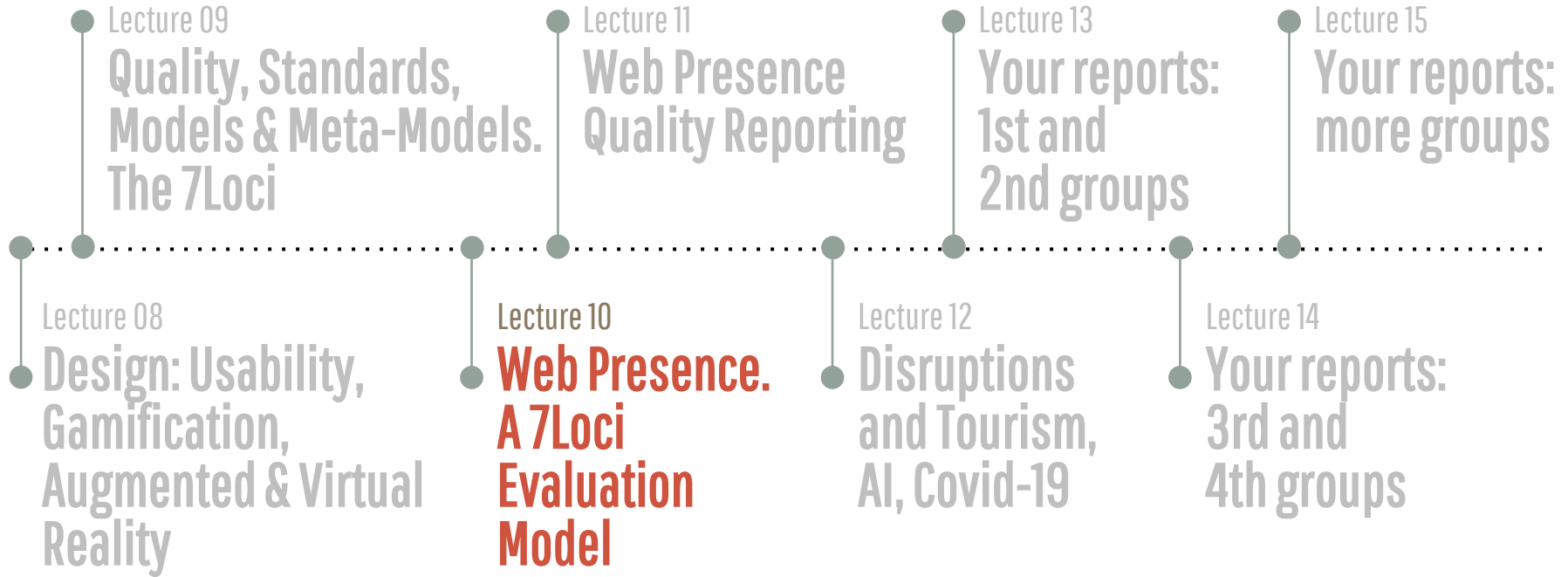


WEB PRESENCE. A 7LOCI EVALUATION MODEL

PROPOSED HERE IN THE FORM OF A
LIST OF QUESTIONS, WHICH CAN BE
USED AS A GUIDELINE TO BEGIN
PRACTISING THE EVALUATION OF
THE QUALITY OF A DESTINATION'S
WEB PRESENCE



TODAY



WHAT ARE WE TALKING ABOUT TODAY?



1. A MODEL FROM THE 7LOCI META-MODEL
2. QUESTIONS ABOUT IDENTITY
3. QUESTIONS ABOUT CONTENT
4. QUESTIONS ABOUT SERVICES
5. QUESTIONS ABOUT INDIVIDUATION
6. QUESTIONS ABOUT MANAGEMENT
7. QUESTIONS ABOUT USABILITY



A MODEL FROM THE 7LOCI META-MODEL



The list of questions we're presenting here – which may be used as a reference – is a quality evaluation **model** derived from the **7Loci meta-model**.

