



# QUALITY WEB PRESENCE

Quality evaluation based on the 7Loci meta-model



BAIETTI	SERENA	1082657
GRAGLIA	CAMILLA	1083792
LICINI	GIULIA	1058125
MALZANNI	ELISA	1083651
MANDALETTI	CHIARA	1050544
MASSIERI	ALICE	1032561
MASTALLI	MARTINA	1050550
MONTI	MARTA	1082799
MOTTA	ELISA	1060994
ZANETTI CHIARA		1058783

## MILANO-CORTINA WINTER OLYMPIC GAMES 2026

<https://www.milanocortina2026.org/it/>

# STRUCTURE



*Introduction*

*01 Who - Identity*

*02 What - Content*

*03 Why - Services*

*04 Where - Individuation*

*05 When - Management*

*06 How - Usability*

*Conclusion*

# INTRODUCTION



The 2026 Winter Olympics or Milano Cortina 2026:

- an upcoming international multi-sport event;
- from 6 to 22 February 2026;
- the fourth Olympic Games hosted in Italy;
- the first technological Olympic Games to be fully connected through the official website

<https://www.milanocortina2026.org/en>,  
the official app and social networks.

It will also be the first Olympic Games featuring two host cities in an official form. Apart from Milan and Cortina d'Ampezzo, ski races will be held in Assago, Baselga di Piné, Bormio, Livigno, Predazzo, Rasun-Anterselva and Tesero



# 1. WHO? - IDENTITY

1.1 GRAPHIC DESIGN

1.2 LOGO

1.3 GEOGRAPHICAL POSITION

1.4 DESTINATION IMAGE

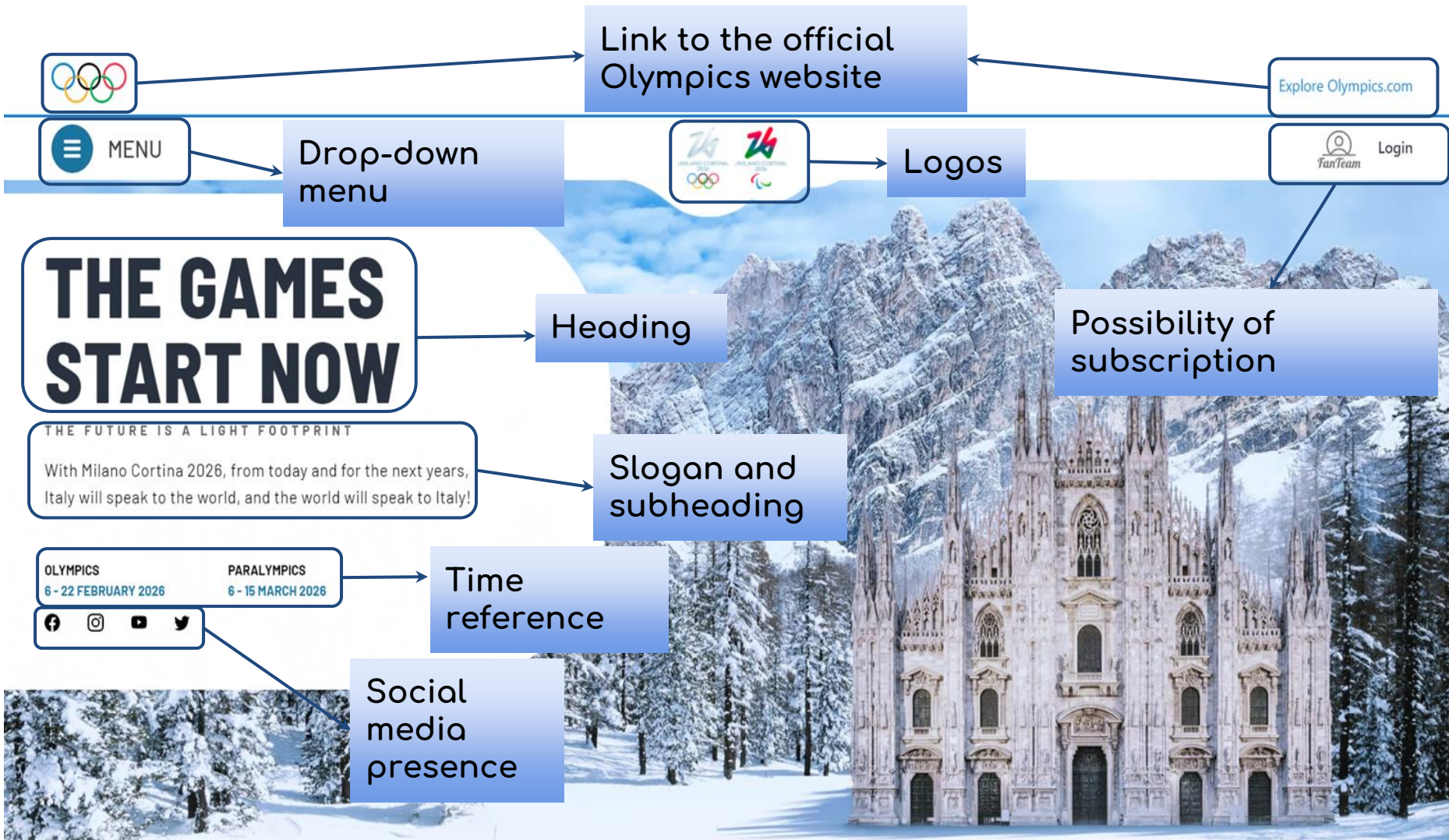
1.5 SOCIAL PRESENCE

1.6 WEB REPUTATION

1.7 IDENTITY IN THE APP



# 1.1 GRAPHIC DESIGN



# 1.2 LOGO



The Olympic rings

## THE GAMES START NOW

THE FUTURE IS A LIGHT FOOTPRINT

With Milano Cortina 2026, from today and for the next years, Italy will speak to the world, and the world will speak to Italy!

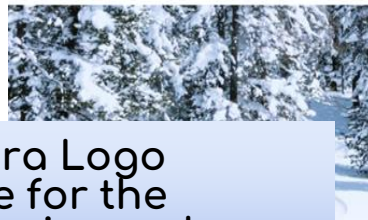
OLYMPICS  
6 - 22 FEBRUARY 2026



PARALYMPICS  
6 - 15 MARCH 2026



Explore Olympics.com



Futura Logo white for the Olympics and different-coloured for the Paralympics



# 1.3 GEOGRAPHICAL POSITION

There is an interactive map locating every ski resort that will be involved in the event.



# 1.3 GEOGRAPHICAL POSITION

By clicking on the town, one can have more information about that location and how it will be involved in the event.



Explore Olympics.com

MENU



Login



VALTELLINA

LIVIGNO



FREESTYLE SKIING

SNOWBOARD

The Livigno resort boasts a massive 120 km of slopes: 26% blue (easy), 57% red (intermediate), and 17% black (hard). The ski area has also made the width of the slopes one of its strengths. Mottolino is a ski resort in the town of Livigno and is home to a snow park. The Hero Slopes are the most iconic slopes of the ski area. The Livigno resort will host all of the Snowboard and Freestyle competitions. The first competition is scheduled for February 5, 2026.



# 1.4 DESTINATION IMAGE

VALTELLINA

**BORMIO STELVIO**



ANTERSELVA

**SÜDTIROL ARENA (ANTERSELVA / ANTHOLZ)**



MILAN

**PIAZZA DUOMO**



VAL DI FIEMME

**TESERO CROSS-COUNTRY SKIING STADIUM "**



CORTINA D'AMPEZZO

**OLYMPIA DELLE TOFANE "**



VERONA

**ARENA OF VERONA**



# 1.5 SOCIAL PRESENCE MAP



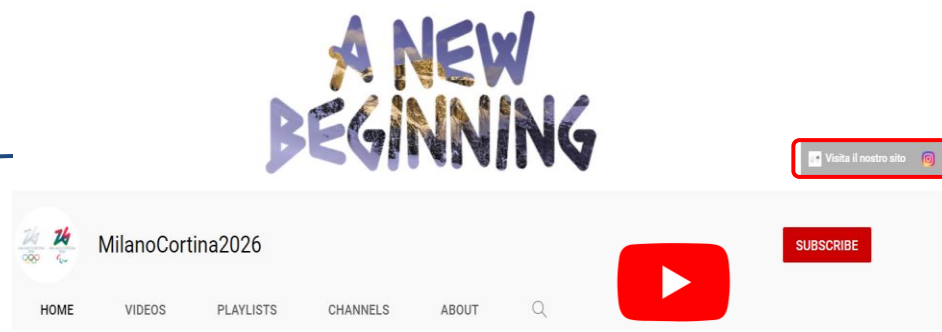
milanocortina2026 Segui

265 post 113mila follower 774 profili seguiti

Milano Cortina 2026  
Il Canale ufficiale dei Giochi Olimpici e Paralimpici #MilanoCortina2026

