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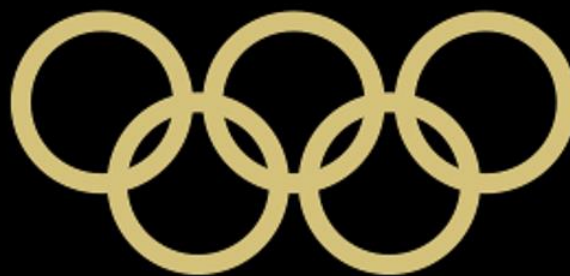
**IT FOR TOURISM**



TM

**PARIS 2024**

**QUALITY OF WEB PRESENCE OF ENTITIES IN REGARDS WITH 7 LOCI MODEL.**



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# CONTENTS:

- THE WEB SITE TOUR:

- ✓ Access to the Official site.
- ✓ Opening the Official site.
- ✓ Home page
- ✓ Going through the menu options.
- ✓ Shopping and merchandise.
- ✓ Subdivision of the menu.
- ✓ Joining the event team.
- ✓ Social media activity.

- 7 LOCI MODEL:

- ✓ Who- IDENTITY
- ✓ What- CONTENT
- ✓ Why- SERVICES
- ✓ Where- INDIVIDUATION
- ✓ When- MANAGEMENT
- ✓ How- USIBLITY



# INTRODUCTION:

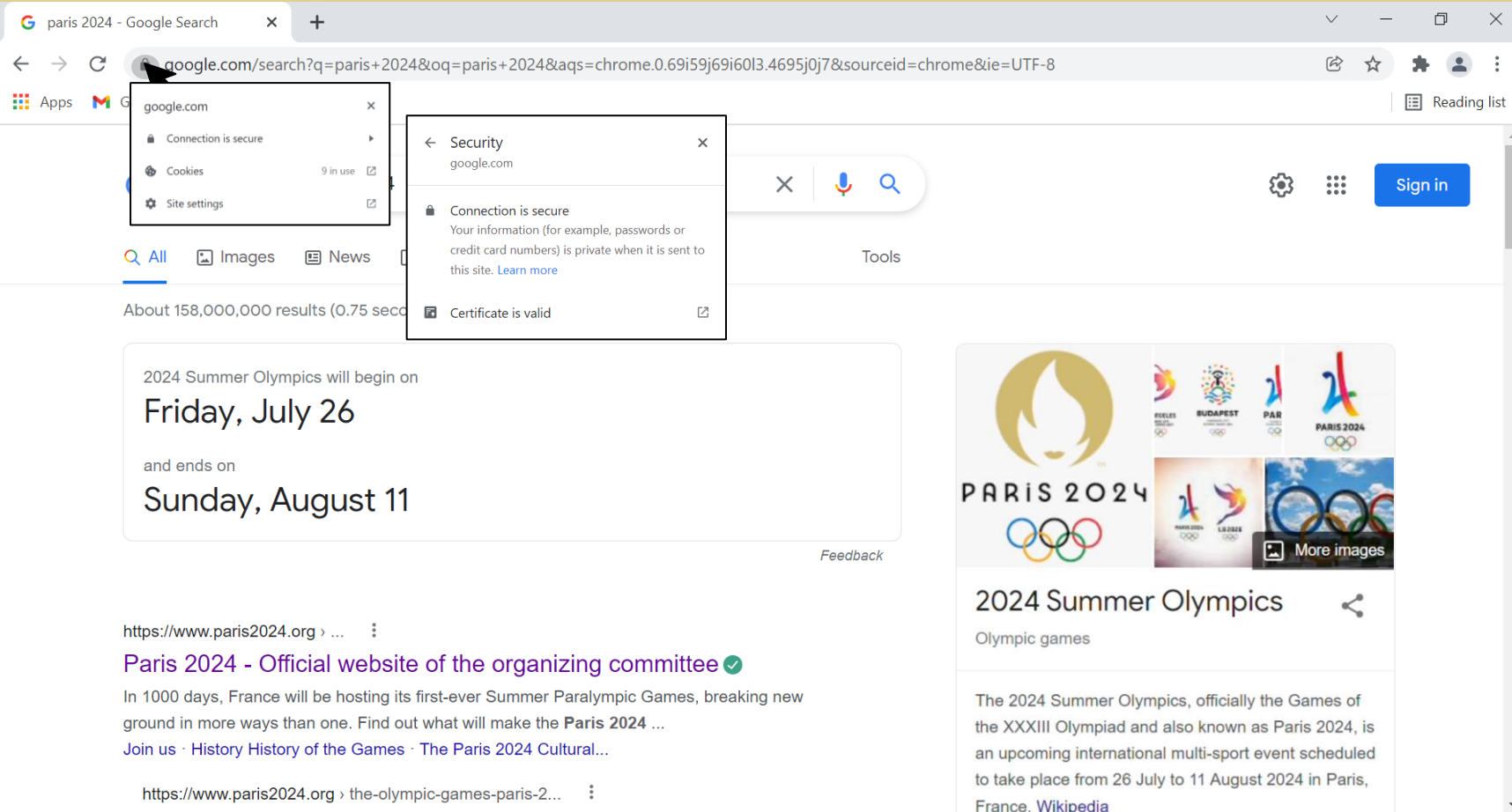
- The web presence of the Paris Olympics 2024 (Biggest International sports event) will be critically analyzed.
- We will try to cover each and every aspect of the Paris 2024's web presence.
- After going through the web tour of the event we will relate all the points in reference to the 7 LOCI.
- At the end we will sum up by enlisting all the Strengths and Weaknesses we found during the research.

# THE WEBSITE TOUR



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### HOME PAGE ON GOOGLE CHROME:

- SEARCH RESULTS.
- DATES OF THE EVENT.
- WIKIPEDIA INFORMATION.

### SECURITY CHECK:

- SAFE SURFING.
- LESS COOKIES IN USE.

# SEARCHING THE SITE:



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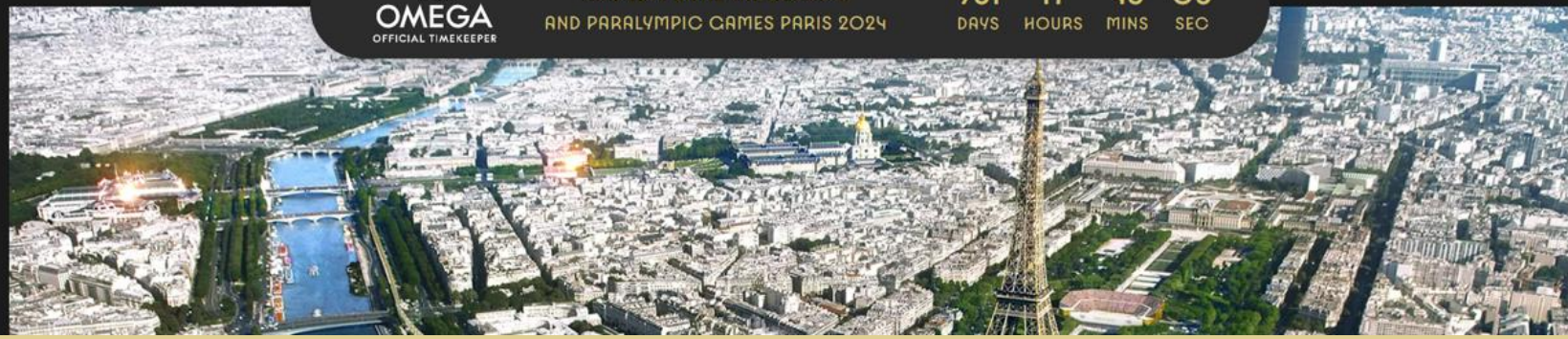
☰ / The Olympic Games Paris 2024