As we saw, the main theoretical bases the 7Loci meta-model are the definition of **quality** provided by the **ISO**, and the **seven loci** from the **classical rhetoric**.

This questionnaire has been designed, discussed and improved in time in order to consider the main actors – and the relevant needs – involved in DMOs' (Destination Management Organizations') websites and **web presence**.

QUESTIONS ABOUT IDENTITY



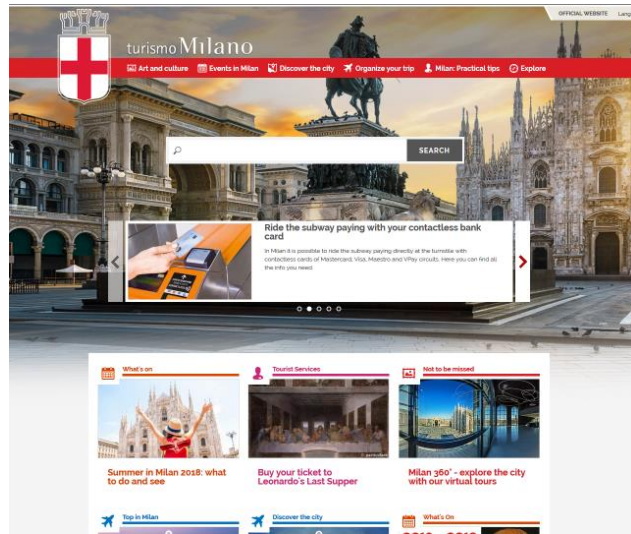
Since most of the questions are self explaining, notes in this presentation do not consider them one by one. These notes simply underline some sides of the questions which may not be immediately clear.

- Website Brand
- Destination Image
- Destination Geographical Position
- Graphic Design
- Personalisation

IDENTITY. WEB vs. SOCIAL



When considering **identity**, the **official web presence** of a destination should be confronted with its **social presence**. Are they consistent?



IDENTITY. A MAP

We saw that a map of links among the official and semi-official components of a web presence should be drawn. This map of the official and semi-official web presence of Normandy was produced by your colleagues two years ago.