Il Futuro è una vittoria di tutti  
[www.milanocortina2026.org/it](http://www.milanocortina2026.org/it)

FESTIVAL dello SPORT MICO2026 for a Better Future TANTI AUGURI ROAD to the GAMES UN GIORNO Livigno Bormio Fiemme



A NEW BEGINNING

MilanoCortina2026 Visita il nostro sito

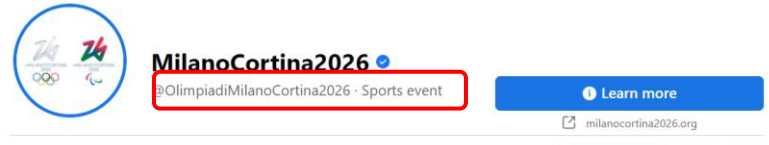
SUBSCRIBE

HOME VIDEOS PLAYLISTS CHANNELS ABOUT



<https://www.milanocortina2026.org/en/>

# A NEW BEGINNING



MilanoCortina2026 Learn more

OlimpiadiMilanoCortina2026 · Sports event

[www.milanocortina2026.org](http://www.milanocortina2026.org)



Milano Cortina 2026 1.193 Tweet

A NEW BEGINNING

Milano Cortina 2026 Segui

@milanocortina26

Canale ufficiale dei Giochi Olimpici e Paralimpici #MilanoCortina2026. #WeAreMICO26 #DreamingTogether

📍 Piazza Tre Torri 3, Milano [www.milanocortina2026.org](http://www.milanocortina2026.org)

📅 Iscrizione a ottobre 2018

114 following 8.517 followers

# 1.5 SOCIAL PRESENCE

## About

See all



Canale ufficiale dei Giochi Olimpici e Paralimpici **#MilanoCortina2026** - Il futuro è una vittoria di tutti - ❤️ #WeThe15 ❤️

35,543 people like this

38,238 people follow this

46 people checked in here

<https://www.milanocortina2026.org/?lang=it>

Sporting event · Sport

L'Italia ospiterà i Giochi Olimpici e Paralimpici del 2026. Il sogno inseguito è diventato realtà. L'emozione dello sport, la bellezza di territori am... [See more](#)

[milanocortina2026](#)



Facebook  
38.273 followers  
Last post on 12.12.2021

Instagram  
113.000 followers  
Last post on 13.12.2021



# 1.5 SOCIAL PRESENCE



## A NEW BEGINNING

Visita il nostro sito



MilanoCortina2026

ISCRITTO

HOME VIDEO PLAYLIST CANALI INFORMAZIONI

Descrizione

Milano Cortina 2026, canale ufficiale dei Giochi Olimpici e Paralimpici Invernali Italiani

L'emozione dello sport, la bellezza di territori amati in tutto il mondo, l'orgoglio italiano che sa conquistare vittorie importanti. Lombardia e Veneto, ma non solo.

Un Paese intero che sa dare il meglio di se, proprio quando l'impegno richiesto è totale ed entusiasmante. Un percorso che emozionerà senza sosta fino all'ultimo istante

Statistiche

Data iscrizione: 10 ott 2018

11.861 visualizzazioni



YouTube  
12.009 views  
Last video on 24.06.2021



Milano Cortina 2026

1.193 Tweet



## A NEW BEGINNING



Milano Cortina 2026

@milanocortina26

Canale ufficiale dei Giochi Olimpici e Paralimpici [#MilanoCortina2026](#)  
[#WeAreMICO26](#) [#DreamingTogether](#)

Piazza Tre Torri 3, Milano [milanocortina2026.org](#)

Iscrizione a ottobre 2018

Segui

Twitter  
9.550 followers  
Last post on 13.12.2021



# 1.6 WEB REPUTATION

YouTube video player showing the title "MilanoCortina2026 - Il logo delle Olimpiadi e Paralimpiadi" and a red box at the bottom with the text "I commenti sono disattivati. Ulteriori informazioni".

There are also negative comments about the event organization, no comments at all or they have been turned off.

Twitter tweet from Milano Cortina 2026 (@milanocortina26) with the text: "Tutti abbiamo bisogno di qualcuno che creda in noi, che ci ricordi chi siamo e cosa possiamo fare in quel secondo in cui il traguardo sembra irraggiungibile. Insieme possiamo rendere l'impossibile possibile #StrongerTogether".

Image showing the opening ceremony of the Paralympic Winter Games in Milano Cortina 2026 with the text "Opening Ceremony of the Paralympic Winter Games Milano Cortina 2026".

Facebook post from MilanoCortina2026 titled "All'Arena di Verona la Cerimonia di Apertura delle Paralimpiadi" with a comment that reads: "Le olimpiadi si chiamano Milano Cortina e i 4 eventi clou delle Olimpiadi (cerimonie, sci e scialpinismo) non si fanno ne a Milano ne a Cortina. Malago' sei davvero un fenomeno!".

Twitter video tweet from Milano Cortina 2026 showing a person's face, with engagement metrics of 1 Retweet and 13 Mi piace.

# 1.7 IDENTITY IN THE APP



Milano Cortina 2026

Vetrya S.p.A Sports

Everyone

★★★★★ 101

You don't have any devices

Add to Wishlist

Install



Log in



Lo



Log in



**THE GAMES START NOW**

The future is a light footprint.  
With Milan Cortina 2026, from today and for the next years  
Italy will speak to the world, and the world will speak to  
Italy!

OLYMPICS  
FEBRUARY 6 - 22, 2026

PARALYMPICS  
MARCH 6 - 15, 2026

MAP

**THE GREAT MAP OF MILAN  
CORTINA 2026**



GAMES MAP

## 2. WHAT? - CONTENT

2.1 TEXTS

2.2 IMAGES

2.3 MEDIA and DOWNLOADABLE MATERIAL

2.4 LINKS and COPYRIGHT





# 2.1 TEXTS

The website offers a plain and detailed explanation of the Olympic Games

MENU

DESCRIPTION

Skating has developed from a practical way of getting around on ice into the elegant mix of art and sports that it is today.

CURIOSITIES

### FIGURE SKATING

#### EARLY PIONEERS

The Dutch were arguably the earliest pioneers of skating. They began using canals to maintain communication by skating from village to village as far back as the 13th century. Skating eventually spread across the channel to England, and soon the first clubs and artificial rinks began to form. Passionate skaters included several kings of England, Marie Antoinette, Napoleon III, and German writer Johann Wolfgang von Goethe.

#### STEEL AND BALLET

Two Americans are responsible for the major developments in the history of the sport. In 1850, Edward Bushnell of Philadelphia revolutionized skating when he introduced steel-bladed skates allowing complex maneuvers and turns. Jackson Haines, a dance master, living in Vienna in the 1860s, added elements of ballet to give the sport its grace.

#### OLDEST SPORT

Figure skating is the oldest sport on the Olympic Winter Games program. It was contested at the 1908 London Games and again in 1920 in Antwerp. Men's, women's, and pairs were the three events contested until 1972. Since 1976, ice dancing

APRI NEWS



IL CDA APPROVA ALL'UNANIMITÀ IL BUSINESS PLAN 2022-2026 E IL BUDGET 2022

Pubblicato il 30 novembre 2021

Le campionesse Martina Caironi e Federica Pellegrini entrano nel CdA del Comitato Organizzatore delle Olimpiadi e Paralimpiadi Invernali

[LEGGI NEWS](#) →



MILANO CORTINA 2026. IL CDA APPROVA ALL'UNANIMITÀ TRE IMPORTANTI NOVITÀ

Pubblicato il 19 ottobre 2021

All'Arena di Verona la Cerimonia di Apertura dei Giochi Paralimpici, Para Biathlon e Para Cross Country Paralimpici in Val Di Fiemme. A Bormio lo Sci Alpinismo

[LEGGI NEWS](#) →



MILANO CORTINA 2026 ADERISCE ALLO SPORT FOR CLIMATE ACTION FRAMEWORK

Pubblicato il 26 settembre 2021

[LEGGI NEWS](#) →

For users:

- texts about each sport
- updated news and articles

## 2.1 TEXTS



### SPORT DISCIPLINES CROSS-COUNTRY SKIING

#### DESCRIPTION

Cross-country skiing is the oldest type of skiing. It emerged from a need to travel over snow-covered terrain at the end of the 19th century.

