

WEB PRESENCE QUALITY REPORTING



HOW TO WRITE AND EDIT A 7LOCI
PROFESSIONAL REPORT, EVALUATING THE
QUALITY OF A THE WEB PRESENCE OF A
DESTINATION.

THIS TASK, BY THE WAY, CONTRIBUTES
TO THE EVALUATION OF YOUR OWN
E TOURISM COMPLIANCE



Summer School in La Plata
January 29 February 9 2007

Web Sites Quality Evaluation Projects with the 7Loci method

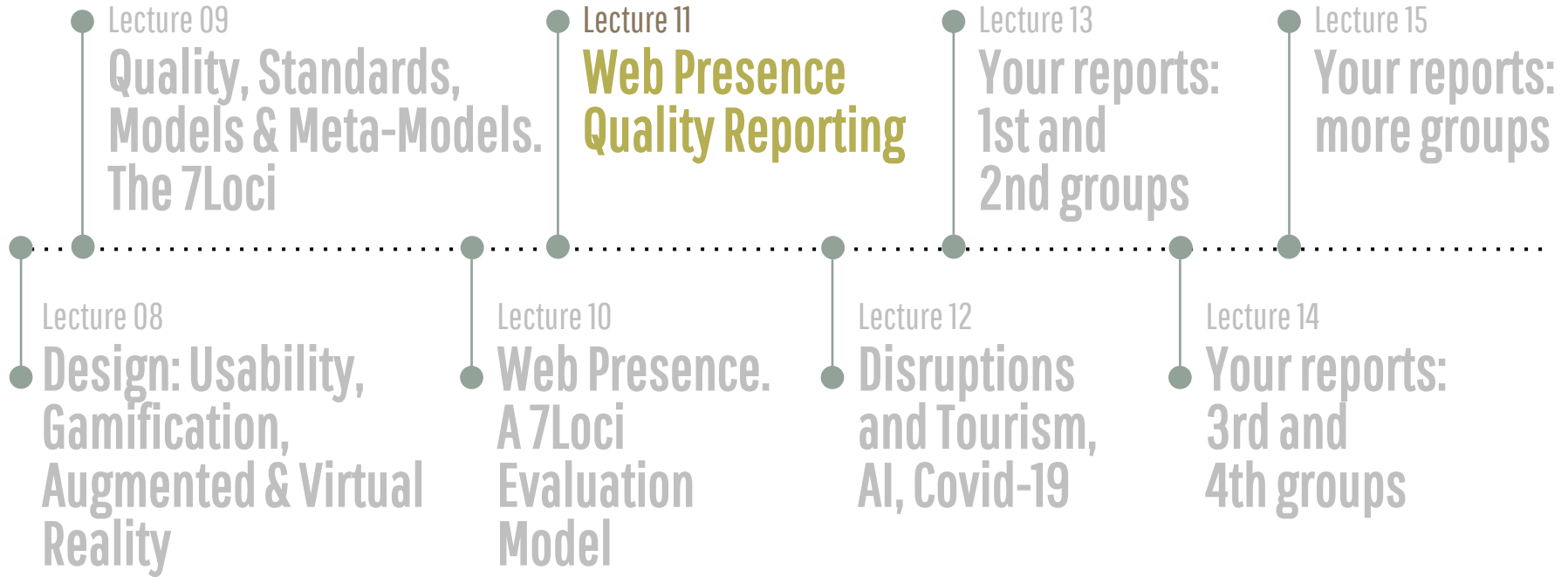
Luisa Mich



etourism.economia.unitn.it



TODAY



WHAT ARE WE TALKING ABOUT TODAY?



1. START FROM THE OFFICIAL WEB PRESENCE
2. WHAT IS A PRESENTATION FOR?
3. WHAT IS A REPORT FOR?
4. WORDS VS. PICTURES
5. MAP OF THE WEB PRESENCE
6. FORMATS AND WEIGHTS
7. LISTS OF STRENGTHS AND WEAKNESSES ARE WELCOME



image credit to a-mentor



image credit to Designtory



image credit to Attitude School



image credit to IconFinder



image credit to
eTourismSummit.com

START FROM THE OFFICIAL WEB PRESENCE



First of all, make sure that **the official web presence** of the chosen destination is a **DMO's**. (How can you tell...?)

Enquiry about the destination's **tasks** and **targets**.

Consider which are the destination's **competitors**.

Work in time to complete your **7Loci evaluation**.

image credit to
eTourismSummit.com

e**TOURISM**  **LABS**

A GUIDELINE



Find here some advice on how to **design a presentation** and **organize a report** about a 7Loci quality evaluation.



Once your 7Loci evaluation has been completed, plan the **sections**, and decide how many **slides/digits** devote to each section.

image credit to a-mentor

WHAT IS A PRESENTATION FOR?



A **presentation** (a PowerPoint, an Impress, a Prezi, or even a Canvas file) must be designed to be used as a basis for **presenting your conclusions in public**. So pay attention to your audience!

- Declare **who you are**, and **why** the presentation is held.
- Provide a **summary**, and make clear **how long** your speech lasts.
- Consider that the text should be **readable from a distance**: no small text!

Your presentation, however, will also be **published on the Web**: every slide might be individually downloaded by your future readers. So please

- ensure that **every slide** has a footer with title, date, and page number;
- make judicious use of **animations**: choose **one style**, and use it when needed.

WHAT IS A REPORT FOR?



A **report** (to be delivered as a **doc**, **docx**, **rtf** or **odt** file) is intended to summarize in writing – briefly, but completely – the **task** of a research, the **methodology** adopted, the **results** of the research, and **conclusions** reached.

