20https://cheese.slowfood.it/en/evento/colazione-con-il-prodotto-slowfood/	Colazione con il produttore	url src	500
30 http://slowfood.emailsp.com/%20https://cheese.slowfood.it/en/evento/tra-la-resistenza-of-farmers-cinematic-apertif/	Tra la vigne e le maglie dei Presidi	url src	500
31 https://cheese.slowfood.it/en/evento/	Remove filters	url src	404
32 https://cheese.slowfood.it/en/?post_type=evento&post=76973	Cru+COMMA+ la resistenza des fermiers	url src	404
33 https://cheese.slowfood.it/en/?post_type=evento&post=77001	To raise and rise	url src	404
34 https://cheese.slowfood.it/en/press/los-10-talleres-de-degustacion-imprescindibles-de-cheese/Girgentana	Girgentana	url src	404
35 http://https/	https://www.fondazione-slowfood.com/en/	url src	bad host
36 http://https/	https://www.fondazione-slowfood.com/en/	url src	bad host
37 http://https/	https://www.fondazione-slowfood.com/en/	url src	bad host
38 https://media.slowfood.it/Cheese-2021/C2%A0	https://media.slowfood.it/Cheese-2021/	url src	404
39 https://www.fondazione-slowfood.com/it/presidi-slow-food/caciociore-della-campagna-romana/https://www.fondazione-slowfood.com/it/presidi-slow-food/caciociore-della-campagna-romana/	caciociore della campagna romana	url src	404
40 https://www.tripea.it/magazine/selezioni/vini-ossidativi-imprevisti-o-opere-d-arte-1605.html/C2%A0	Tripe A	url src	500
41 https://www.vermouthdtorino.org/%22%20%5C%20%29%22_blank	Istituto dedicato	url src	404
42 https://media.slowfood.it/Cheese-2021/	https://media.slowfood.it/Cheese-2021/	url src	404
43 http://https/	https://www.fondazione-slowfood.com/en/	url src	bad host

MANAGEMENT

Error 505

Triple A wine

<https://cheese.slowfood.it/en/press/i-10-laboratori-del-gusto-di-cheese-che-non-puoi-perderti/#>

«Tra le vigne e le malghe dei Presidi» event

<https://cheese.slowfood.it/press/la-provincia-di-torino-a-cheese-2021>

«Colazione con il produttore» event

<https://cheese.slowfood.it/press/alessandria-e-provincia-protagonisti-di-cheese-2021/>

MANAGEMENT

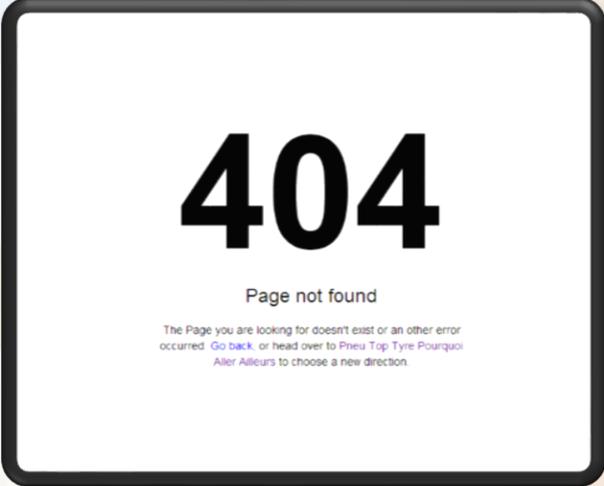
Bad Host:

- **Borgiattino**

www.borgiattino.com

Error 404:

35 found

A screenshot of a 404 error page. The page has a white background with a black border. At the top, the number '404' is displayed in a large, bold, black font. Below it, the text 'Page not found' is centered. Underneath, there is a small line of text: 'The Page you are looking for doesn't exist or an other error occurred. Go back, or head over to Pneu Top Tyre Pourquoi Aller Ailleurs to choose a new direction.'

404

Page not found

The Page you are looking for doesn't exist or an other error occurred. Go back, or head over to Pneu Top Tyre Pourquoi Aller Ailleurs to choose a new direction.

- **«Pastures of Switzerland» event**

<https://www.fondazione Slow Food.com/en/slow-food-presidia/emmentaler/>

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CHEESE

17—20 SETTEMBRE 2021 BRA (CN)

MANAGEMENT

Are social media pages frequently updated?