 **OMEGA**  
OFFICIAL TIMEKEEPER

TIME LEFT UNTIL THE OLYMPIC  
AND PARALYMPIC GAMES PARIS 2024

961	17	46	06
DAYS	HOURS	MINS	SEC



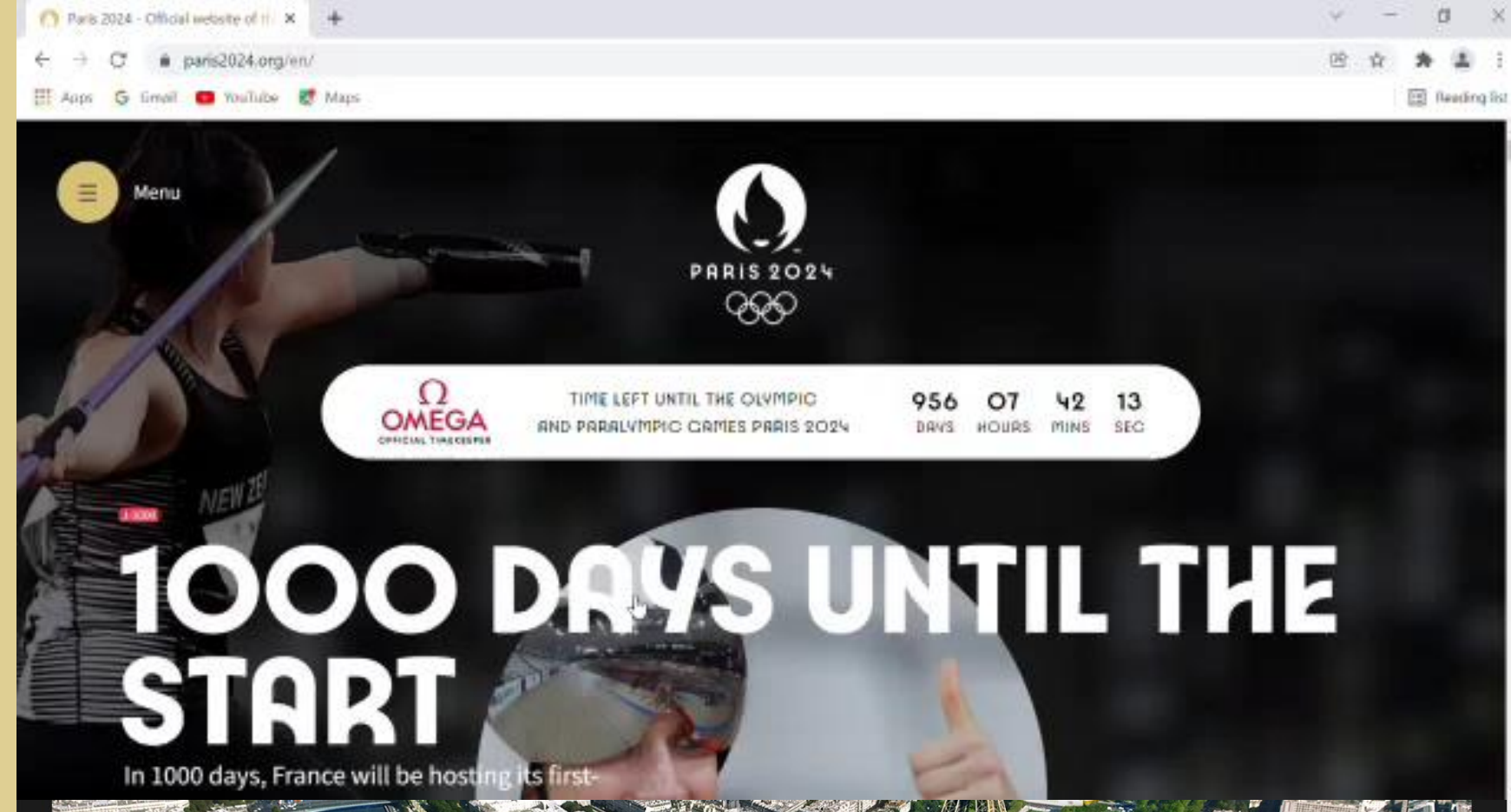
# OPENING THE SITE:

## GOING TO THE OFFICIAL SITE:

- SELECTION OF COOKIES.
- DETAILS OF COOKIES.
- COOKIES SELECTION.
- ENTERING THE HOMEPAGE.



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## PARIS 2024 HOME PAGE OVERVIEW:

- EVENT LOGO.
- MENU OPTION.
- COUNTDOWN TIMER.
- EVENT DETAILS.
- NEWS FEEDS.
- MASS PARTICIPATION INFO.
- DETAILS ABOUT FLAG TOUR.
  - Volunteer ACCESS.
  - SPOTLIGHT.
- FAQ (QUESTION & ANSWERS).
- REPEATATION OF THE SAME.
  - PARTNERS LOGO.
  - RELEVANT LINKS.
- AGAIN TIMER COUNTDOWN.

## HOME PAGE:



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French version

- HOME →
- THE COMMITTEE →
- THE GAMES →
- COMMITMENTS →
- TAKING PART →
- SHOP →

Press Room

Partnership: Calls for Interest

The International Paralympic Committee (IPC) >

Partners >

The games championed by athletes >

**OUR RESPONSIBILITY**

GAMES FUNDING


- The Games finance themselves >

AN ETHICAL EVENT

- Acting with integrity and transparency : ethics committee >
- Code of Ethics of Paris 2024 >
- Government oversight: Paris 2024's particular framework >
- The Audit Committee >
- The Remuneration Committee >

