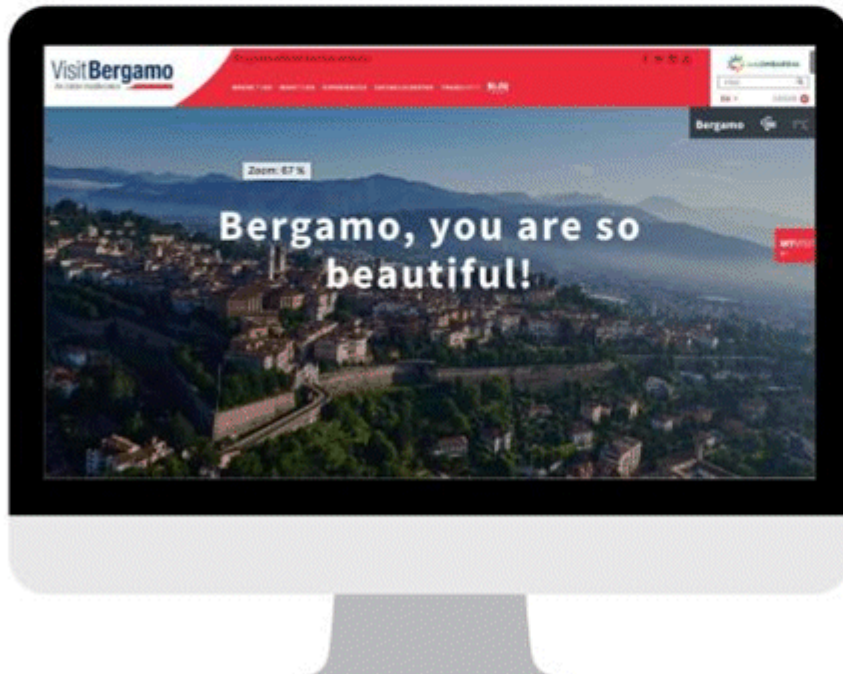


WEB PRESENCE REPORT



**PLANNING AND MANAGEMENT OF
TOURISM SYSTEMS**

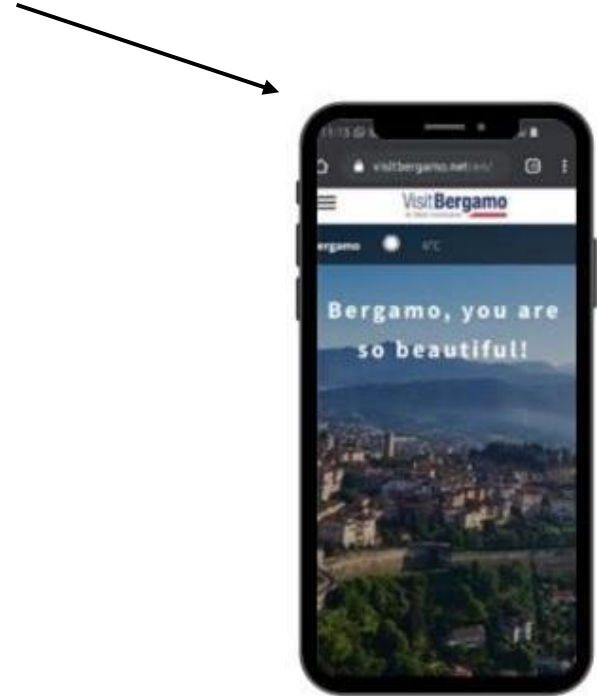
IT FOR TOURISM SERVICES

PROF. ROBERTO PERETTA

A.Y. 2020 - 2021

TABLE OF CONTENTS

- **Identity** (Alice Maj)
- **Contents** (Beatrice Merzi - Martina Vincenti)
- **Services** (Simona Chiumiento - Lucrezia Vezzoli)
- **Management** (Joviemar Kennedy Asiro)
- **Individuation** (Ester Poma - Diana Zuluaga Guerra)
- **Usability** (Mattia Bosatelli - Francesco Rota)
- **Strengths & Weaknesses**