#### CURIOSITIES

##### CROSS-COUNTRY SKIING

###### NORWEGIAN ORIGINS

For centuries, skis were used in northern European countries to hunt and gather firewood in the winter. In isolated communities and harsh, snowy winters, skiing became important as a means of maintaining social contact. It goes back to the Old Norse "skid," which meant "long piece of wood".

###### FIRST COMPETITION

Norwegian army units were skiing for sport (and prizes) in the 18th century. Skiing for sport appeared in Norway in 1842. The famous Holmenkollen Ski Festival started in 1892, with the focus initially on the 1801, a separate cross-country race was added to the festival.

###### SCANDINAVIAN DOMINANCE

The men's event debuted at the first Winter Olympic Games in Chamonix in 1924. The women's event debuted in 1952. Scandinavian countries have traditionally dominated the sport.

### Texts:

- clear and informative
- provide all the pieces of information needed
- arouse interest

# Sustainability

## The Olympic Games Of The Future

Our mission has one central goal: To create the Olympic Games that are fully sustainable on an economic, environmental, and social level. Sustainability in space and time: To create a cultural and infrastructural legacy for future generations. Milano Cortina 2026 is the Winter Olympic Games to be fully inspired by the Olympic Agenda 2020 and the IOC's New Norm, the new Olympic and Paralympic Games vision with forty recommendations for a more sustainable event. 90% of the sports facilities we will use already exist. The Olympic Games adapt to the territory that hosts them, not the other way around. We will not build more than is necessary,

and the  
Italy  
Olympic  
miracle  
2026  
and e

### EVENTS AND INITIATIVES

#### THE GAMES IN THE GAMES

Our Olympic and Paralympic Games involve more than just Milan, Cortina, and 2026. They are the Olympic and Paralympic Games of Italy.

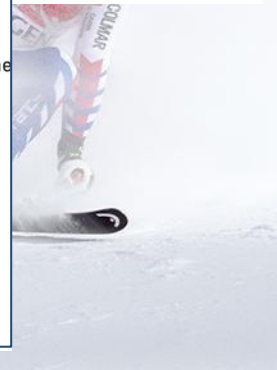
Every municipality, community, and person who believes in sports should feel part of this year journey.

These events and initiatives were born out of the idea to build excitement and rekindle the Olympic Spirit well before 2026.

These projects are meant to engage and will take place across Italy. The ideas cover five main themes:

1. Signature Olympic Events
2. The Olympic and Paralympic Games for everyone
3. The Cultural Program
4. The Educational Program
5. The Italian Excellencies

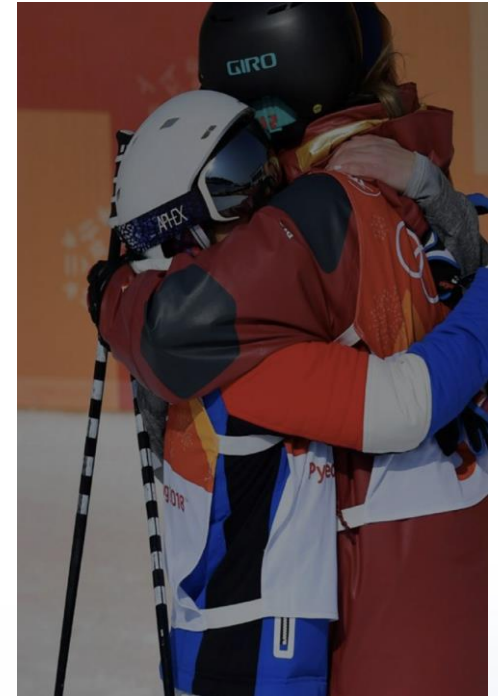
opportunity for  
unforgettable  
ian economic  
. Milano Cortina  
renewed social  
duction cycle.



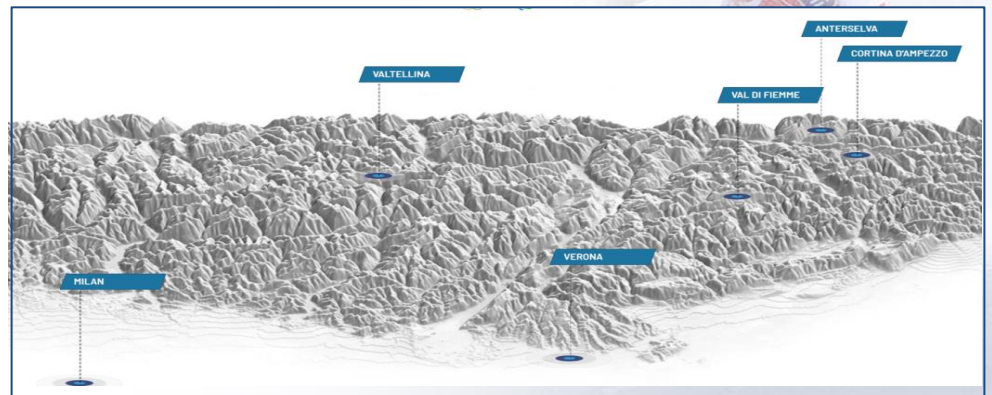
## 2.2 IMAGES

Pictures:

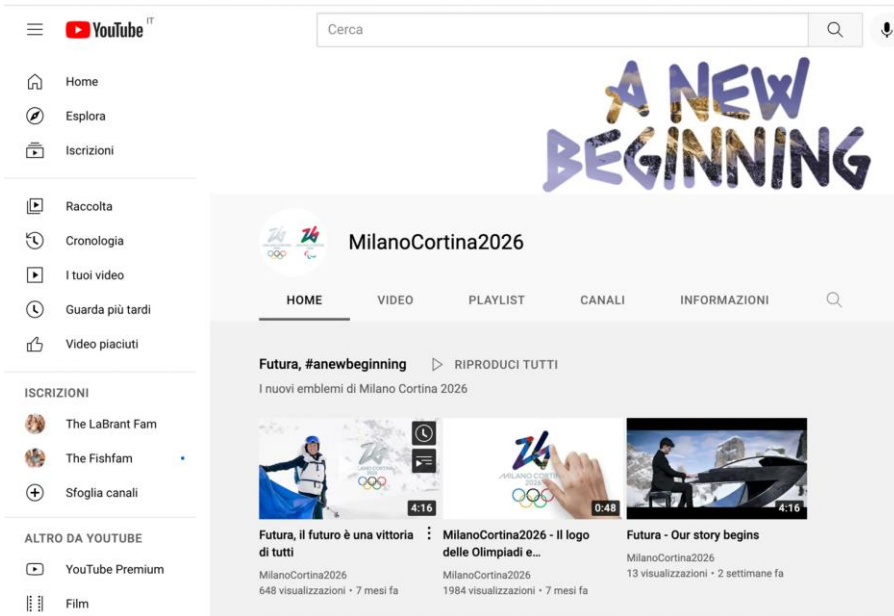
- charming and attractive
- entice travelers and tourists



An interactive MAP allows users to see clearly the locations where the games will take place



# 2.3 MEDIA AND DOWNLOADABLE MATERIAL



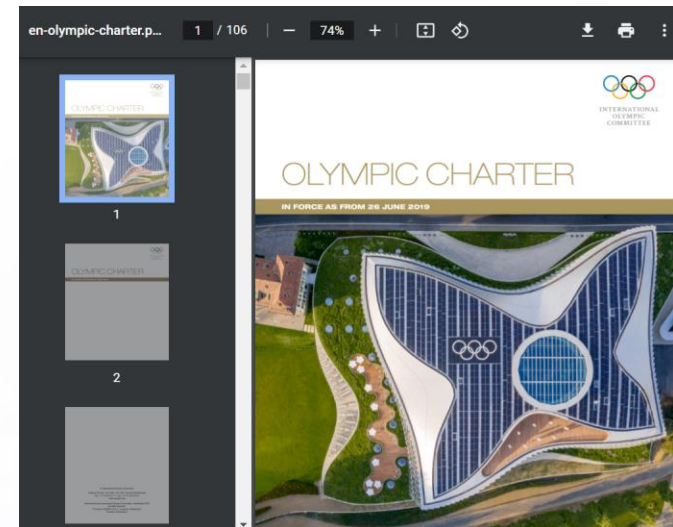
Videos:

- NOT present on the website

However, there is the link to the Olympics YouTube page that includes different videos

The website offers several downloadable files concerning various topics:

- Host city Contract
- CIO Code Ethics
- Olympic Charter
- Code of Ethics



## 2.4 LINKS AND COPYRIGHTS



The website provides accessible links to the Olympics Social Networks

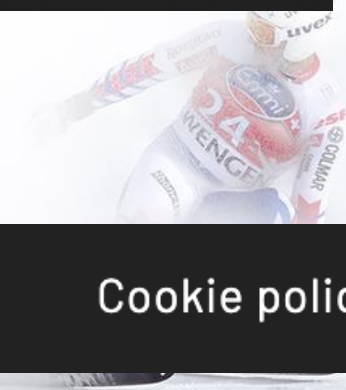
<https://www.milanocortina2026.org/en/> declares Copyright

© 2021 · All rights reserved

Privacy and Cookie Policies are well explained at the bottom of the web page

Privacy Policy

Cookie policy



# 3. WHY? - SERVICES

3.1 USERS' SERVICE COMPLIANCE

3.2 MANAGERS' SERVICE COMPLIANCE

3.3 LACK IN SERVICE COMPLIANCE

3.4 SECURITY

3.5 PRIVACY AND COOKIES

3.6 CARTOGRAPHY



# 3.1 USERS' SERVICE COMPLIANCE

There are various sections:

- Useful information about the event (Time setting, Games map, news, values, Olympic and Paralympic Games description)
- Events connected to the Olympic Games
- Access to the private area (join the FanTeam or "Work with us")

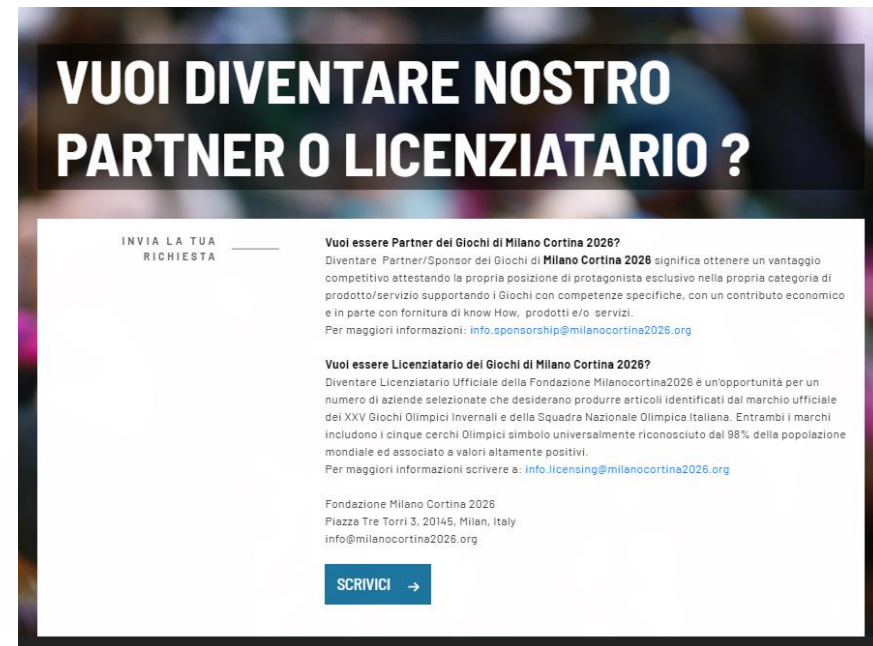
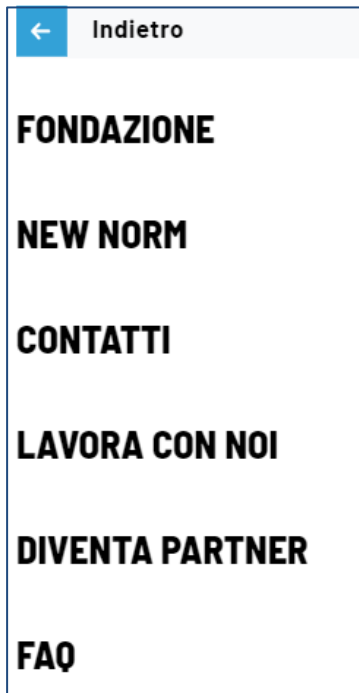


**EVENTI E INIZIATIVE  
IL 2026  
È GIÀ ADESSO**



## 3.2 MANAGERS' SERVICE COMPLIANCE

The website gives the possibility to become either a partner of Milano-Cortina Olympic Games or an official licensee of the MilanoCortina2026 Foundation





## 3.3 LACK IN SERVICE COMPLIANCE

However:

- No weather forecast
- No Transportation
- No possibility of Ticket purchase
- No E-commerce
- No Accommodation list nor links to facilities websites



The lack of these elements can be related to the fact that the Olympic Games will take place in 2026

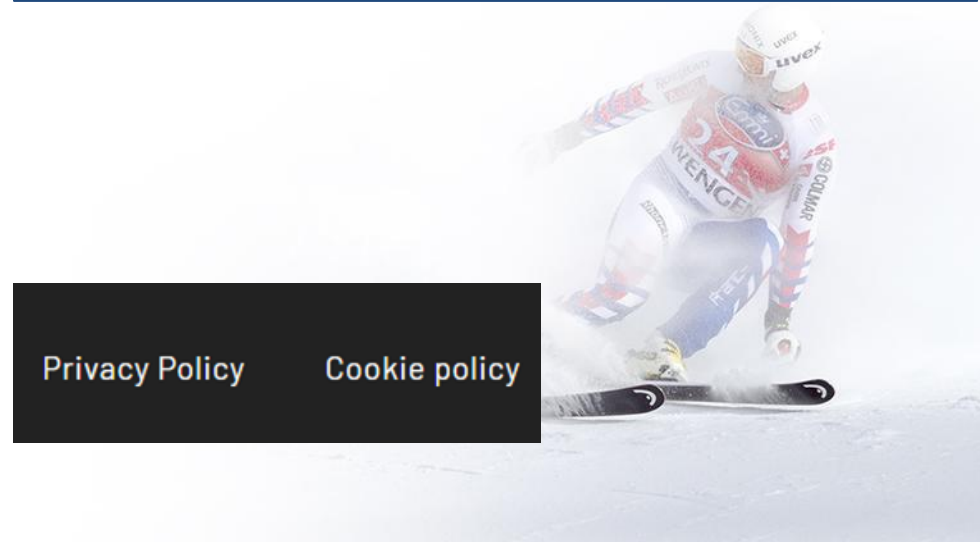
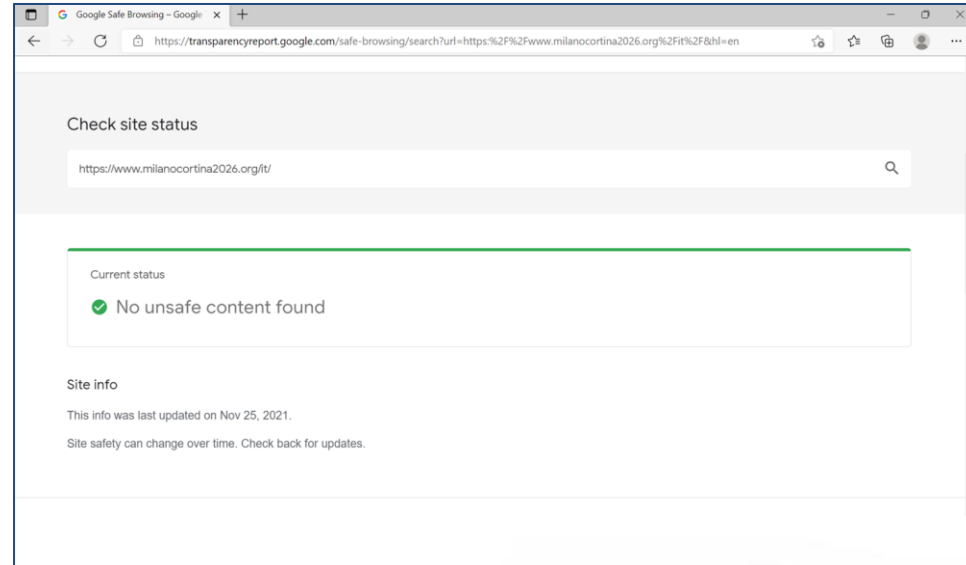
They might be added in the future



# 3.4 SECURITY

By using *Google Safe Browsing* we have checked the Website security of content

The website is SAFE



# 3.5 PRIVACY and COOKIES

The Cookie Policy and the Privacy Policy are only available in Italian

## COOKIE POLICY

Questo sito web utilizza i cookie. I cookie su questo sito sono cookie tecnici, utilizzati da Fondazione Milano Cortina 2026 per permettere il funzionamento del sito; cookie analitici e di profilazione, usati da Fondazione Milano Cortina 2026 e dai suoi partner, quali in primo luogo il [Comitato Olimpico Internazionale](#), per misurare le performance del sito, capire i contenuti che vi interessano. Per accettare tutti i cookie, clicca "Accetta tutti i cookie". Per gestire o disabilitare i cookie clicca su "Mostra dettagli" e successivamente "Accetta selezionati". Per rifiutare i cookie vai al paragrafo 4 della [Cookie Policy](#) e segui le istruzioni. Per maggiori informazioni ti invitiamo a leggere la nostra [Cookie Policy](#)