GAMES THAT SET AN EXAMPLE

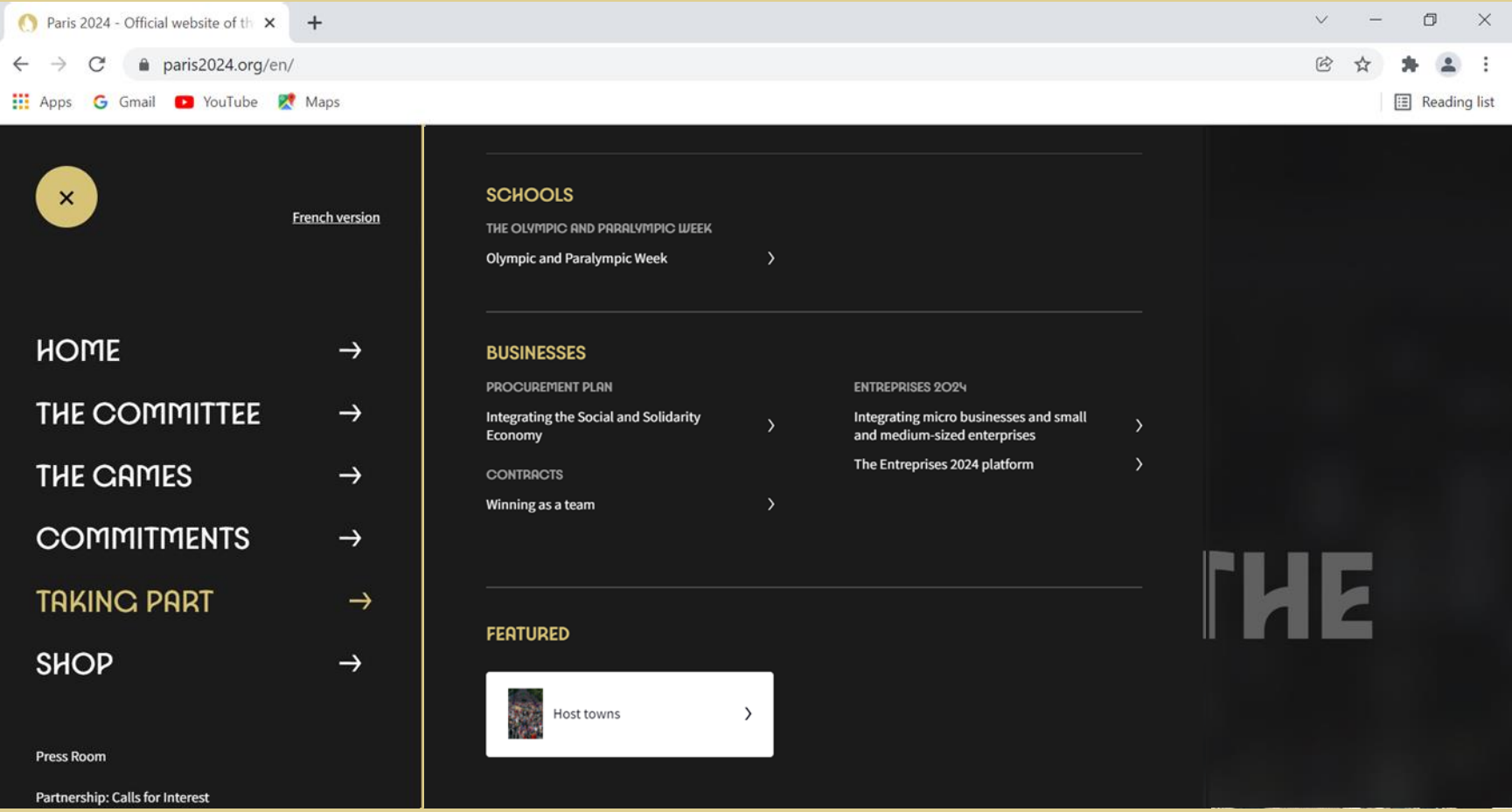
- A Social Charter for responsible Games >
- Paris 2024's gender equality index at 1 March 2020 >
- Innovating to purchase for a purpose >



***THE COMMITTEE:***

Enlisting the board of directors and different organizing departments, their responsibilities and duties.

**MENU BAR:**



# MENU BAR:

## **GAMES DETAILS:**

- The brands promoting the different games was given.
- Brief details about different Olympic and paralympic games and venues was available along with history of Olympics and France and sports.

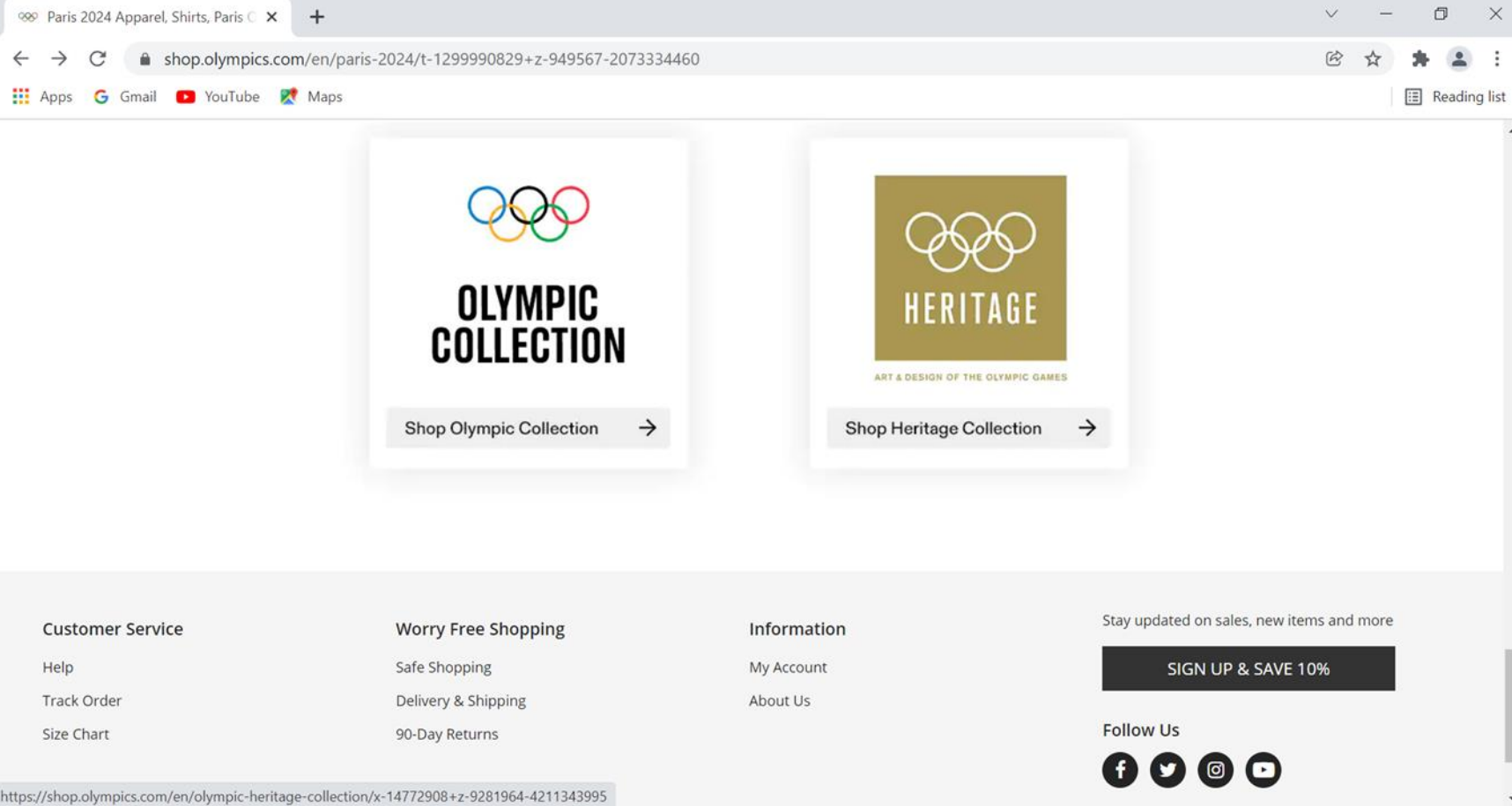
## **THEIR COMMITMENTS:**

- Contributions towards the environment.
- Plans for the Labor and Economy.
- Strategies regarding the Sports and the Society.

## **TAKING PART:**

- Information about the general public to be a part of the event was enlisted to become volunteers or the member of Paris2024 club.
- How can the public from their native can make their contributions towards the event was given and locals can also check on the nearest event to their place.
- Involvement of different schools and businesses were encouraged.





***IT TAKES YOU TO A DIFFERENT WEB PAGE (THE OFFICIAL OLYMPICS SITE)***

- On entering you are welcomed with a cookie notice and will be escorted to the main page after selecting your cookie preference.
- Paris 2024 merchandise is displayed with various selection options for Men, Women and other accessories.
- Various option for language and currency preference is also available.
- More assistance for shopping similarly to the other big brands are also available such as Customer care, Size Chart and Tracking details, return policy and others.

# SHOPPING SECTION:



# CONTACT POINTS

[/ See the press releases](#)   [/ Receive the press releases](#)   [/ Our Press Contacts](#)

**Receive the press releases**

Subscribe and receive last news from Paris 2024

Subscribe

# NEWS AND PRESS:

- The option of going through the media releases, downloadable documents, media library and contacts details can be found on the top of the page.
- Scrolling down various articles are found along with its PDF for download.
- Further the recent news and press releases are being published.
- Media library consists of the Event Photos, Videos and Maps and again all the documents.
- The newsletter subscription was also available at the end.