USABILITY

General navigation

CHEESE
CONSIDER THE ANIMALS

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CHEESE
SEPTEMBER 17—20 2021 BRA (CN)

#Cheese2021

Consider the animals

WITH THE SUPPORT OF:

SPONSORED BY:

WITH THE CONTRIBUTION OF:



CHEESE
CONSIDER THE ANIMALS

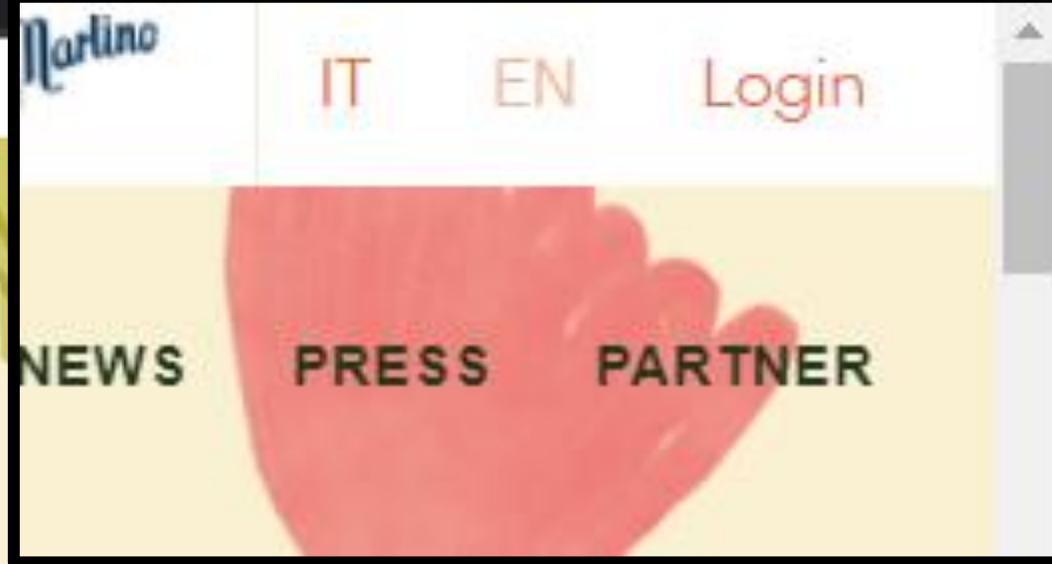
CONSIDER THE ANIMALS ▾ VISIT ▾ PROTAGONISTS ▾

XIII EDITION

CHEESE

SEPTEMBER 17—20 2021 BRA (CN)

#Cheese2021



NEWS

PRESS

PARTNER

WITH THE SUPPORT OF:

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WITH THE CONTRIBUTION OF:



CON IL SOSTEGNO DI:



CON IL PATROCINIO DI:

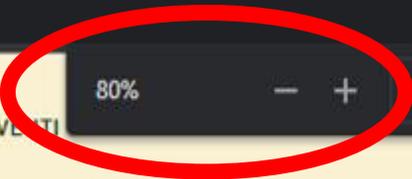


CON IL CONTRIBUTO DI:



BUONE NORME PER UN EVENTO SICURO E CAMPAGNA VACCINALE A CHEESE

- 1 CHEESE È UN EVENTO PUBBLICO. TI RICORDIAMO CHE PER PARTECIPARE È OBBLIGATORIO POSSEDERE LA CERTIFICAZIONE VERDE COVID-19 (GREEN PASS). TIENILA A PORTATA DI MANO E MOSTRALA UNITAMENTE A UN DOCUMENTO DI IDENTITÀ SE TI VENGONO RICHIESTI.
- 2 MANTIENI LA DISTANZA INTERPERSONALE DI ALMENO 1 METRO.
- 3 È OBBLIGATORIO INDOSSARE LA MASCHERINA IN TUTTE LE AREE DELL'EVENTO.
- 4 IGIENIZZA SPESSO LE MANI CON SAPONE O GEL A BASE ALCOLICA.
- 5 POTRAI ESSERE SOTTOPOSTO A CONTROLLO DELLA TEMPERATURA, CON



#Cheese2021

UN EVENTO DI



CON IL SOSTEGNO DI:



CON IL PATROCINIO DI:



CON IL CONTRIBUTO DI:



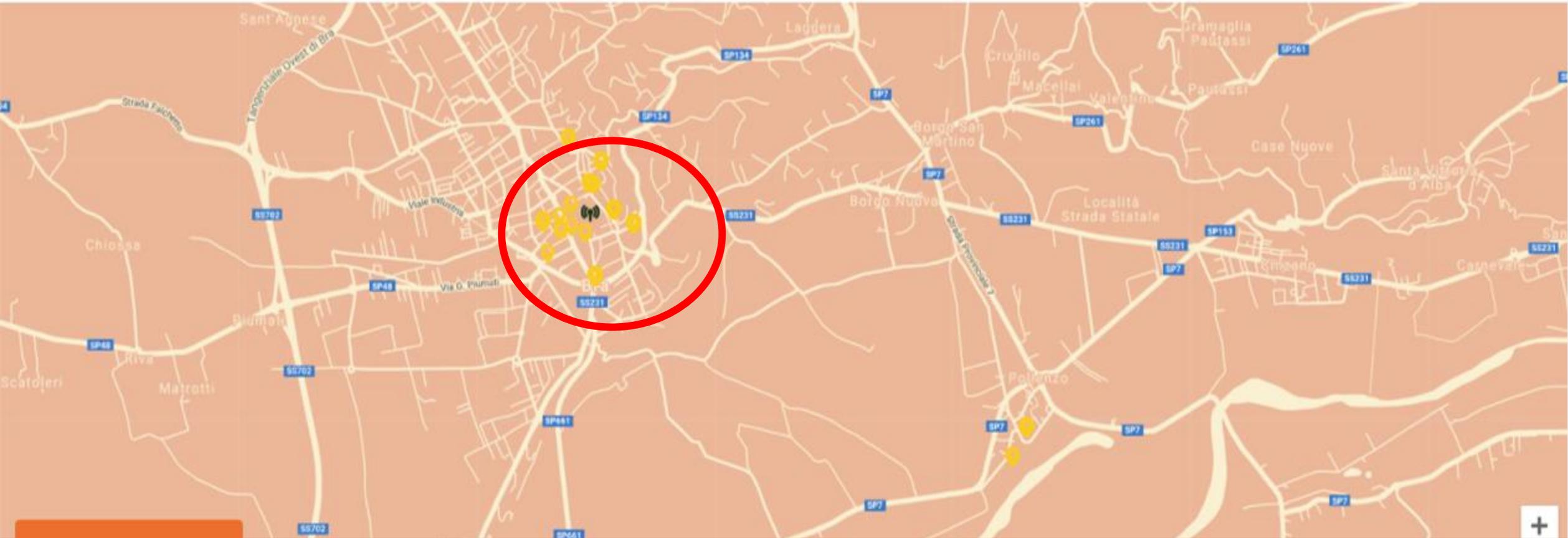
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 - 4 IGIENIZZA SPESSO LE MANI CON SAPONE O GEL A BASE ALCOLICA.
 - 5 POTRAI ESSERE SOTTOPOSTO A CONTROLLO DELLA TEMPERATURA, CON SEGNALAZIONE ALLE AUTORITÀ SANITARIE IN CASO DI TEMPERATURA SUPERIORE AI 37,5°C.
 - 6 DURANTE L'EVENTO LE FORZE DELL'ORDINE EFFETTUERANNO CONTROLLI SUI VISITATORI. TI CHIEDIAMO PAZIENZA E COLLABORAZIONE.
- [SCOPRI LA CAMPAGNA VACCINALE A CHEESE!](#)

MAPPA DEGLI EVENTI

185 EVENTI

TUTTI GLI EVENTI



MOZZARELLA

19 Set

Bra, Italy

LEGENDA ▾



CHEESE
CONSIDER THE ANIMALS

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CHEESE
SEPTEMBER 17—20 2021 BRA (CN)