COOKIE POLICY

Privacy Policy      Cookie policy

## PRIVACY POLICY

Fondazione Milano Cortina 2026, con sede legale in Piazza Tre Torri 3 a Milano, C.F. 97866790153, P.IVA 11199200962, in qualità di titolare del trattamento (in seguito, "Titolare" o "Milano Cortina 2026"). La informa ai sensi del Regolamento UE 2016/679 ("GDPR") e della vigente normativa nazionale in materia di protezione dei dati personali che i Suoi dati saranno trattati con le modalità e per le finalità seguenti:



<https://www.milanocortina2026.org/it/>

HTTPS protocol



# 4. WHERE? -iNDIVIDUATION

4.1 OVERVIEW OF THE DOMAIN: TRAFFIC & AUTHORITY

4.2 SEARCH VISIBILITY: KEYBOARDS & SEARCH ENGINES

4.3 COMMUNICATION WITH USERS

4.4 COMMUNICATION AMONG USERS

4.5 SOCIAL NETWORKS & WEB REPUTATION



# 4.1 OVERVIEW OF THE DOMAIN. TRAFFIC & AUTHORITY

- Total monthly visit: <50k;
- Domain authority: 39/100;
- Main traffic source: Search;
- 413 referring domains.

## Traffic Overview <sup>①</sup>

### Engagement

Estimated Data [Verify Your Website](#)

### Total Visits

<50K

▼ 62.22%

### Avg. Visit Duration

00:01:02

### Pages per Visit

1.93

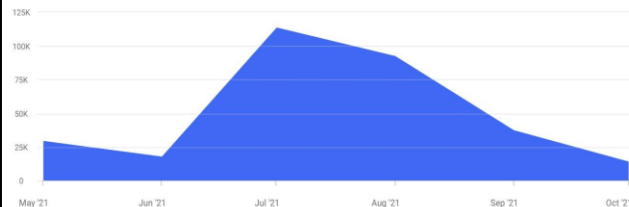
### Bounce Rate

76.64%

## Total Visits to milanocortina2026.org <sup>①</sup>

Growth & total visits to milanocortina2026.org over time

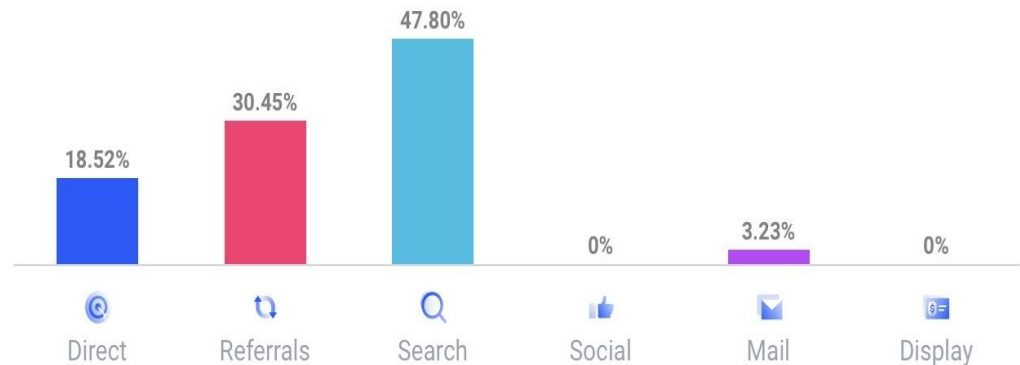
On desktop & mobile web, in the last 6 months



## Traffic Sources for milanocortina2026.org <sup>①</sup>

milanocortina2026.org's marketing strategy is focused on Search with 47.80% of traffic coming from this channel, followed by Referrals with 30.45%

On desktop



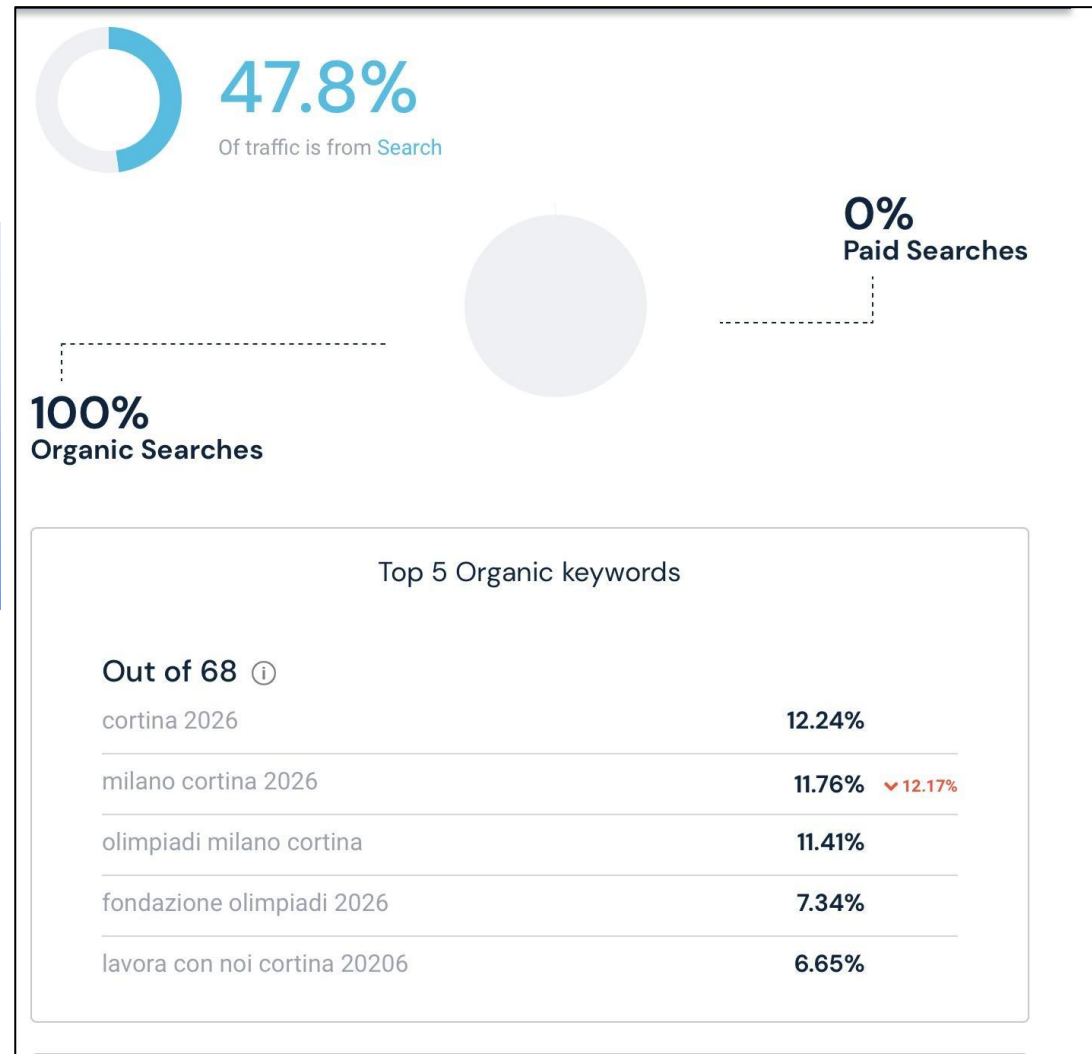
# 4.2 SEARCH VISIBILITY. KEYWORDS & SEARCH ENGINES

For 2 main branded keywords : Olympics 2026 and MilanoCortina. The website is in top 2 positions in Google Search.