A report is not a personal diary. Carefully **avoid** writing in **first person**, because a professional style is required. Never write something like «we decided that...» Rather, use expressions like «The stance was taken...»

A report must be **properly organized**, with a title, names of its authors, subtitles, and an adequate list of reference. **Diagrams** or **pictures** are welcome.

Like a presentation, a report must have **headings**, a **date**, and **page numbers**.

WORDS, DIAGRAMS AND PICTURES



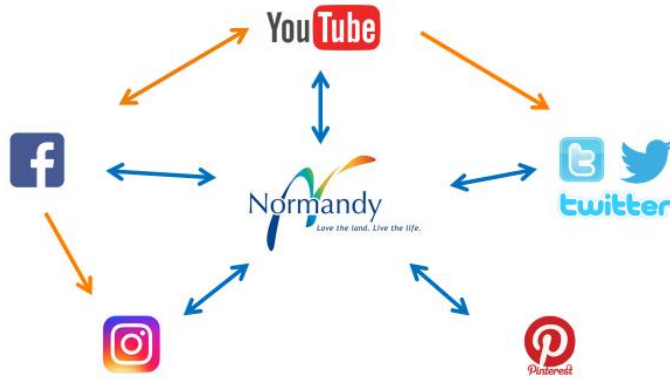
- Spoken or written that they may be, **words** are obviously the basic content of both presentations and report.
- Reports must contain **diagrams** of the **results** found through **webtools** and by researching on **social engagement**.
- Quite obviously, **pictures** are needed when presenting in public.
- Pictures that provide a context may be published **as slides' backgrounds**.

Required webtools:

1. **PageRank**
2. **SimilarWeb** or the like
3. **Linkchecker** or the like
4. **Pingdom**
5. **Google Transparency Report**
6. **Google Mobile-Friendliness Test**



MAP AND MATRIX OF THE WEB PRESENCE



A map of links among **official** and **semi-official** pieces of web presence is needed in both presentations and reports. Arrows should clarify whether links are one-way, or two-ways.

A matrix – or a written description – of the presence of the destination on the main **social networking platforms** and **TripAdvisor** is highly recommended.

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.??.??

FORMATS AND WEIGHTS



Be careful in choosing **formats** and considering **weights** (that is, the number of bytes) of the pictures you publish.

The **jpg** format is best for photos. The **png** or the **gif** formats are best for icons.

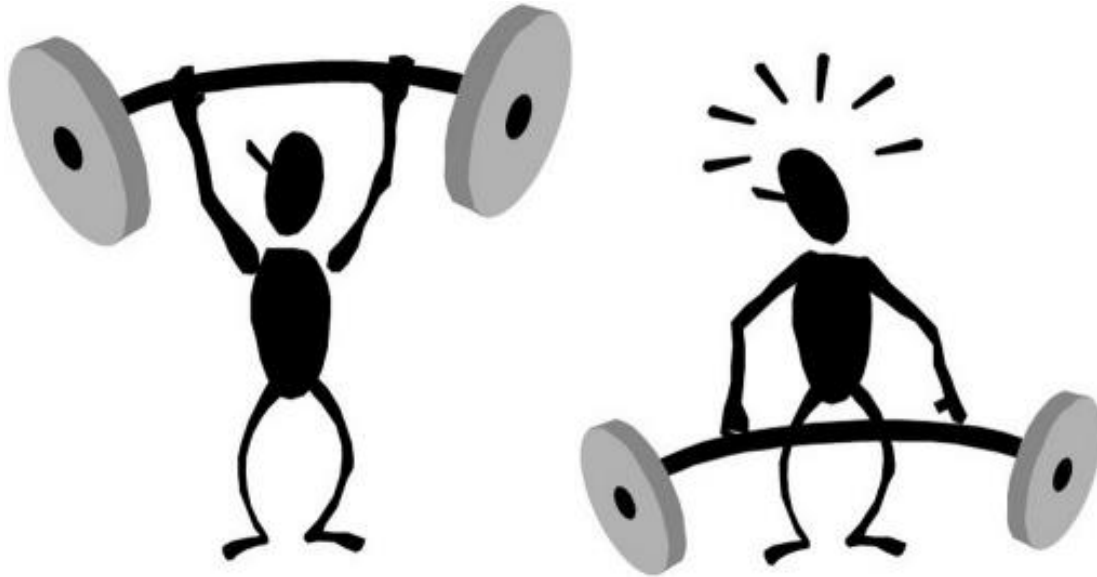
Neither presentations **nor** reports have to be **too heavy**. Absolutely reduce weights by decreasing pictures' resolution.

In particular, **check the weight of your presentation** (to be delivered as a **ppt**, **pptx** or **odp** file). Before being published on Google Drive it will be turned into a pdf file, and made lighter. But the weight of your original file matters.

An excessive weight of a presentation may be a **reason for rejection**.

STRENGTHS & WEAKNESSES

Questions? Questionnaires?
Presentations? Reports? Challenges?...



After all, providing in your presentations and your reports **lists of strengths & weaknesses** in the web presence of the destination considered is possibly the best comprehensive **result** of your quality evaluations.

image credit to Attitude School

TODAY'S KEY POINTS

1. START FROM THE OFFICIAL WEB PRESENCE
2. WHAT IS A PRESENTATION FOR?
3. WHAT IS A REPORT FOR?
4. WORDS, DIAGRAMS AND PICTURES
5. MAP OF THE WEB PRESENCE
6. FORMATS AND WEIGHTS
7. LISTS OF STRENGTHS AND WEAKNESSES ARE WELCOME

THANKS FOR YOUR ATTENTION



Picture by Nhat Vuong from the 2014 Workshop