IDENTITY

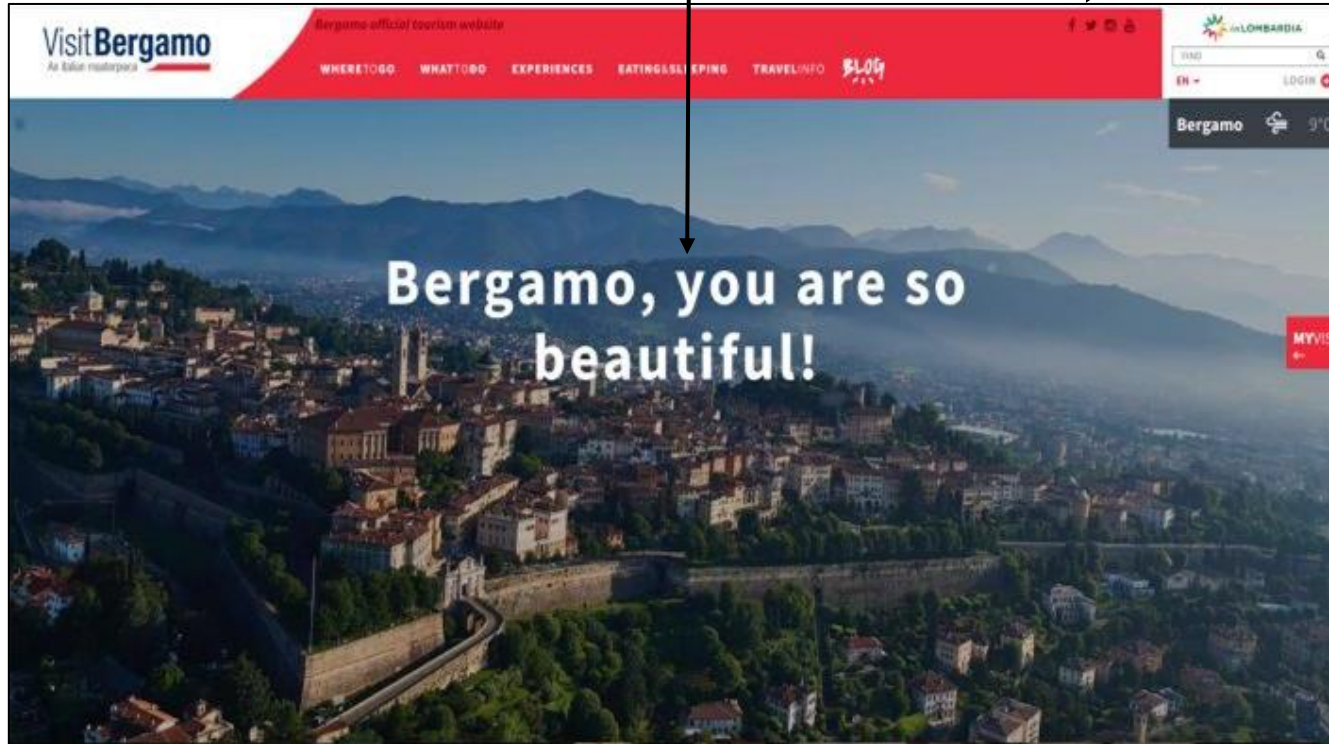


Area	
• Total	40.16 km ² (15.51 sq mi)
Elevation	485 m (1,591 ft)
Population (2019)	
• Total	122,243
Demonym(s)	Bergamasque Bergamaschi (Italian) Bergamàsch (Eastern Lombard)
Area code(s)	(+39) 035
Website	www.comune.bergamo.it
UNESCO World Heritage Site	
Criteria	Cultural: iii, iv
Reference	1533
Inscription	2017 (41st session)
Area	378.37 ha