The image displays two screenshots of Google search results. The top screenshot shows a search for 'olympics 2026' with a search bar containing the text and a magnifying glass icon. Below the search bar, there are navigation tabs for 'All', 'Images', 'News', 'Videos', 'Maps', and 'More'. The search results for 'olympics 2026' are partially visible, showing 'About 10,800' results and a snippet from 'https://www.milano-cortina2026.org' with the text 'Olympic and Paralympic Winter Games 2026'. The bottom screenshot shows a search for 'milano cortina' with a search bar containing the text and a magnifying glass icon. Below the search bar, there are navigation tabs for 'Tutti', 'Maps', 'Notizie', 'Immagini', 'Video', and 'Altro'. The search results for 'milano cortina' show 'Circa 39.300.000 risultati (1,17 secondi)'. The top result is from 'https://www.milano-cortina2026.org' with the title 'Giochi Olimpici e Paralimpici Invernali Milano Cortina 2026'. Below this, there are several other results, including 'Mappa Giochi Olimpici e Paralimpici Milano Cortina 2026', 'Lavora con Noi, Entra nel Team - Milano Cortina 2026', and 'Valori - Giochi Olimpici e Paralimpici Milano Cortina 2026'. On the right side of the bottom screenshot, there is a featured snippet for 'XXV Giochi olimpici invernali' with a large '26' logo and a description of the event.

# 4.2 SEARCH VISIBILITY. KEYWORDS & SEARCH ENGINES

- No ranking in Top-10 in Bing search engines;
- No investments to rank for more general terms like “MilanoCortina/Olympics2026/OlimpiadiMilanoCortina”.





# 4.3 COMMUNICATION WITH USERS

- Email;
- they have four social media channels from which users can also reach them via direct messages;
- Newsletters subscription.

CONTATTACI

## CI INTERESSA LA TUA OPINIONE

Per noi è importante sapere quello che pensi. Siamo aperti a nuove idee, consigli, domande, suggerimenti e anche critiche.

Non esitare a contattarci. Ecco come trovarci.

### FONDAZIONE MILANO CORTINA 2026

Piazza Tre Torri 3, 20145, Milan, Italy

[info@milanocortina2026.org](mailto:info@milanocortina2026.org)

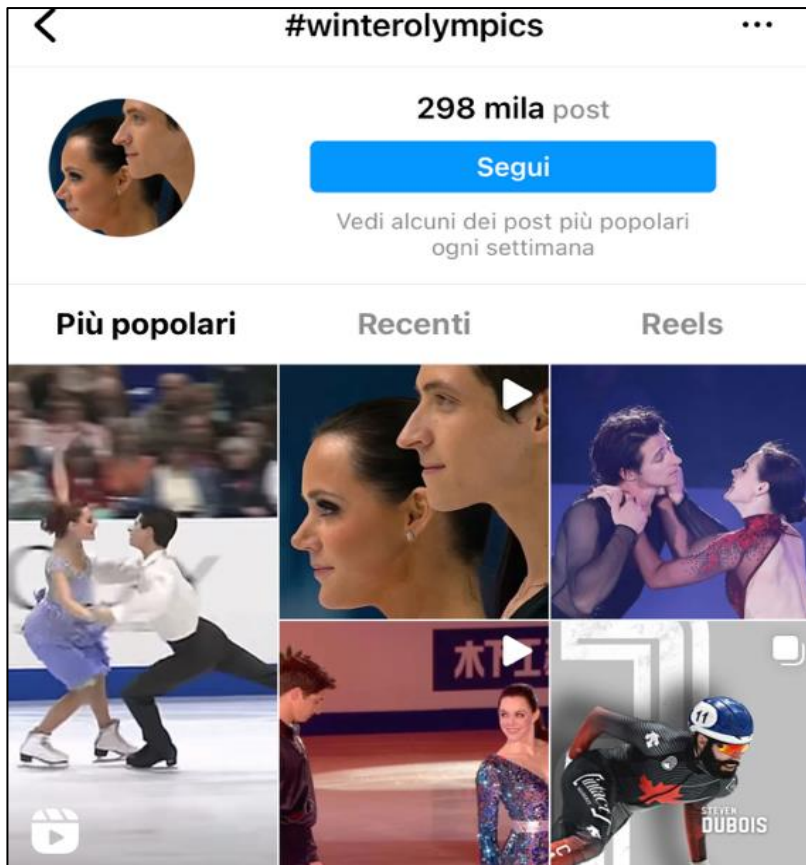


# 4.4 COMMUNICATION AMONG USERS

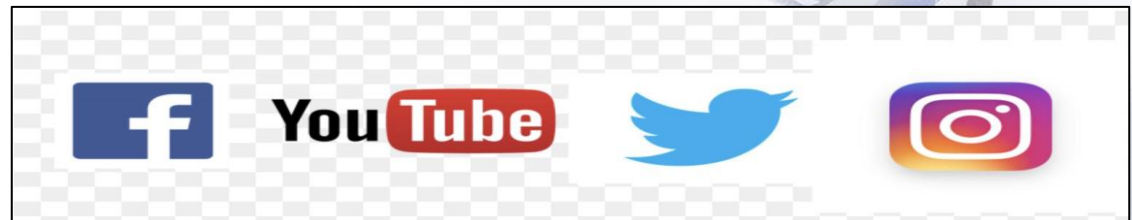
Active Instagram account.  
A lot of posts with # on  
Instagram from users.

The screenshot shows the official Instagram profile for Milano Cortina 2026. The profile name is 'milanocortina2026' with a verified badge and a 'Segui' (Follow) button. It has 269 posts, 113,000 followers, and 775 profiles followed. The bio identifies it as the official channel for the Olympic and Paralympic Games, includes the hashtag #MilanoCortina2026, and features a quote: 'Il Futuro è una vittoria di tutti' with the website www.milanocortina2026.org/it. Below the bio are six featured posts: 'FESTIVAL dello SPORT TRENTO', 'MICO2026 for a Better Future', 'TANTI AUGURI', 'ROAD to the GAMES', 'UN GIORNO A Livigno', and 'UN GIORNO A Bormio'. At the bottom, navigation tabs for 'POST', 'REELS', 'VIDEO', and 'POST IN CUI TI HANNO TAGGATO' are visible. A grid of six user-generated posts is shown below, featuring scenic views of snowy mountains, the Bob Club Cortina logo, and road signs in the region.

# 4.5 SOCIAL NETWORKS & WEB REPUTATION



- Twitter: 9530 followers;
- Instagram: 113 000 followers;
- Facebook: 35 550 likes;
- Youtube: 11 900 views.



# 5. WHEN? - MAINTENANCE

5.1 CONSTANT UPDATE;

5.2 SOCIAL MEDIA MANAGEMENT;

5.3 POSITIVE ATTITUDE;

5.4 EVENTS.



# 5.1 CONSTANT UPDATE



The official website, as well as the official account on the main social media (Facebook, Instagram, Youtube & Twitter) are updated on daily basis.



# 5.2 SOCIAL MEDIA MANAGEMENT

ISMF Can't wait! 🔥

6s Piace a 5 persone Rispondi

milanocortina2026 @ismf\_world\_cup we too!

6s Piace a 2 persone Rispondi

bormio5.0 @ismf\_world\_cup we too! 😍

6s Piace a 2 persone Rispondi

Nascondi risposte

Commenti

#staystrong

3g

Valentina Margallo 😍😍😍

3g Rispondi

milanocortina2026 @ismf\_world\_cup hai fatto la storia!

Rispondi

Valentina Margallo 🔥🔥🔥

3g Rispondi

milanocortina2026 @ismf\_world\_cup congratulazioni!! ❤️🔥

3g Piace a 2 persone Rispondi

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 language of the writers, mainly in English and Italian.