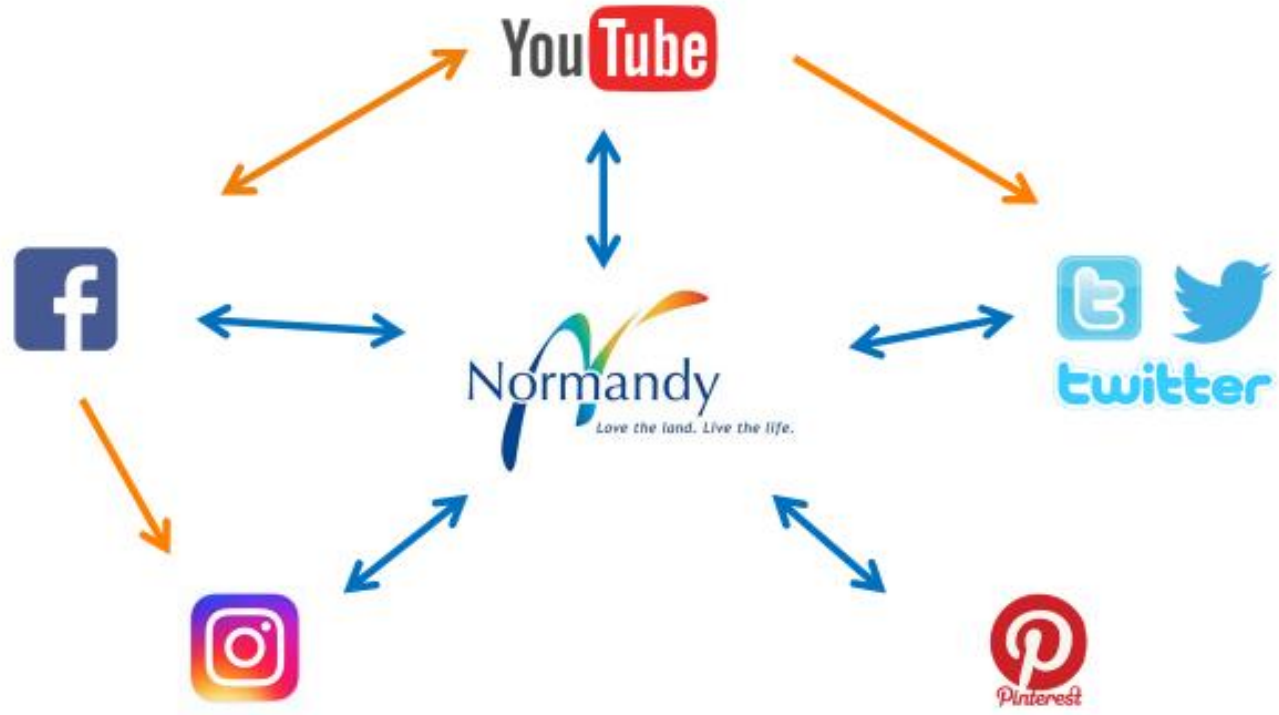


image credit to IconFinder



IDENTITY. THE REST OF THE WORLD



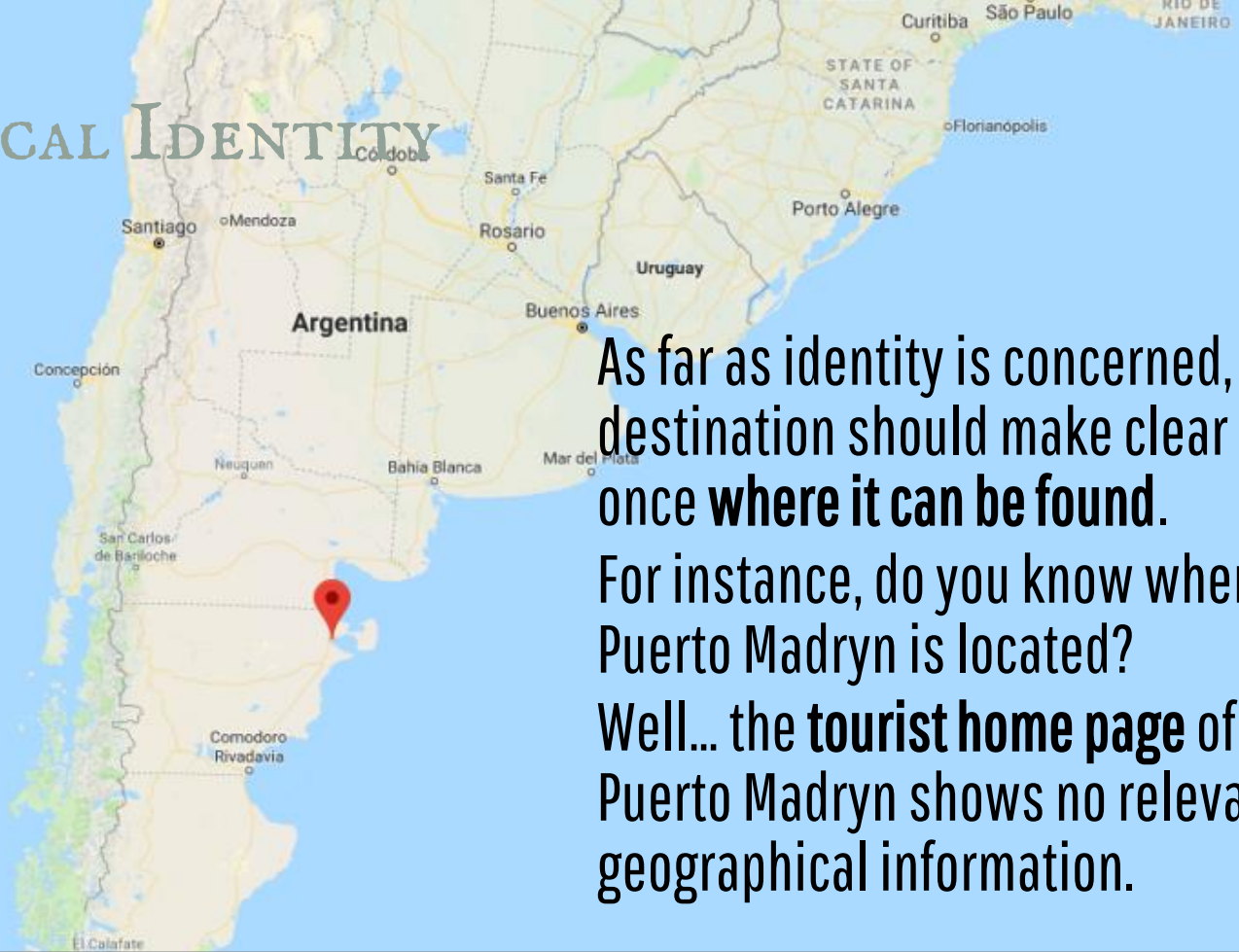
We've also seen that the **web reputation** of any entity – a destination, in our instance – includes what is published on the Web outside its control.