## Worldwide Partners →

Premium Partners  
Official Partners



### Airbnb

Airbnb is one of the world's largest marketplaces for unique, authentic places to stay and things to do, offering over 7 million accommodation options and 50,000 activities, all powered by local hosts. An economic empowerment engine, Airbnb has helped millions of hospitality entrepreneurs monetise their spaces and their passions while keeping the...

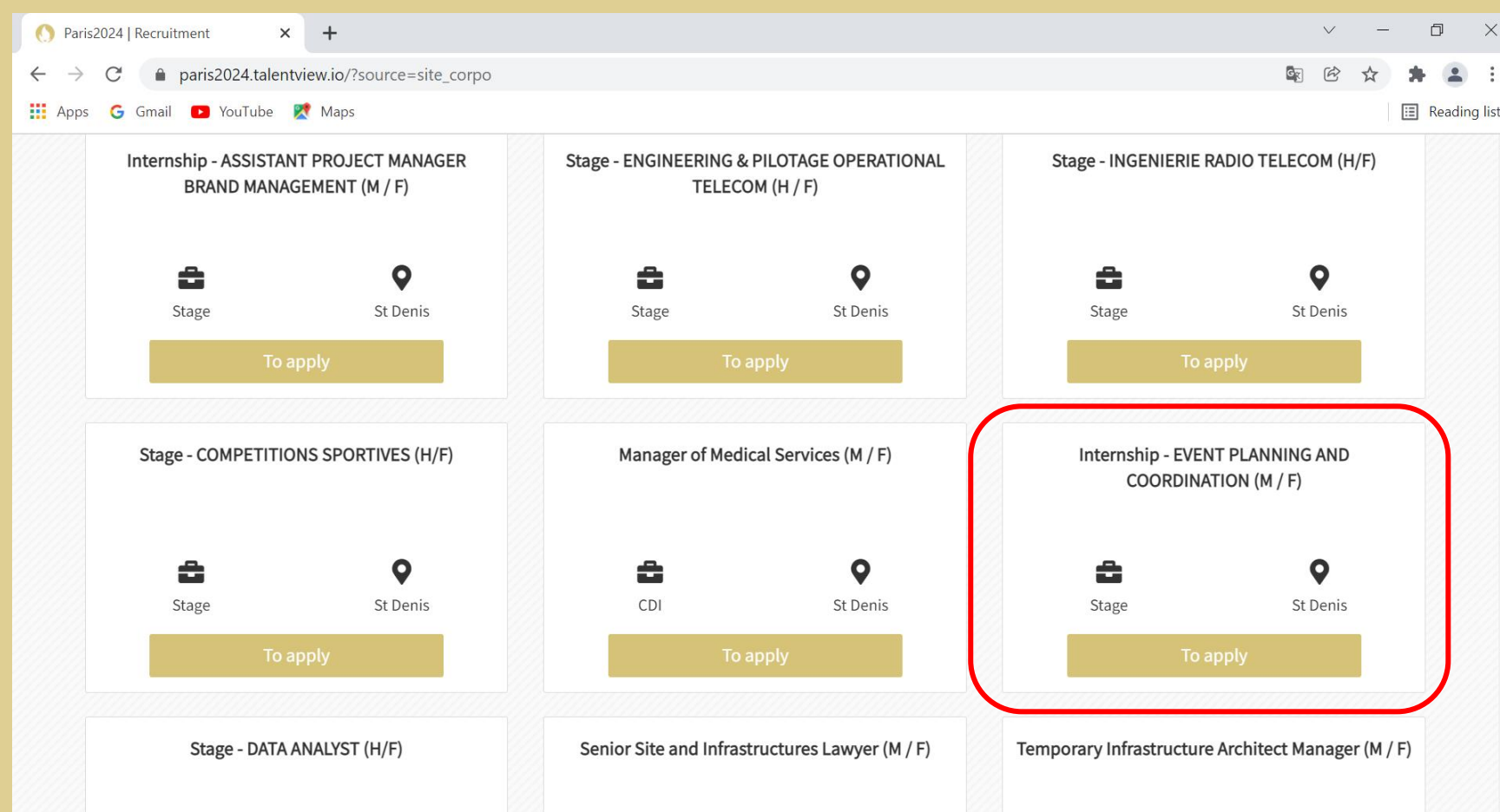
[More](#)

Partnership call section was consists of all the Partners and sponsors details and there were option available for companies to become partners.

There was again a different section of partners can be found with all the details of the same Partners and sponsors but this time briefly.

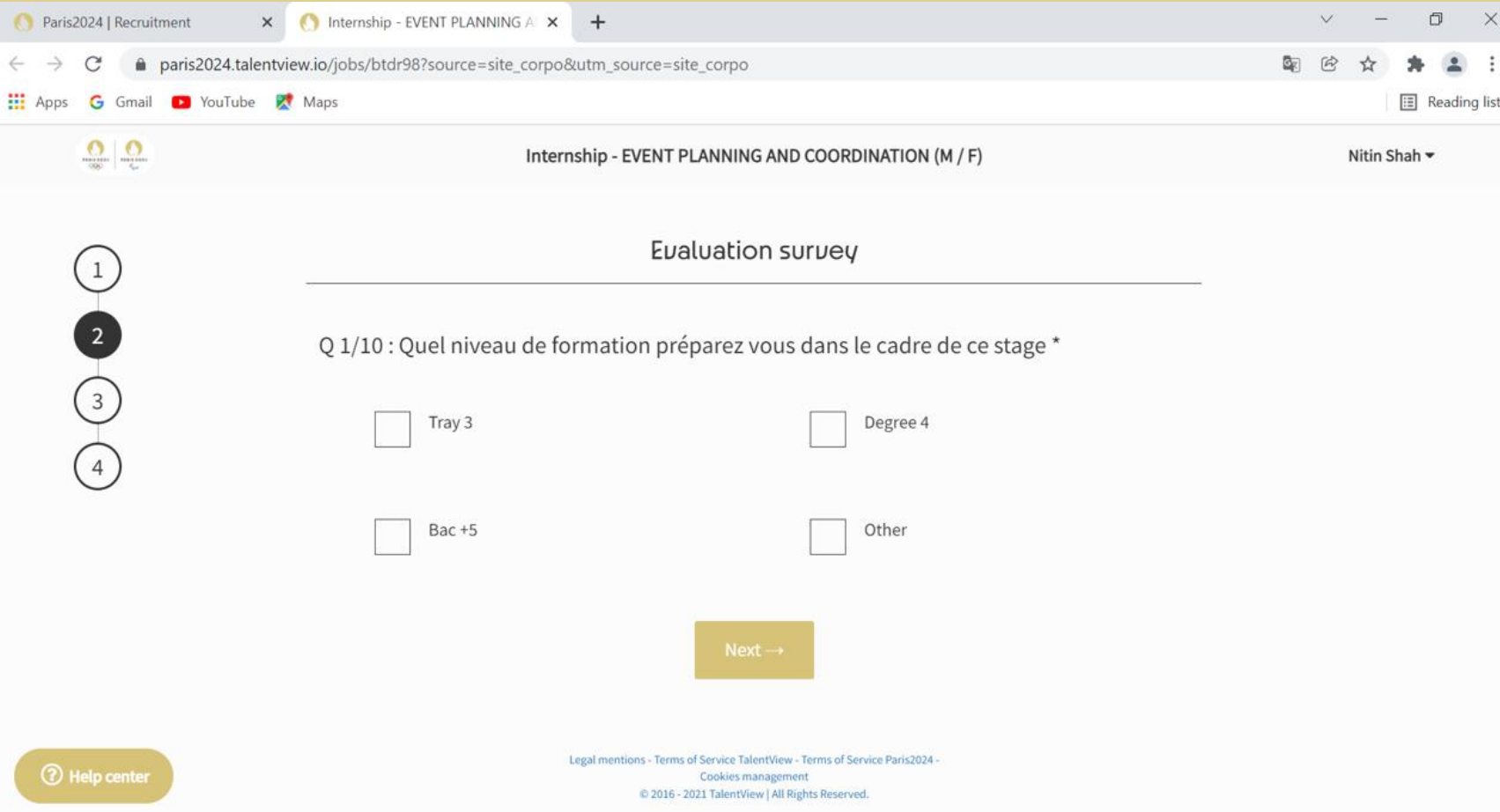
# OFFICIAL INFORMATION:





- Takes to the Paris Olympics 2024 committee recruitment page.
- Default French language setting and need to translate it manually using google translate.
- Search bar available for the job search.
- There was also a map of the location showing the job locations and number of positions available.
- Found a relevant internship program and tried applying for it.