Menus

#Cheese2021

Consider the animals

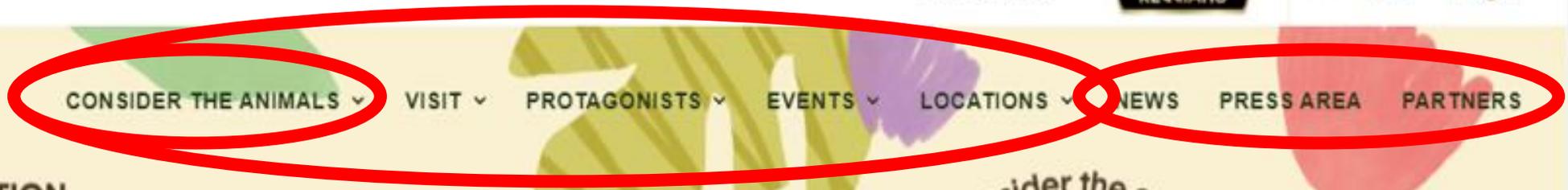
WITH THE SUPPORT OF:

SPONSORED BY:

WITH THE CONTRIBUTION OF:



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SEPTEMBER 17—20 2021 BRA (CN)

#Cheese2021



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Main Partners



IT EN Login

CHEESE

CONSIDER THE ANIMALS

CONSIDER THE ANIMALS

VISIT

PROTAGONISTS

EVENTS

LOCATIONS

NEWS

PRESS AREA

PARTNERS

CONSIDER THE ANIMALS – THE THEME OF CHEESE 2021

HOW WE FEED ANIMALS

ANIMAL BREEDS

A WINDOW ON THE NATURAL

XIII EDIZIONE
C
SEPTEMB

Consider the animals



#Cheese2021

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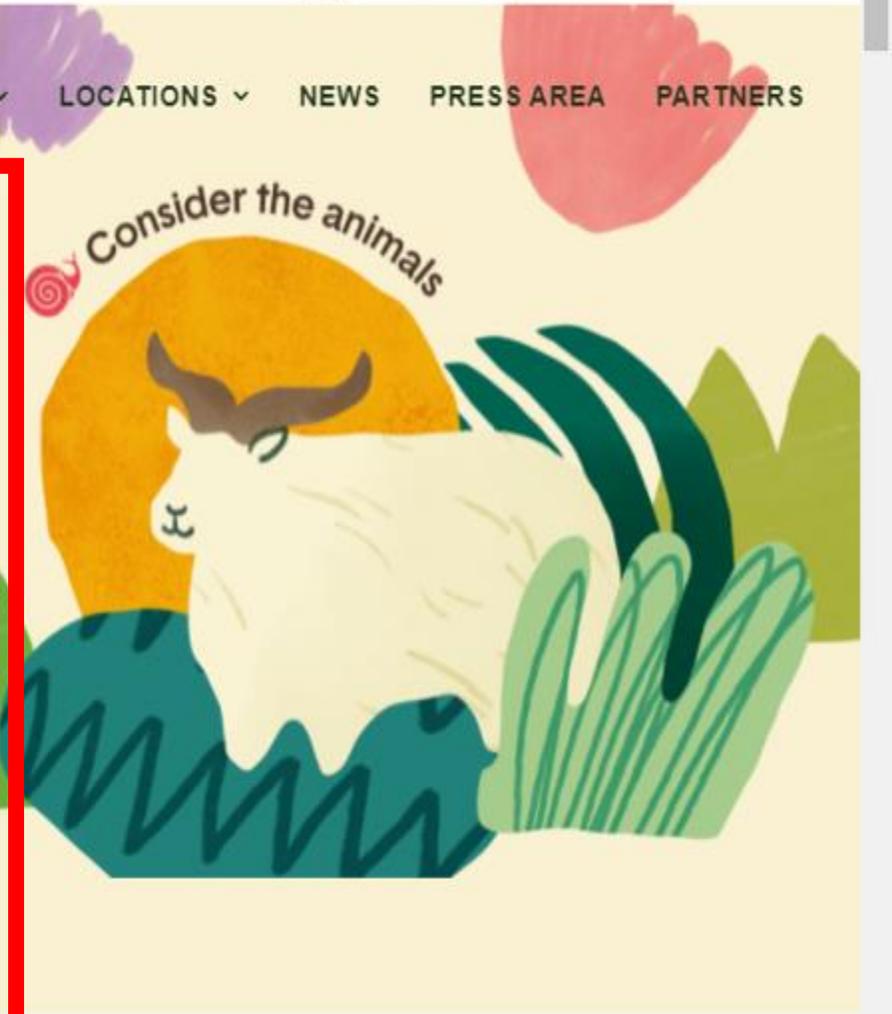