This means that **an entity is** in fact **present on the Web** under the species of what **anyone** (or any machine) **publishes** about it **anywhere** on the Web.

We've also seen that there are **tools** – starting from **Google Alert** – which help **tracing** what is published about an entity **outside the entity's control**.

Therefore, any quality evaluation of a destination's identity should make use of these tools, and do so in time.

GEOGRAPHICAL IDENTITY



As far as identity is concerned, any destination should make clear at once **where it can be found.**

For instance, do you know where Puerto Madryn is located?

Well... the **tourist home page** of Puerto Madryn shows no relevant geographical information.

QUESTIONS ABOUT CONTENT



- Managers' Content Compliance
- Info on Managers
- Users' Content Compliance
- Info Content
- Media Content
- Links
- Events
- Downloadable Material
- Sources Copyright

LINKS TO NEEDED CONTENT



A destination official website is requested to make available **all sorts of information** that **users** may request to access.

Some pieces of information, however, must **not necessarily** be **part** of the website itself.

Think of detailed information on **events**, for instance.

If the destination official website provides direct and working links to the webpages of scheduled **events**, this solution is perfect for users.

The only problem is whether such links **are provided**, and **work**.

QUESTIONS ABOUT SERVICES



- Managers' Service Compliance
- Users' Service Compliance
- Meteo
- Transport
- E-commerce
- E-commerce Service Compliance
- Security
- Privacy
- Cartography
- Location-Based Services

SERVICES AS LINKS



As we saw, a destination official website is requested to make available **all sorts of information** that **users** may request to access.

Some pieces of information about services, however, must **not necessarily** be **part** of the website itself. Updating them day by day, or even hour by hour, would be absolutely unmanageable by the DMO staff...

Think of timetables of **local transport**, for instance.

If the destination official website provides a direct and working link to the local transport timetable, this solution is perfect for users.

The only problem is whether such link **is provided**, and **works**.

E-COMMERCE FUNCTIONS



E-commerce functions, too, must **not necessarily** be **part** of the website itself. We considered in a previous lecture the **possible solutions** that a destination may adopt in managing its e-commerce about **accommodation**.

1. Doing nothing.
2. Linking to the hotels' websites.
3. Building its own platform.
4. Dealing with an OTA or a metasearch engine.

Solutions 2, 3 and 4 may all be considered **satisfactory**, after all, albeit in different ways and with **different levels of efficiency**.

QUESTIONS ABOUT INDIVIDUATION



- Search Engines Positioning
- Domain Name
- Basic Communication
- Offline Communication
- Communication Among Users
- Social Networking
- Social Engagement
- Communication Among Actors

POSITIONING AND KEYWORDS



When verifying **positioning** – typically on Google and Bing search engines – digiting the name of the relevant destination may not be enough.