# COMMITTEE PARTICIPATION:



- Didn't accepted the cookies at first so the video for the evaluation was unavailable.
- On accepting the cookies and trying again the video appeared but it was in French without any subtitle.
- Moving next the questionnaires for the application was also in French which was not translatable to any other language.
- Unfortunately couldn't apply for the internship program.

# COMMITTEE PARTICIPATION:



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Paris 2024 - Official website of th... x

paris2024.org/en/

Apps Gmail YouTube Maps

French version

TAKING PART →

SHOP →

Press Room

Partnership: Calls for Interest

Become a Paris 2024 product licensee

Partners

Join us

Paris 2024

YouTube Twitter LinkedIn Facebook Instagram TikTok

be hosting its first-

YouTube

REJOINS LE CLUB ET TOI AUSSI FAIS LES JEUX

Paris 2024

23.8K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Une chorégraphie Originale par Sadeck W... 1,508,343 views • 3 months ago

Chorégraphie originale créée par Sadeck Waff.

Film : Réalisé par Thibaut Charlut

Paris 2024

18.8K Tweets

TAKE YOUR MARK TODAY 6:30 PM

Paris 2024 @Paris2024

We are the next Olympic and Paralympic Games in #Paris2024

Paris, Ile-de-France paris2024.org Joined November 2012

3,181 Following 347.2K Followers

Don't miss what's happening People on Twitter are the first to know.

LinkedIn

Paris 2024 - Comité d'organisation... Worldwide

Paris 2024 - Comité d'organisation des Jeux Olympiques et Paralympiques de 2024

Sports

Le sport peut tout changer

See jobs Follow

Similar pages

- CNOSF Sports
- Paris Saint-Germain Sports
- International Olympic Committee - IOC Sports
- Rugby World Cup France 2023 Sports Paris, Ile-de-France

Browse jobs Project Lead jobs

# SOCIAL MEDIA INFLUENCE:



Paris 2024 - Official website of the Paris 2024 Olympic and Paralympic Games

paris2024.org/en/

French version

TAKING PART →

SHOP →

Press Room

Partnership: Calls for Interest

Become a Paris 2024 product licensee

Partners

Join us

PARIS 2024

YouTube, Twitter, LinkedIn, Facebook, Instagram, TikTok

be hosting its first

Facebook

Paris 2024

Watch Video Like Message

Create Post

Photo/Video Check In Tag friends

46 rue Proudhon 93210 Saint-Denis, France

Bienvenue sur la Page Officielle du Comité d'Organisation des Jeux Olympiques & Paralympiques de Paris2024 / Official Paris 2024 account

522,670 people like this, including 1 of your friends

546,441 people follow this

26/07/2024 - Are you ready for this? On the Seine, the biggest opening ceremony of the Olympics. Open to all, open to you! On the River Seine, the most spectacular & accessible Opening Ceremony in Olympic history. Open to all, open to you!...

Instagram

Search Log In Sign Up

paris2024 Follow

431 posts 467k followers 1,002 following

Paris2024

We are the next Olympic and Paralympic Games

#Paris2024 club.paris2024.org

Para-Ter FAQ 2024 FR Histoires Les Bleus SOP Bougez

POSTS REELS VIDEOS TAGGED

TikTok

Search accounts and videos

For You Following LIVE

Suggested accounts

procreate theoreofficial duolingo innocentdrinks hugo.nerman

paris2024official Follow

57 Following 497.2K Followers 8.9M Likes

We are the next Olympic and Paralympic Games in #Paris2024 FR www.paris2024.org

Videos Liked

Sometimes I get sad but then I remember these photos exist

PARIS 2024

Get app

# SOCIAL MEDIA INFLUENCE:



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# 7 LOCI MODEL





# WHO? (IDENTITY)

Menu Option:

It consist of all the detailed menu option for brief access.



Logo of the Paris Olympics 2024 games:

- ✓ The gold medal.
- ✓ The Olympic flame
- ✓ Representation of Marianne

Official countdown timer.

Sponsored by Omega the exclusive watch company.



TIME LEFT UNTIL THE OLYMPIC  
AND PARALYMPIC GAMES PARIS 2024

961 17 46 06  
DAYS HOURS MINS SEC



Ariel view of the Paris City.

## OFFICIAL PRESENCE:

- .Org domain; usually used by non-profit organizations.

<https://www.paris2024.org> > ...

### Paris 2024 - Official website of the organizing committee ✓

The clock is ticking : in 1000 days, the Games will be back in **Paris**. Games for everyone, that will enable passionate people to get closer than ever to the ...

#### Olympic Games

The Paris 2024 Olympic and Paralympic Games will be the ...

#### Olympic Sports

The official Paris 2024 Olympic sports programme includes 4 ...

#### Join us

Welcome on the Paris 2024 Olympic Organisation ...

#### Volunteers at the Games

The Olympic and Paralympic volunteering charter is a ...

#### An opening ceremony like no ...

The opening ceremony for the Paris 2024 Summer Olympics ...

#### Design et règles d'usage de l ...

The Paris Olympic and Paralympic Games both share the same ...

[More results from paris2024.org](#) »

## IMAGE COMMUNICATION:

- As this is a future event there is no actual image of the event at the destination can be found. Only imaginary images are available.