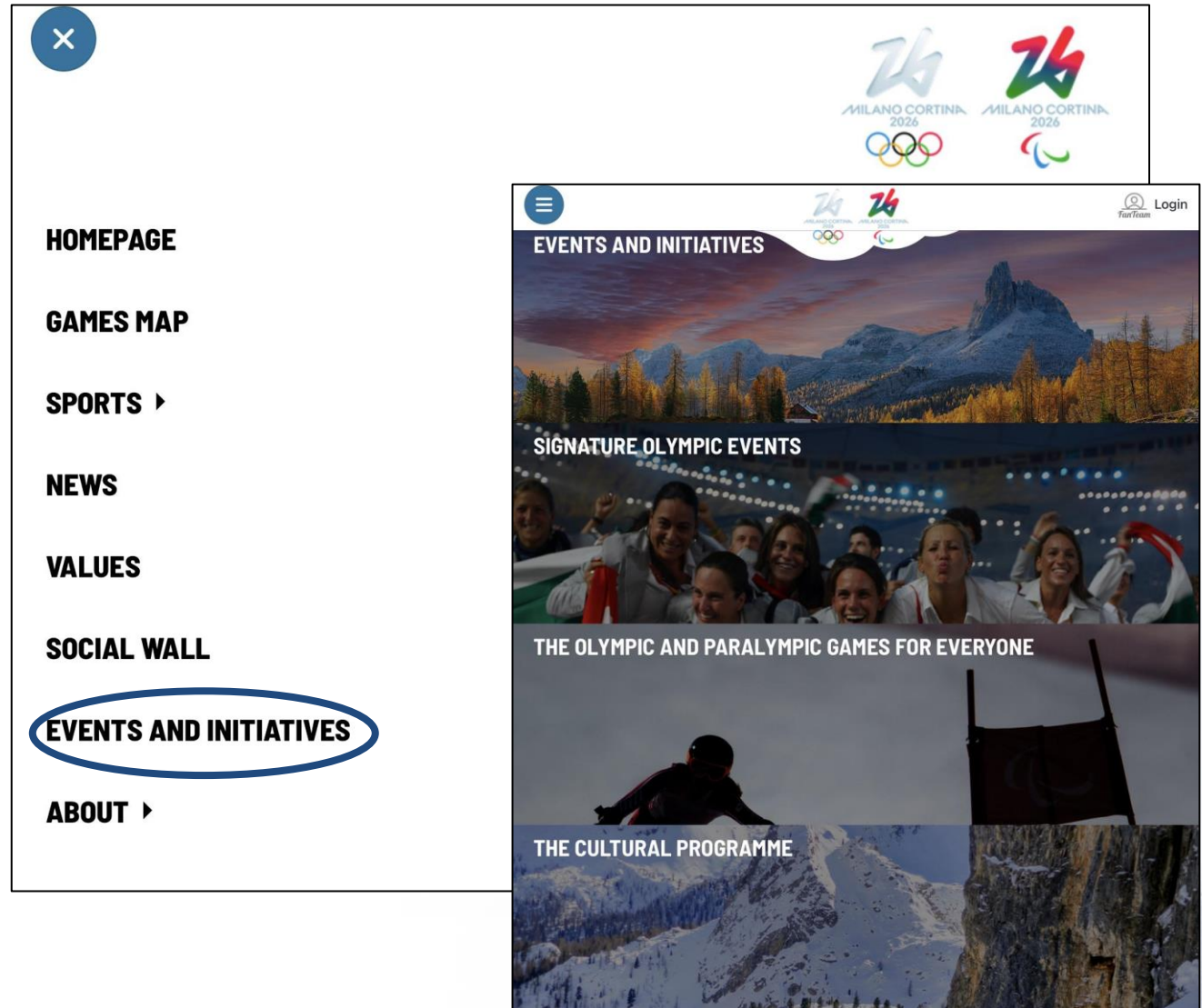
## 5.3 POSITIVE ATTITUDE

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.



# 5.4 EVENTS

The destinations official website not only provide addresses but also huge range of direct links to the webpages of scheduled events. The events and the initiative section is divided into: Sygnature Olympic Events, The Olympic and Paralympic games for everyone and The cultural programme.





# 6. HOW? USABILITY

6.1 HOME PAGE

6.2 LANGUAGES AND RELATED WEBSITE

6.3 WEBSITE FEATURES

6.4 NEWSLETTER AND SOCIAL MEDIA

6.5 DOWNLOAD TIME

6.6 MOBILE FRIENDLINESS

6.7 B2B CENTRE



# 6.1 HOME PAGE

The main menù

No search engine

Two logos

Explore Olympics.com

ACCEDE

Non hai un account? [Registrati ora](#)

Oppure accedi tramite social

Login con Facebook

Google

Apple

Subscribe to keep always updated

Images directly representing two places of the competition (others, however excluded)

**THE GAMES START NOW**

THE FUTURE IS A LIGHT FOOTPRINT

With Milano Cortina 2026, from today and for the next years, Italy will speak to the world, and the world will speak to Italy!

OLYMPICS  
6 - 22 FEBRUARY 2026

PARALYMPICS  
6 - 15 MARCH 2026

Direct links to Milano-Cortina official social accounts

Time setting

ACCEDE

Non hai un account? [Registrati ora](#)

Oppure accedi tramite social

Login con Facebook

Google

Apple

Subscribe to keep always updated

Images directly representing two places of the competition (others, however excluded)

ACCEDE

Non hai un account? [Registrati ora](#)

Oppure accedi tramite social

Login con Facebook

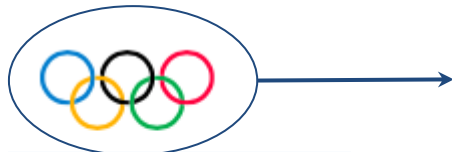
Google

Apple

Subscribe to keep always updated

Images directly representing two places of the competition (others, however excluded)

# 6.2 LANGUAGES AND RELATED WEBSITE

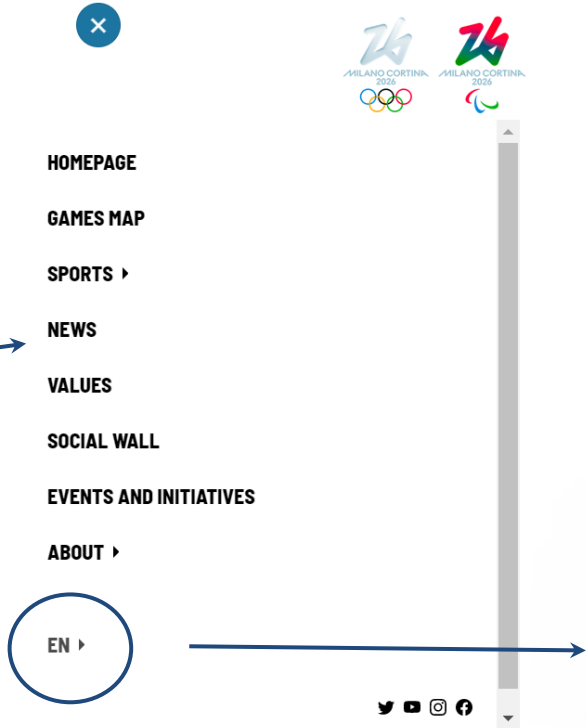


From here you are directly connected with the official Olympics website

Explore Olympics.com



The main menù presents subunits



In the Menù we can notice that, there is no presence of breadcrumbs



The translation is accurate, but some parts remain untranslated, for example in the "Login"/ "Fan Team" section



Eu languages

# 6.3 WEBSITE'S FEATURES


## THE OLYMPIC DISCIPLINES OF MILANO CORTINA 2026



**CROSS-COUNTRY SKIING**

Tesero Cross-Country Skiing Stadium  
VAL DI Fiemme

[SEE DETAILS](#) →




**ICE HOCKEY**

Palaisella Santa Giulia  
MILAN

Milano Hockey Arena  
MILAN


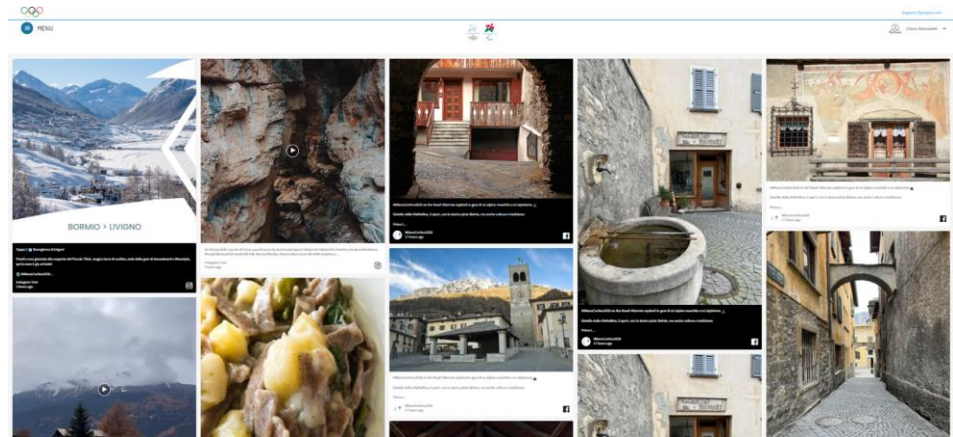
[SEE DETAILS](#) →



**FREESTYLE SKIING**

Livigno  
VALTELLINA


[SEE DETAILS](#) →



**SHORT TRACK SPEED SKATING**

Forum di Assago  
MILAN


[SEE DETAILS](#) →



**FIGURE SKATING**

Forum di Assago  
MILAN

[SEE DETAILS](#) →




**SNOWBOARD**

Livigno  
VALTELLINA

[SEE DETAILS](#) →


Massive presence of images, both by the website and the social wall section, uploaded by the users