If you want to verify **how much**, for instance, Bratislava as a tourist destination is **visible** on the Web, you should not simply search by digiting “Bratislava” on a search engine.

You, instead, should also check whether Bratislava appears in the first resulting pages of a search engine by digiting “east Europe city tourism”, “Slovakia travel”, or “Slovakia city tourism.”

If it does, this means that web managers act efficiently in terms of competition.

RANKING

A substantial factor is **how much** a website is actually **visited** and **linked**.

To retrieve information on how much websites are visited, we've seen during previous lectures that some dedicated **tools**, like **PageRank** or **SimilarWeb**, are available on the Web.

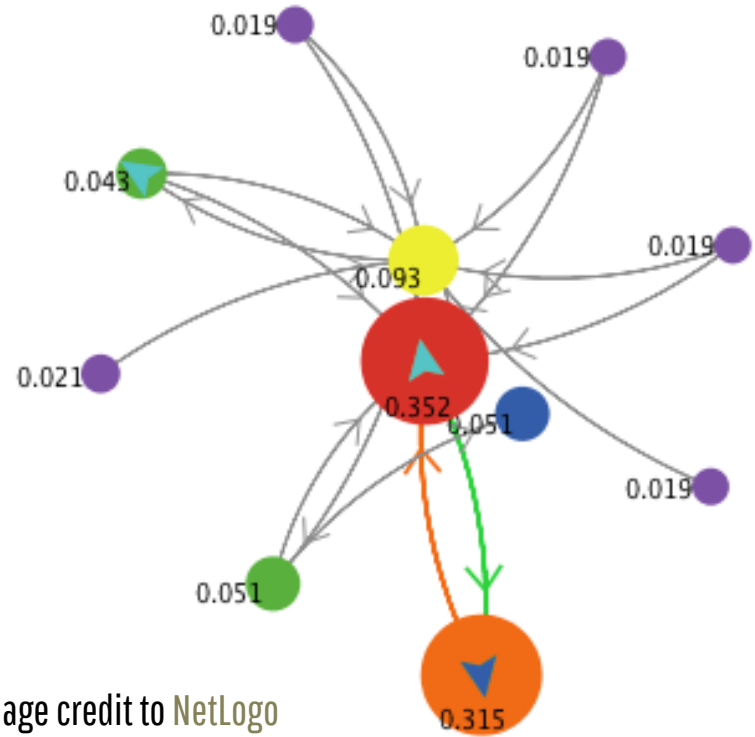


image credit to NetLogo

B2C COMMUNICATION BASICS



The first thing to do when verifying whether the official website of a destination provides **communication with its users** is looking whether **e-mail** addresses are published, and are sensible as links.

The second thing to do is **writing** e-mails to the destination, see **whether** they **reply**, and if their replies are **useful**.

However, most **B2C communication** is based on **social networking**, today.

Therefore, users' engagement in social networking is a fundamental factor as far as the quality of web presence is concerned.

ENGAGEMENT IN SOCIAL NETWORKING



As far as social networking **engagement** is concerned, verifying

- who (**managers vs. users**) mainly **posts** in the destination's **social pages**
 - in **which language** (national vs. global) most posts are published
 - to what extent **official** posts are **commented by users**
 - how **many** posts or comments are independently **placed by users**, and
 - how many **likes** and **followers** do the destination's social pages gather
- are all crucial things to do.

A SOCIAL NETWORKING MATRIX



This may be summarized in a matrix: here's a trace. And what about TripAdvisor?

Official DMO website	Facebook	YouTube	Instagram
<ul style="list-style-type: none">▪ Page rank	<ul style="list-style-type: none">▪ How many likes?▪ How many followers?	<ul style="list-style-type: none">▪ How many visualizations?▪ Channel?	<ul style="list-style-type: none">▪ How many followers?
<ul style="list-style-type: none">▪ Available analytics	<ul style="list-style-type: none">▪ Engagement▪ Languages?	<ul style="list-style-type: none">▪ Engagement	<ul style="list-style-type: none">▪ Engagement
Last updated 2020.??.??	Last updated 2020.??.??	Last updated 2020.??.??	Last updated 2020.??.??