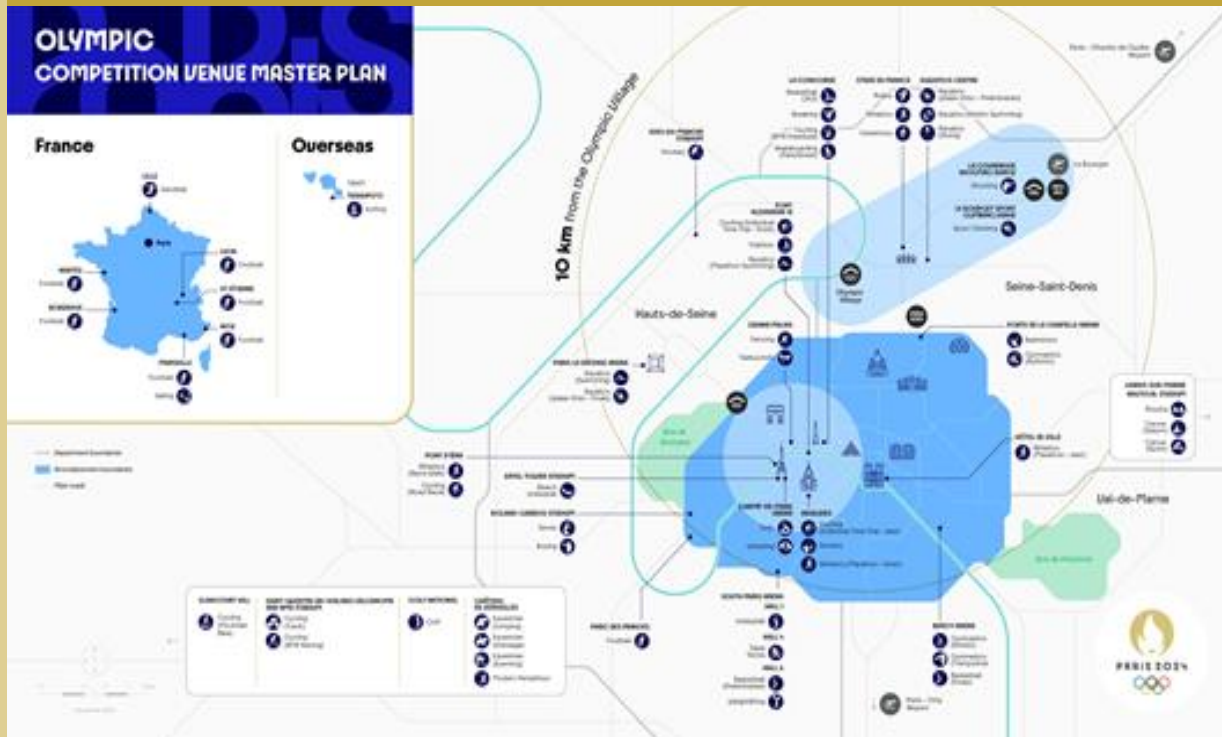




## Geographical position:

- The map is not very effectively available. One have to dig deeply in the website to find the map.

HOME PAGE>MENU BAR>PRESS>MAP AND VISUALS




## Graphic design:

The theme of the website is mainly Black, Golden and White. The visual of the webpage has been tried to portrayed as a simple yet classic and elegant appearance.





# WHAT? (CONTENT)







 [French version](#)

- HOME →
- THE COMMITTEE →
- THE GAMES →
- COMMITMENTS →
- TAKING PART →
- SHOP →

Press Room

Partnership: Calls for Interest


### News feed

 <b>On Location becomes Paris 2024 global hospitality provider</b> On Location has been appointed as global and exclusive hospitality provider from Paris 2024 onwards	 <b>Sodexo becomes Official Paris 2024 supporter</b> Its subsidiary Sodexo Live!, which is set to provide catering at the Athletes' village, will serve...	 <b>Replay of the closing ceremony</b> Relive the emotions of the closing ceremony of the Paralympic Games.
 <b>Accor becomes an Official Partner</b> Accredited personnel will enjoy the full extent of Accor's savoir-faire as it greets and provides them with...	 <b>Paris 2024 supports the campaign WeThe15</b> WeThe15 campaign is a symbol of the fight against the discrimination facing people with disabilities.	 <b>Learn to swim in Seine-Saint-Denis</b> All summer long, swimming lessons will be offered to 2,000 children aged 4 to 12.

News Feed

Menu Bar




## QUESTIONS & ANSWERS

 Share

<b>Do volunteers need to speak multiple languages?</b>	<b>Do you need to live in France in order to be a volunteer?</b>
<b>How can I apply?</b>	<b>How can I become a volunteer?</b>

FAQs

Spotlight

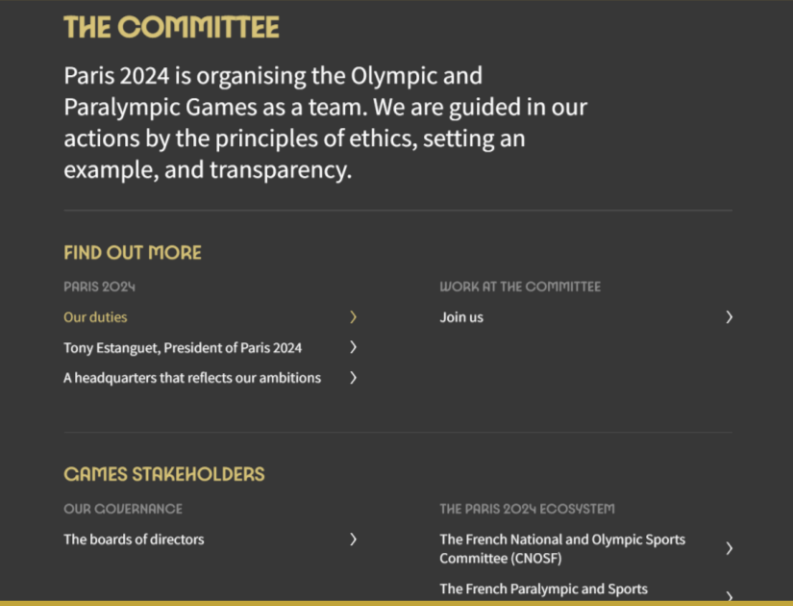
 <b>HOST TOWNS</b> Discover the testimonies of the host towns	 <b>MASS EVENTS : IN THE FOOTSTEPS OF</b> Mass Events	 <b>BEIJING 2022: WINTER IS COMING</b> Beijing 2022 Beijing 2022 Games	 <b>JOIN US</b> Join us Job and intern:
---	---	---	--



The texts seems pretty clear as the white font color reflects perfectly in the contrast background of black.

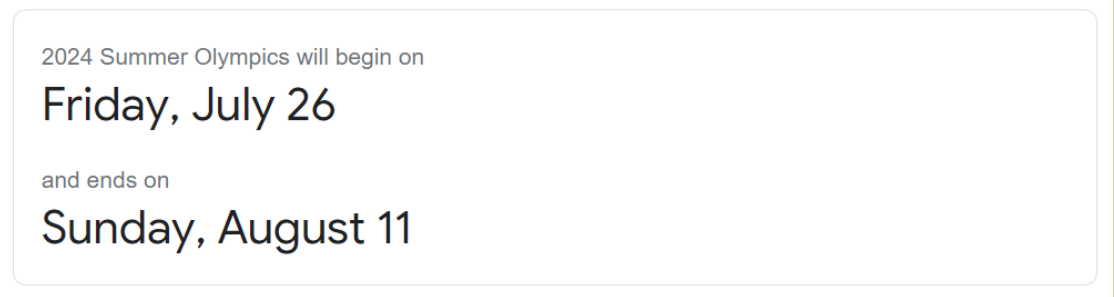


The font size varies a lot in different sections. Some writing are huge and comparatively some are tiny making it hard to read.



## Managers Information:

Detailed information of the committee members and Managers. As we have also seen during the web tour the elongated content.



The only event information available is the dates of the event that too by Google and the official site only countdowns the time.



# WHY? (SERVICES)

## BOOKINGS:

No booking options available for any events, meals, accommodation, tickets, nothing. Which is fair enough as the event is too far to make any pre-bookings.

## WEATHER FORECAST:

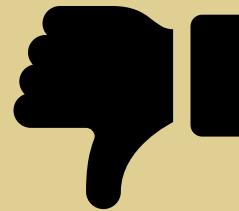
There is neither any weather forecast option available in the official website.

## GEOREFERENCED DIGITAL CARTOGRAPHY:

We didn't even find any assistance with the accessibility to the event or the city via any transport medium.

## CONTACT DETAILS:

No contact details can be found not even a mail id or queries section for contacting the officials.



## E-COMMERCE:

The site didn't have its own shopping section rather it has the link directing to the official International Olympics page with the Paris 2024 merchandise.

The option for various language and currency was available.

Good customer care and assistance policy for delivery and returns.

The site had a good collection of clothing and accessories for men and women, though there was no option for kids could be found.





# Safe Browsing site status

Google's Safe Browsing technology examines billions of URLs per day looking for unsafe websites. Every day, we discover thousands of new unsafe sites, many of which are legitimate websites that have been compromised. When we detect unsafe sites, we show warnings on Google Search and in web browsers. You can search to see whether a website is currently dangerous to visit.