IDENTITY

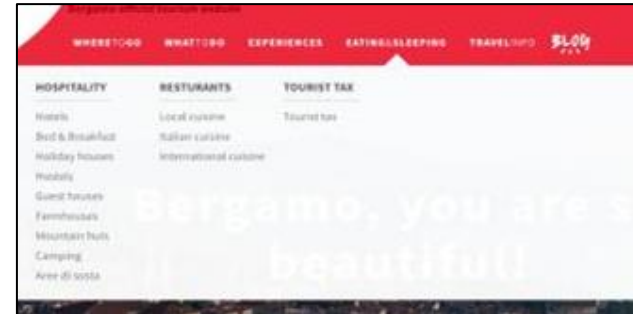
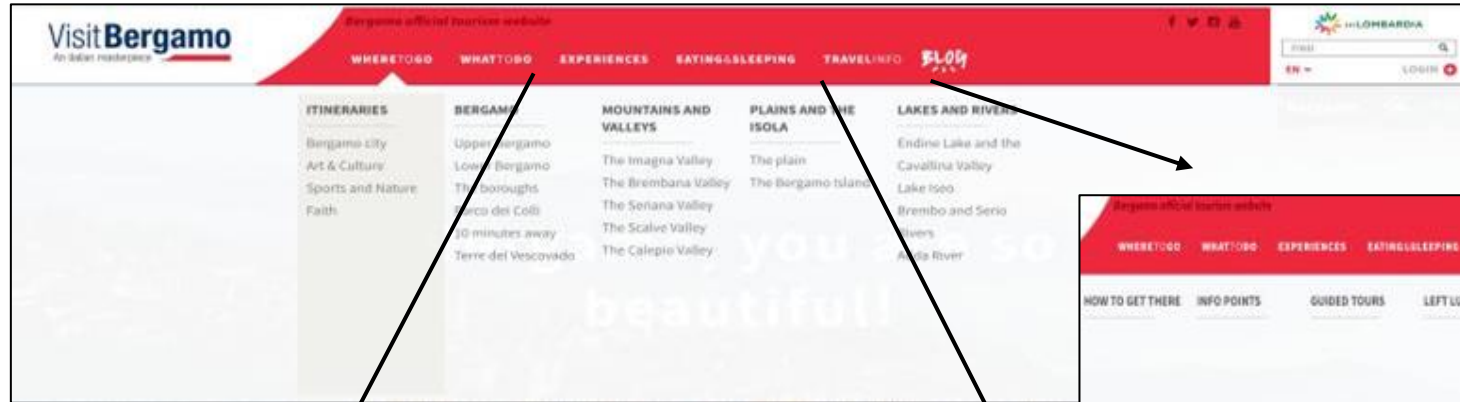
The view from Città Alta is used as wallpaper