DESTINATION MANAGEMENT SYSTEMS



We saw that, digitally speaking, the ideal situation in which a destination can place itself is being able to rely on a **Destination Management System (DMS)**.

DMS allow **communication among actors** through a **platform**, where actors can cooperate, and results of which are made available to users as components of the destination's web presence. If this happens, **B2B** and **B2C** somehow meet.

Verifying the **existence of any DMS functions** simply by visiting the official B2C website of a destination is **seldom possible**.

More frequently, destinations have **separate B2B and B2C websites**.

This is, for instance, the case of **visitbritain.org vs. visitbritain.com**.

QUESTIONS ABOUT MANAGEMENT

- Code Compliance
- Update
- Links Compliance
- Technologies



CONTENT UPDATE VS. TECHNOLOGY UPDATE



It is important to make a clear **distinction** between content update and technological update.

You can come across websites which are technologically speaking **old-style**, but where **users' needs are fulfilled** as far as content is concerned.

On the other hand, you can have technologically updated websites, the content of which does not satisfy the users' needs.

As a matter of fact, the **technology** staff in charge of a destination web presence very often works separately from the staff in charge of managing **customer relationships**.

LINKS COMPLIANCE VERIFICATION



Tools, which are **available on line**, can be used to verify links compliance. **Linkchecker** is one of them.

Linkchecker must be downloaded and installed.

Another similar tool, **brokenlinkcheck.com**, can be accessed on line, instead, and is therefore maybe easier to use.

The screenshot shows the LinkChecker website homepage. The header is blue with the LinkChecker logo and the tagline "Check websites for broken links". Below the header, there are sections for "Introduction", "Features", "Screenshots", and "Basic usage". The "Features" section lists various capabilities like recursive checking, support for different protocols, and a plugin system. The "Screenshots" section shows three small images: a command-line interface, a web interface, and a command-line interface. The "Basic usage" section provides instructions on how to use the tool. On the right side, there is a "Downloads" section with buttons for downloading the tool in different formats (tarball, zip, storage) and a "Give back" section with buttons for donating and reporting issues. There is also a "Support" section with a link to the user manual and a "Documentation" section with a link to the documentation.

QUESTIONS ABOUT USABILITY



- Menu
- Full Text Research
- Site Map
- Download Time
- Cultures
- Cultures Compliance
- Language & Icons
- Hardware & Software Compliance
- Impaired Users
- Mobile Compliance

USABILITY BASICS



Basic navigation usability issues, like **menu** and **breadcrumbs**, have been introduced during a previous lecture.

As destinations' websites have to fulfill **multiple users' needs** – both before and during visits – and users, when consulting the website, may happen to search for very different sorts of information, a **full text research** function and a **site map** are particularly useful.

(Under some respects, however, a good **menu** can admittedly work as a site map.)

MOBILE FRIENDLINESS & DOWNLOAD TIME



Tools, which are available online, should be used to verify both download time and mobile friendliness.

As for download time, it should be checked through <https://tools.pingdom.com/> from all the servers available at pingdom, and on different days.

UNDER WHICH LOCUS?



Finally, it is important to underline once again that the questions presented here should **not** be intended as a list of **checkboxes**.

Rather, the loci and the questions should be used as a **guideline**, in order to be sure to take into consideration – as the ISO definition of quality recommends – **all the characteristics** of the analysed entity and whether they fulfil **all needs**.

As a matter of fact, some quality problems may be considered under different loci.

For instance, the problem of **links among the official and semi-official components** of a web presence certainly falls under **identity** problems, but it also falls for sure under its **individuation** problems.

THANKS FOR YOUR ATTENTION



Picture from the 2014 Workshop