**ALPINE SKIING**

Olympia delle Tofane  
CORTINA D'AMPEZZO

Bormio Stelvio  
VALTELLINA



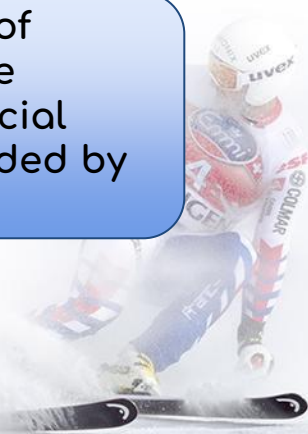
**BOBSLEIGH**

Cortina Sliding Centre  
CORTINA D'AMPEZZO



**SKELETON**

Cortina Sliding Centre  
CORTINA D'AMPEZZO



# 6.3 WEBSITE'S FEATURES

SPORTS ▶

NEWS

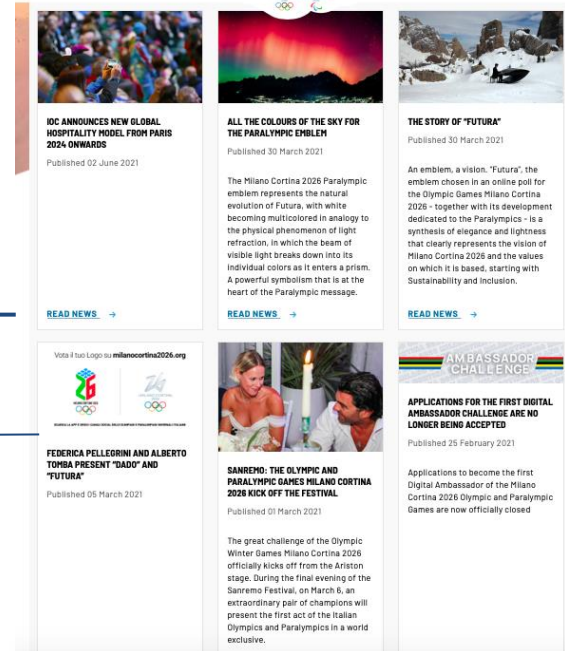
VALUES

In the menù there is a section dedicated to the news

Highlighting the title of the article

It offers different articles about the Olympics. There is not the possibility to share them.

Presence of good quality photo in the article



All the colours of the sky for the Paralympic Emblem

30 MARCH 2021

the date

The Milano Cortina 2026 Paralympic emblem represents the natural evolution of Futura, with white becoming multicolored in analogy to the physical phenomenon of light refraction. In which the beam of visible light breaks down into its individual colors as it enters a prism. A powerful symbolism that is at the heart of the Paralympic message.

Colors are also the main component of the Northern Lights, a majestic natural phenomenon rarely observed below the latitudes of the far north. But occasionally this extraordinary nocturnal rainbow appears over our Alps and especially on the Cortina Dolomites. The colors of a Northern Lights, captured in 2002 in the sky above Cortina, fill the symbol of Futura, whose declination is dedicated to the Paralympic world. A strong and accessible symbol, studied with the International Paralympic Committee.

A strong and accessible symbol developed with International Paralympic Committee also taking into account the needs of the visually impaired.

Thus, Futura completes its circle and ends up representing the Olympic and Paralympic Games in its entirety. From the sustainability and responsibility of the Paralympic message.



# 6.4 NEWSLETTERS AND SOCIAL MEDIA

**I Giochi**  
News  
Mappa dei Giochi  
Faq

**Contatti**  
La Fondazione  
Lavora con noi  
Contatti

**Seguici**  
Facebook  
Youtube  
Instagram  
Twitter

Direct links to Milano-Cortina 2026 official accounts

MilanoCortina2026  
@OlimpiadiMilanoCortina2026

© 2021 · All rights reserved | Privacy Policy | Cookie policy | Note legali | Accessibilità | Modello 231

**A NEW BEGINNING**

Milano Cortina 2026  
@milanocortina26  
Canale ufficiale dei Giochi Olimpici e Paralimpici #MilanoCortina2026. #WeAreMICO26 #DreamingTogether

MilanoCortina2026  
HOME | VIDEOS | PLAYLISTS | CHANNELS | ABOUT

Instagram  
milanocortina2026  
265 post 113mila follower 774 profili seguiti  
Milano Cortina 2026  
Canale ufficiale dei Giochi Olimpici e Paralimpici #MilanoCortina2026  
Il Futuro è una vittoria di tutti  
www.milanocortina2026.org/it

Follower: rflugiosci2000, chiaramandaletti, camilla\_graglia + altri 22

Livigno | Bormio | Fiemme

# 6.5 DOWNLOAD TIME: HARDWARE AND SOFTWARE COMPLICANCE


## Pingdom Website Speed Test

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

URL  Test from

Download time very satisfactory in Europe! Less than 1 second!!

Your Results:



Performance grade <b>C 74</b>	Page size <b>10.0 MB</b>
Load time <b>920 ms</b>	Requests <b>134</b>

From Asian servers less than 2 seconds


## Pingdom Website Speed Test

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

URL  Test from

URL  Test from


Your Results:



Performance grade <b>C 75</b>	Page size <b>10.0 MB</b>
Load time <b>6.23 s</b>	Requests <b>134</b>

In Brazil more than 6 seconds

Your Results:



Performance grade <b>C 74</b>	Page size <b>9.9 MB</b>
Load time <b>1.50 s</b>	Requests <b>134</b>

# 6.6 MOBILE FRIENDLINESS

La tua pagina web è ottimizzata per i dispositivi mobili?

URL <> CODICE  
Inserisci un URL da testare

Test ottimizzazione mobile

https://www.milanoortina2026.org/

Risultati del test

✓ La pagina è ottimizzata per i dispositivi mobili  
È facile utilizzare questa pagina su un dispositivo mobile. Scopri di più

VISUALIZZA PAGINA TESTATA

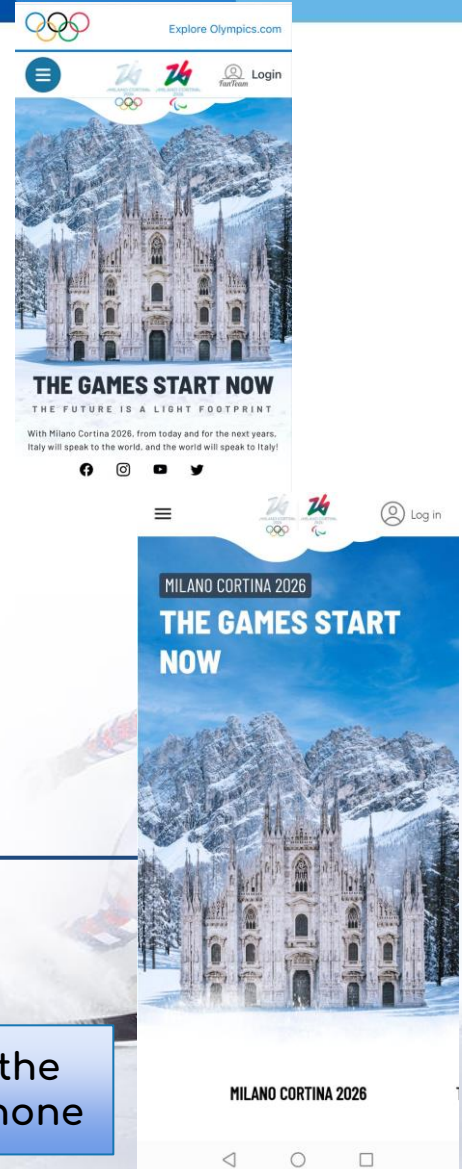
Dettagli

Scansione  
✓ Ultima scansione: 23 nov 2021, 12:01:31

The webpage is optimised also for smartphones.



App on the smartphone



On the web page the apps are not linked to the cities involved in the Olympics



# 6.7 B2B CENTRE

List of partners with their logos



Explore Olympics.com



## THE WORLDWIDE OLYMPIC AND PARALYMPIC PARTNERS



# CONCLUSIONS

<u>STRENGTHS</u>	<u>WEAKNESSES</u>
Very interactive site	No search engine
Easily recognisable logo	No services for B2Bs, only a list of partners
Connection with official olympic website	Some interactive services available only for italians (Mico song contest)
Mobile app available	Absence of sections dedicated to the booking (accomodation, tickets for the competitions)
Website available in five different languages	Not Oriental languages
Direct link to the official social media	Lack of translation in some parts
Massive presence of images	No section for managers
Presence of an interactive map which shows every venues of the event	Lack of weather forecast
Presence in the Home Page of images related to the location of event (Milano and Cortina)	Lack of images in the Home page related to other locations of the event (Val di Fiemme, Valtellina, Verona)
Exact time settings	No open forum on the official website

*THANK YOU FOR THE ATTENTION*



*Enjoy the future Olympics!!!*