## Check site status

paris2024.org



Current status

✓ No unsafe content found

Security status checked by Google Safe browsing and no unsafe content was found.

We also checked the privacy of the network and that also comes out to be safe to access.

paris2024.org



🔒 Connection is secure



🍪 Cookies 6 in use



⚙️ Site settings



← Security  
paris2024.org



🔒 Connection is secure  
Your information (for example, passwords or credit card numbers) is private when it is sent to this site. [Learn more](#)

📄 Certificate is valid



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# WHERE? (INDIVIDUATION)

Google search results for "upcoming sports event france". The top result is "France women's national handball team". The page shows match details for the Final, Semi-final, and Quarter-final.

Match Type	Team 1	Score	Date	Team 2	Score
Final	France	22	Sun, Dec 19	Norway	29
Semi-final	France	23	Fri, Dec 17	Denmark	22
Quarter-final	France	31	Wed, Dec 15	Sweden	26

## SEARCH ENGINE POSITIONING:

On checking for the upcoming sports events in France not a single link appeared related to Paris Olympics 2024.

Google PageRank: **5/10**  
cPR Score: **5.9/10**

Domain Authority: 63	Page Authority: 46
Trust Flow: 39	Trust Metric: 39
Citation Flow: 43	Domain Validity: Found
Global Rank: 62,246	Alexa USA Rank: N/A
Alexa Reach Rank: 65,525	Spam Score: 6 / 18
External Backlinks: 982,487	Referring Domains: 3,605
EDU Backlinks: 19	EDU Domains: 10
GOV Backlinks: 801	GOV Domains: 3

CHECK PAGE RANK

&

SIMILARWEB DATA

Global Rank *i*  
Worldwide

▼ 158,482

Country Rank *i*  
France

▼ 12,904

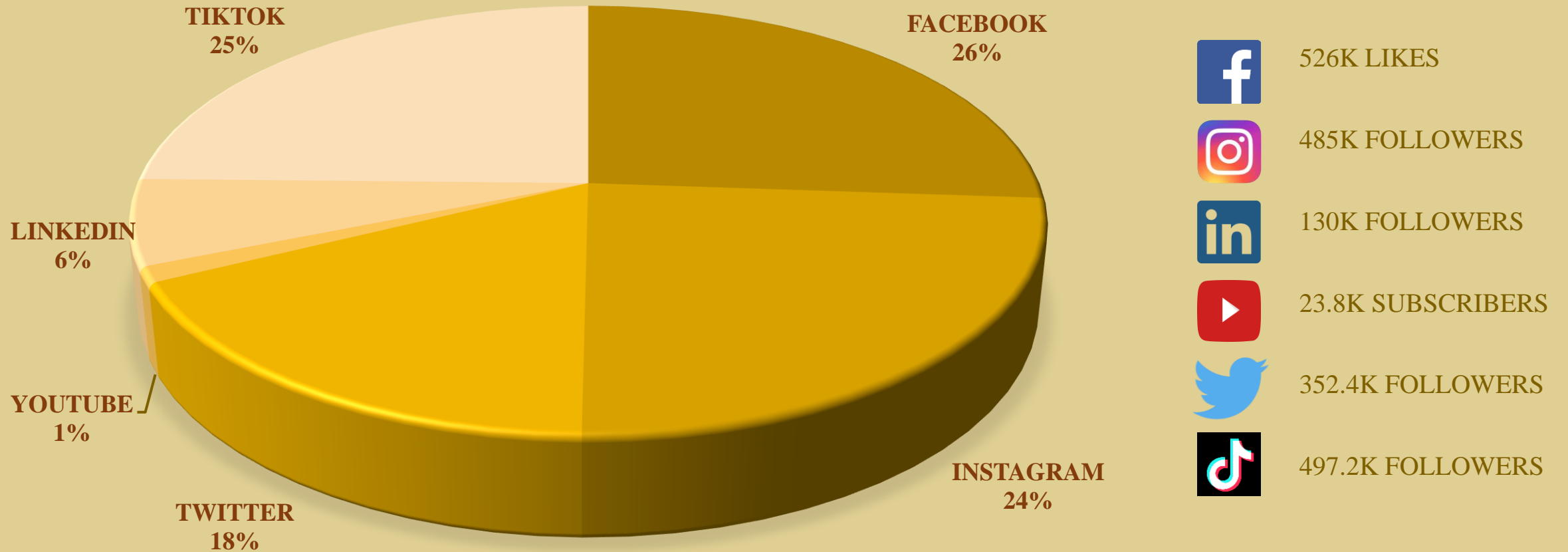
Category Rank *i*  
Sports > Sports *p*

▼ 200



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# SOCIAL MEDIA ENGAGEMENT

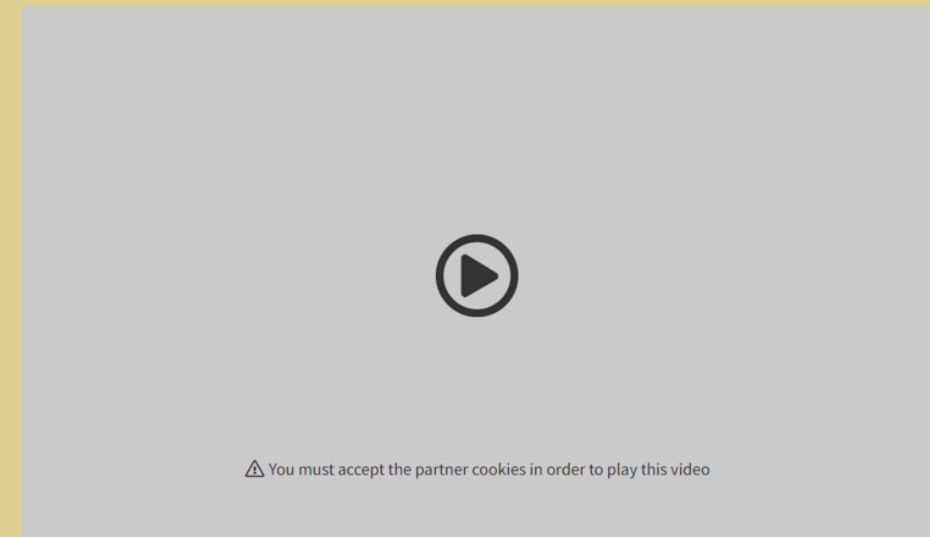


# WHEN? (MANAGEMENT)



The social media platforms are regularly updated but the official website lacks the information update. To fill up the space repetition of contents can be seen.

Earlier in the website tour we saw the default French language glitches and cookies preference problems.





# Online Broken Link Checker

Scans webpages for **dead** hyperlinks • Can analyse unlimited number of pages\* • Useful for **SEO optimization** • Checks both **internal** (local) and **external** (outbound) URLs\*\* and finds which are stale • **Reports bad links location in your HTML code** • Validates websites online: the same way as how your users and Search Engines see those • Detects "linkrot" and other problems of web site integrity • **Supports sub-domains** • Works on-line so can be used on Windows, Mac OS, Linux, iOS, Android, and any other platform • Shows **404 errors** and other unsuccessful **HTTP response codes** - for each dead or problematic hyperlink

\* free version has a limit of 3,000 pages, and **only one running session per IP** address is allowed

\*\* links to **documents** (PDF, DOC, XLS, PPT etc) and **images** are not going to be checked. To get those covered please [contact us](#) for the **commercial version**.