The site can be followed through social network



The discovery of the city is compared to a travel

IDENTITY



CONTENTS

MANAGERS CONTENT COMPLIANCE



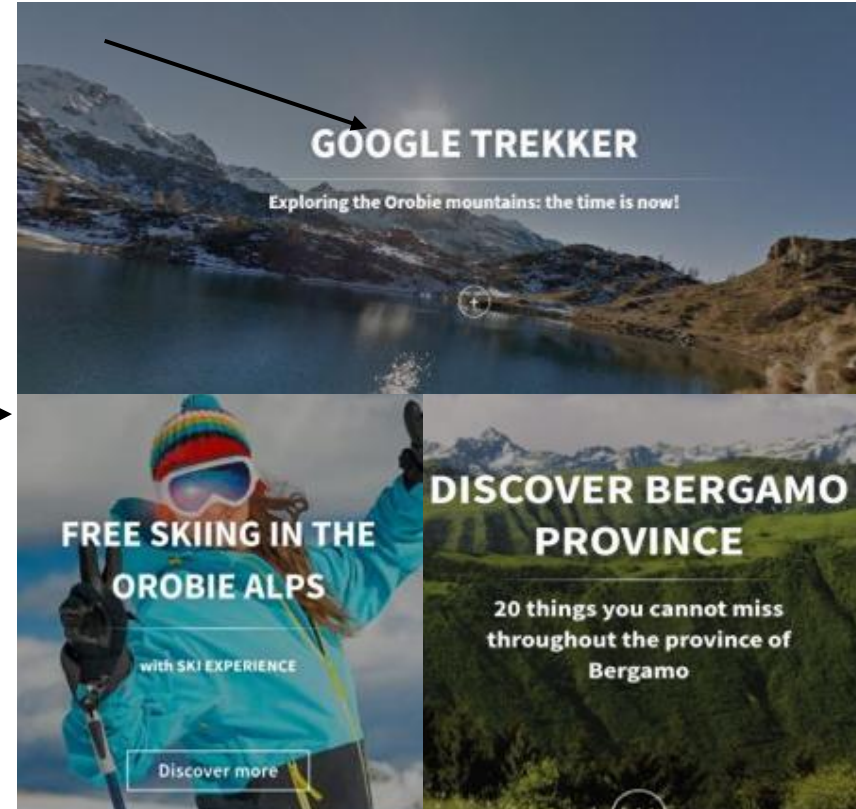
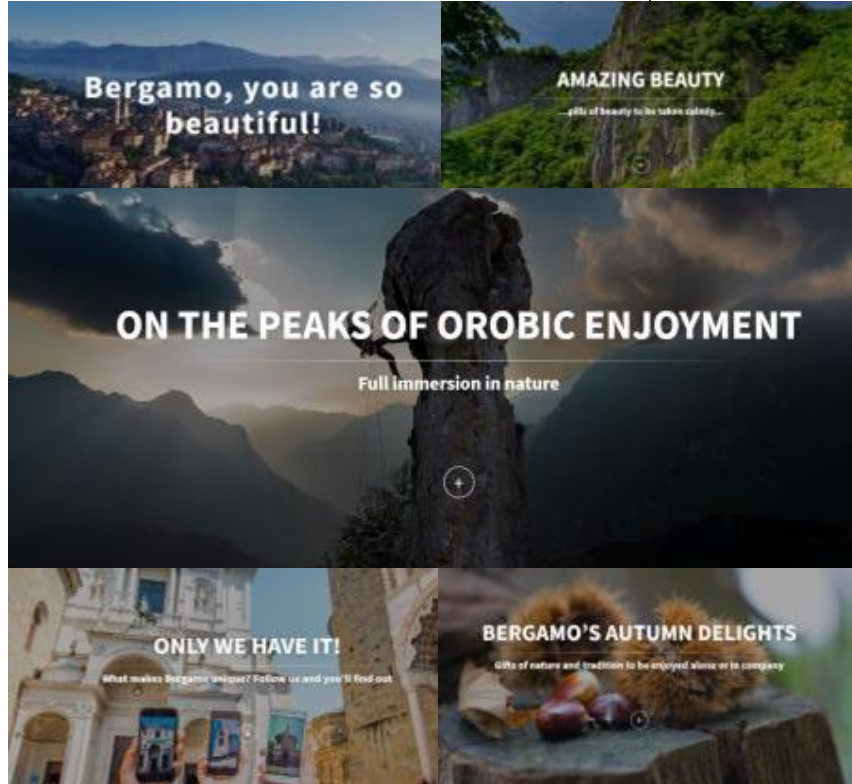
- Study the tourism potential in order to improve the relationship between demand and supply;
- Coordinate projects and initiatives of public and private;
- Implement marketing actions, quality programmes, promotions and advertising campaigns;
- Participate in fairs and events in Italy and abroad;
- Promote, develop and enhance tourist facilities