UNIVERSITÀ
DEGLI STUDI
DI BERGAMO





- VISIT ▼
Visit
- USEFUL INFO
- FAQ – EVERYTHING YOU NEED TO KNOW
- HOW TO GET TO CHEESE
- MAP
- FULL PROGRAM (PDF)
- CONTACTS **?**
- WIFI CONNECTION
- ENSURING A SAFE EVENT
- OFFICIAL PRESENTATION
- GENERAL CONDITIONS OF SALE **?**
- HOSPITALITY SERVICE
- PHOTO GALLERY



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sticky
menu

EVENT MAP

70 EVENTS

ALL EVENTS





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Buttons

Consider the animals

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Problemi



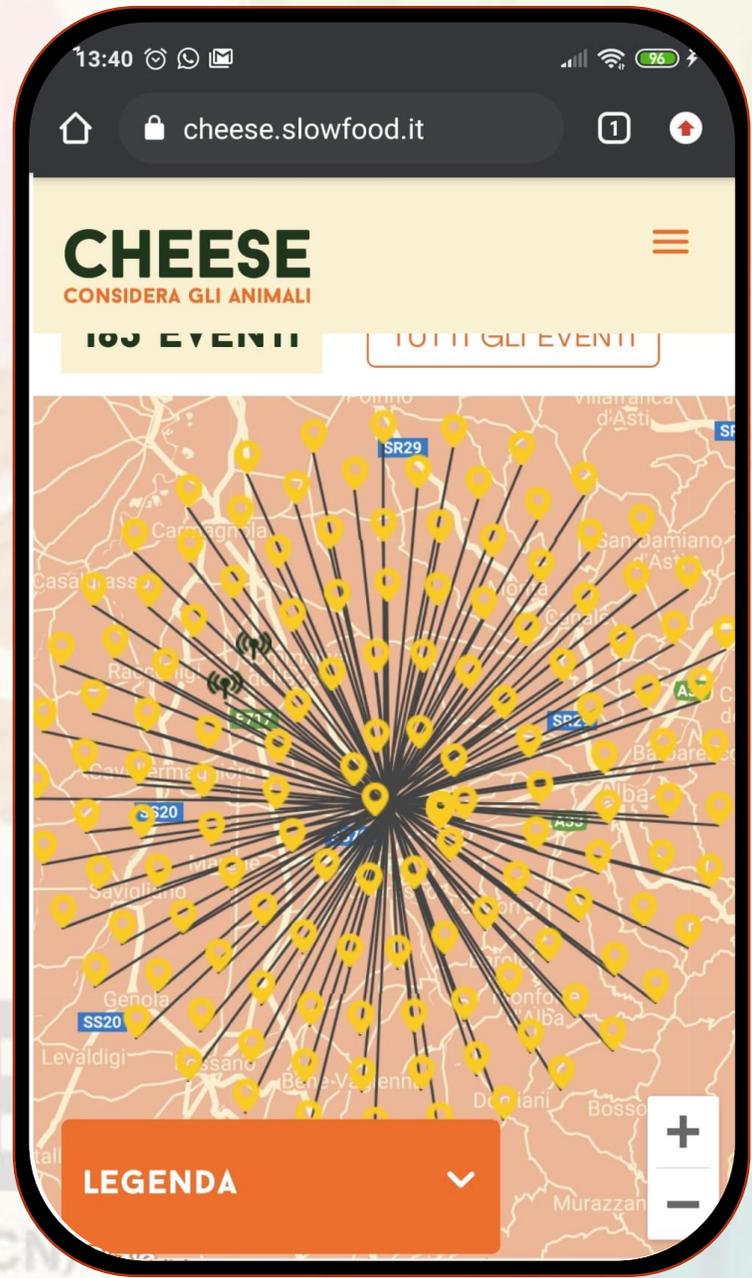
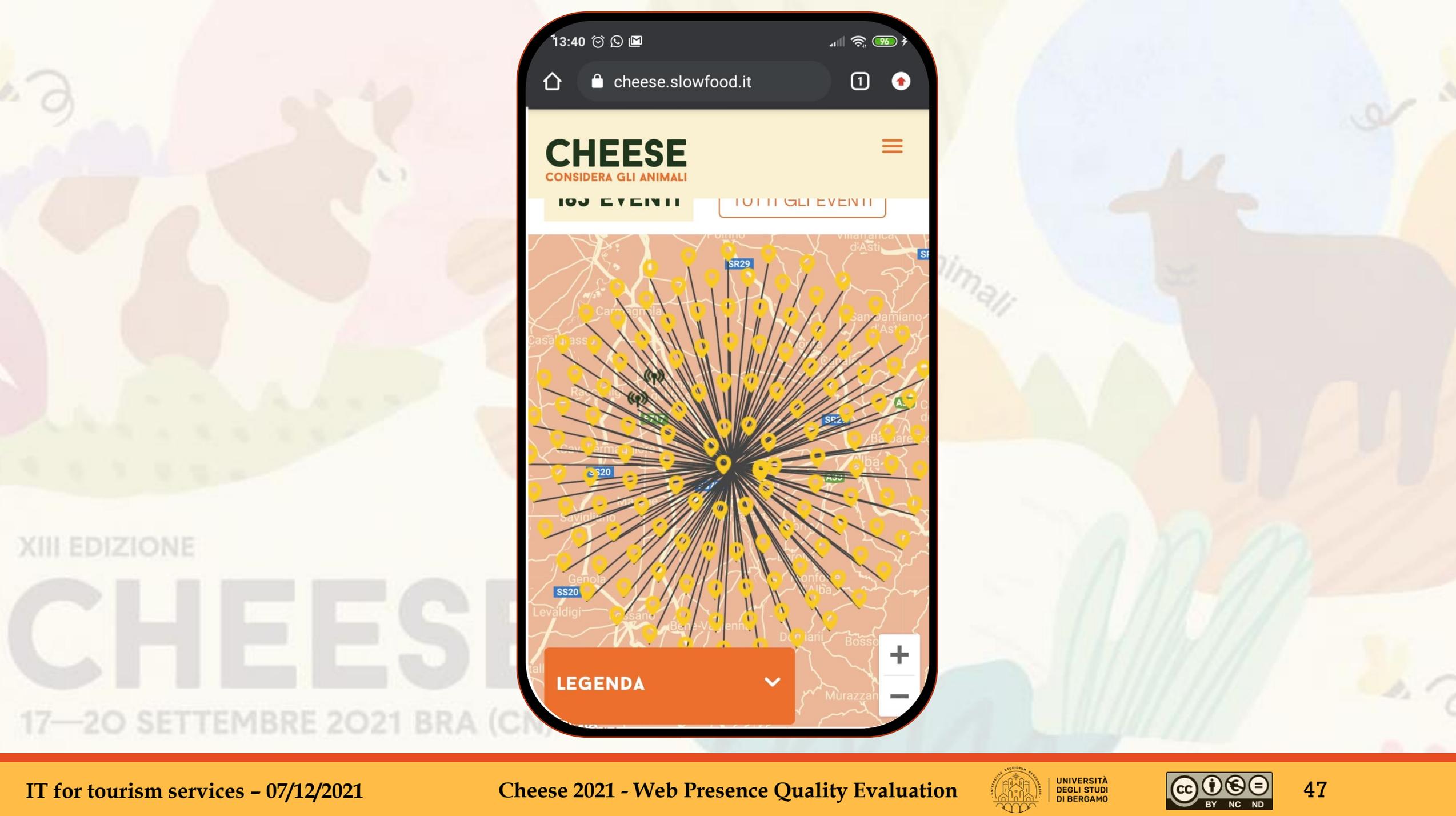
Testo troppo piccolo da leggere



Elementi selezionabili troppo vicini tra loro



Contenuti più grandi rispetto allo schermo



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Pingdom

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Performance grade

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Page size

5.1 MB

Load time

2.97 s

Requests

185

Europe – UK –
London

STRENGTHS AND WEAKNESSES

STRENGTHS	WEAKNESSES
Detailed shuttle information	Not so clear map system
Good website layout and design	News not always updated
Good market personalization	No official Cheese page on social networks
Engaging images and videos on the main page	Webpage not so common among visitors
Useful downloadable materials	Improvable download time
Links in different languages	Some links on the webpage do not work
Well-responding buttons on the webpage	Standard visualization not well adapted to screen
Good positionings on search engines	Improvable engagement on social networks
Possibility to book tickets for events in advance	No weather forecast information



THANK YOU FOR YOUR ATTENTION!

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