1 Enter your URL (e.g. [www.example.com](#)) - by doing so you agree to these [Terms](#)

paris2024.org

2 Security code



[Generate new code](#)

- Report **distinct** broken links only
- Report all occurrences of each dead link (*may be slower*)

Find broken links now!

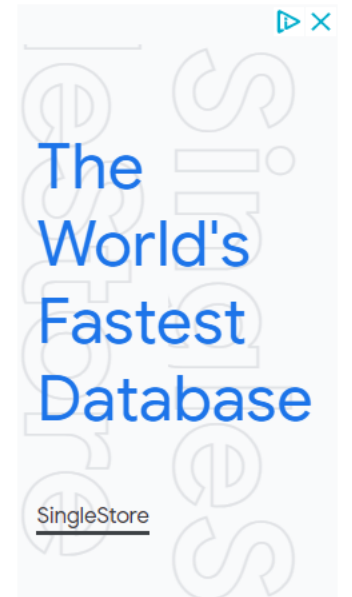
To see the location of the link in your HTML source click [src](#) below

Status

**COMPLETED!**

Processed 1 web pages, found 0 broken links

[Why dead links are bad](#)  
[Why our Checker?](#)  
[Nature of bad links](#)



**No broken links found in Broken Links Checker.**



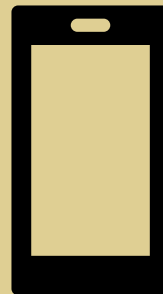
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# HOW? (USABILITY)

Language available:  
Only English and French.



Download time by Pingdom.



Mobile compliance and friendliness.

Performance grade

**B 82**

Page size

**17.3 MB**

Load time

**6.75 s**

Requests

**128**

Asia-Tokyo-Japan

Performance grade

**C 79**

Page size

**17.3 MB**

Load time

**7.58 s**

Requests

**126**

USA-Washington DC



DOWNLOAD TIME BY  
PINGDOM.

Performance grade

**B 85**

Page size

**17.2 MB**

Load time

**1.69 s**

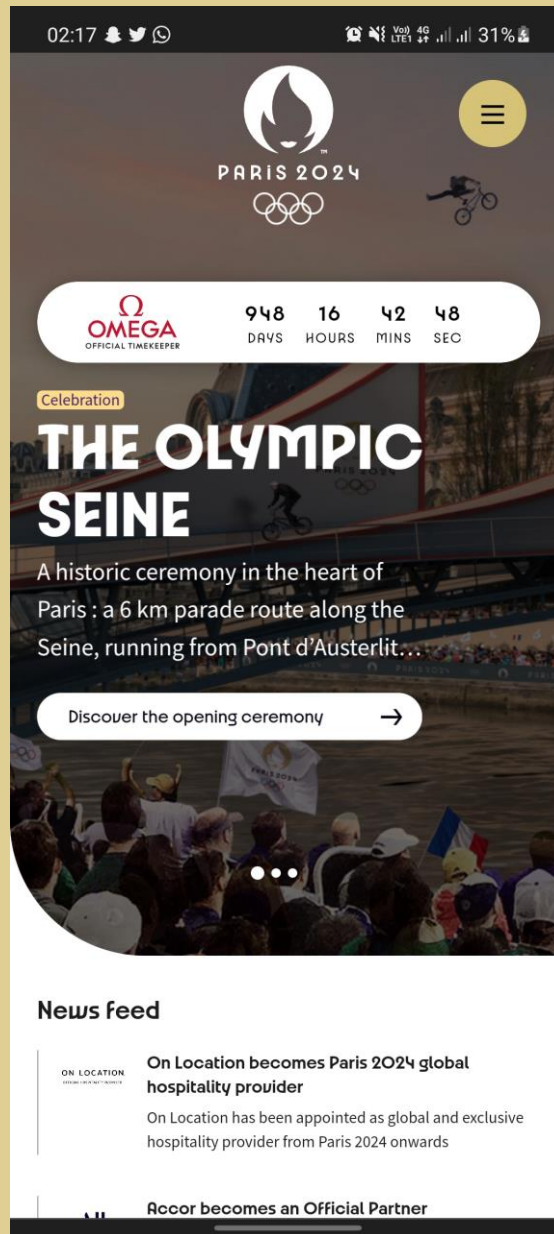
Requests

**123**

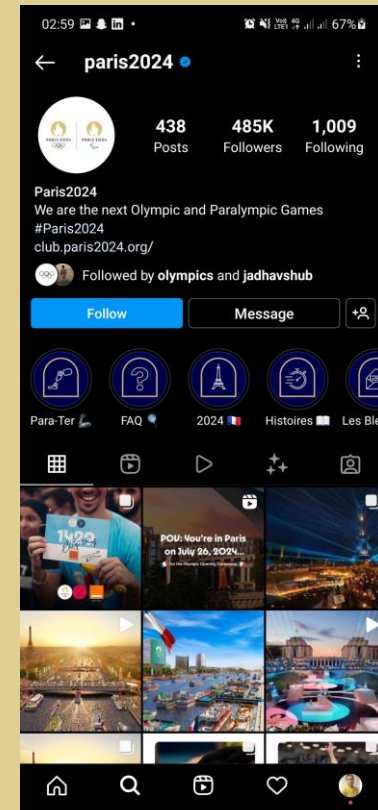
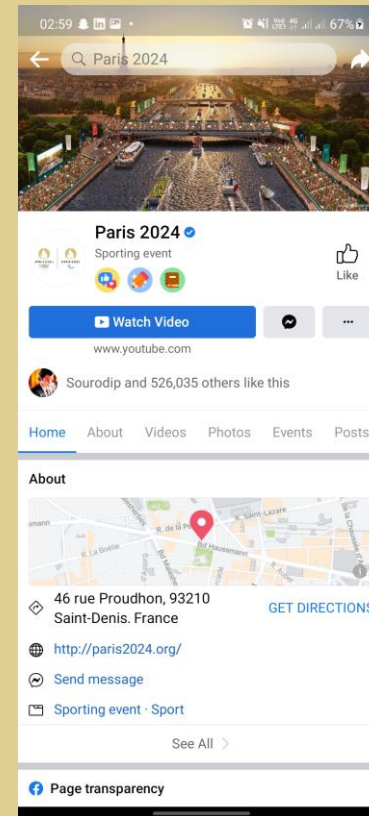
Europe-Germany-Frankfurt



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The web page is quite accessible from mobile by all means i.e.; both the official page and the social media page.



# MOBILE FRIENDLINESS



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✓	STRENGTHS	✗	WEAKNESSES
1.	OFFICIAL WEB PRESENCE.	1.	REPEATITION OF THE CONTENTS.
2.	SECURED NETWORK.	2.	ONLY FRENCH AND ENGLISH VERSION.
3.	DETAILED INFORMATION OF COMMITTEE MEMBERS	3.	NO GEOGRAPHICAL ASSISTANCE.
4.	SIMPLE AND ELEGANT LOOK OF THE WEBPAGE.	4.	NO BOOKING AND ACCESSIBLE DETAILS.
5.	GOOD SOCIAL MEDIA PRESENCE AND ACTIVE.	5.	NO CONTACT DETAILS.
6.	SHOPPING AREA IS USER FRIENDLY.	6.	INAPPROPRIATE COOKIE POLICY.
7.	MODERATE DOWNLOADING TIME.	7.	NO PARTICIPATION SCOPE FOR NON-FRENCH.
8.	MOBILE FRIENDLY.	8.	NO EVENT UPDATES.
9.		9.	SEARCH ENGINE POSITIONING IS POOR.
10.		10.	THE WEB RANK IS ALSO DEGRADING.



# THANK YOU TEAM MEMBERS:

**NITIN SHAH (1083829)**

**SHUBHAM JADHAV (1083538 )**

**ALKA SOLANKI (1083743)**



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