CONTENTS

INFO AND MEDIA CONTENT

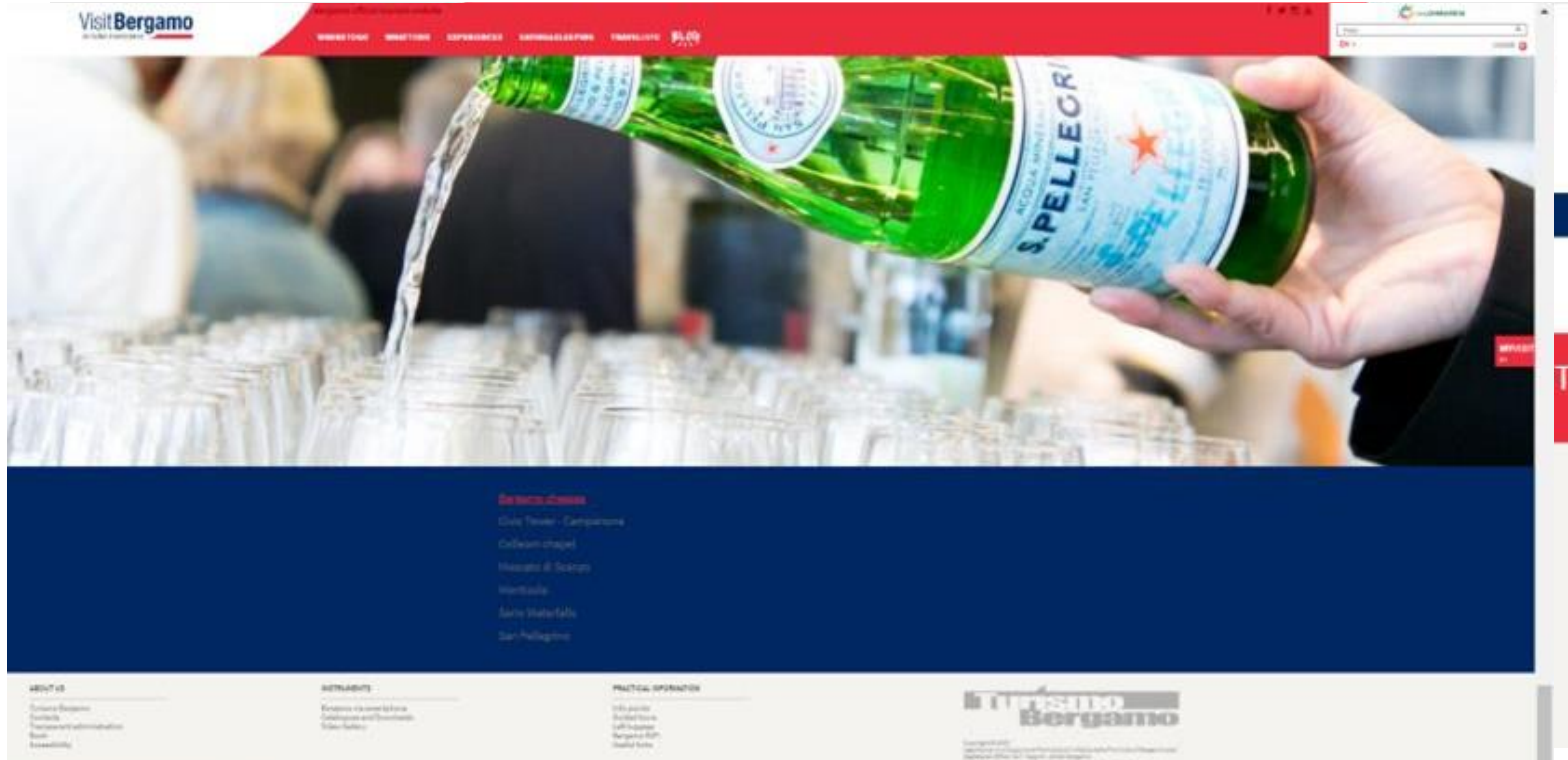
sentences
written in bold

many images and a
few writings



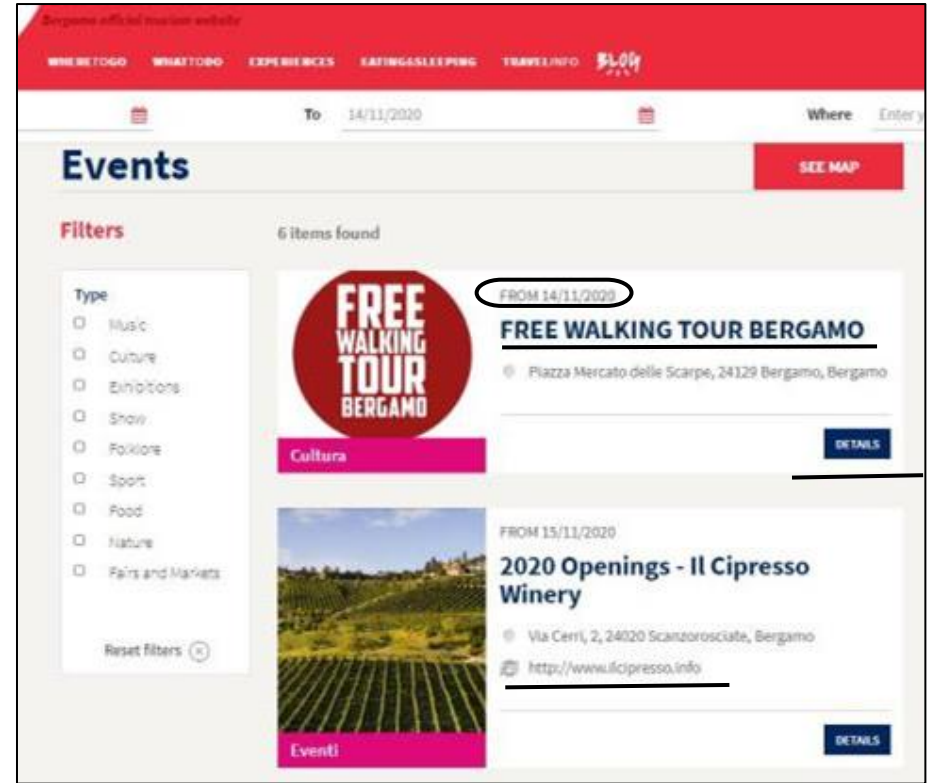
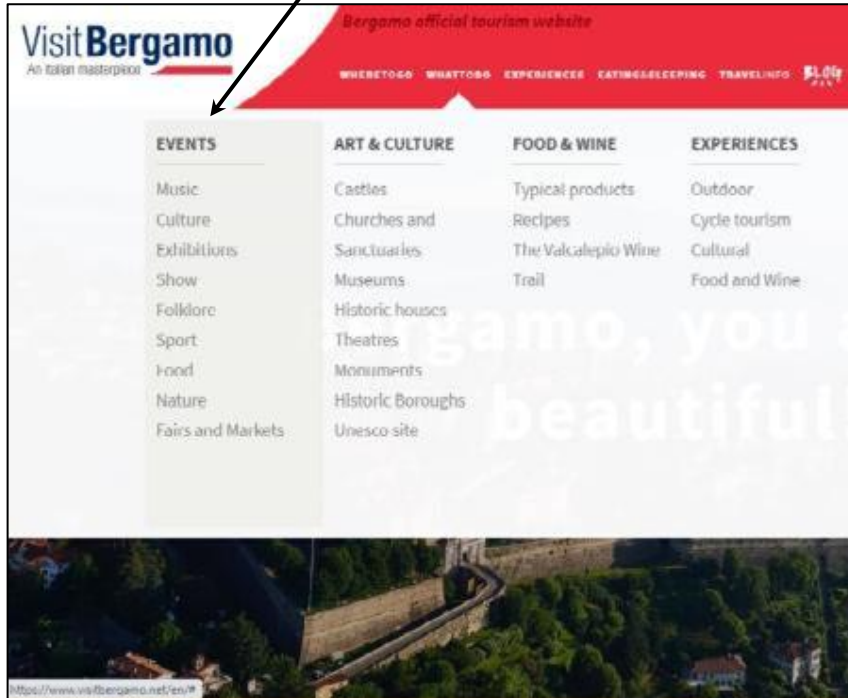
CONTENTS

LINKS



CONTENTS

EVENTS

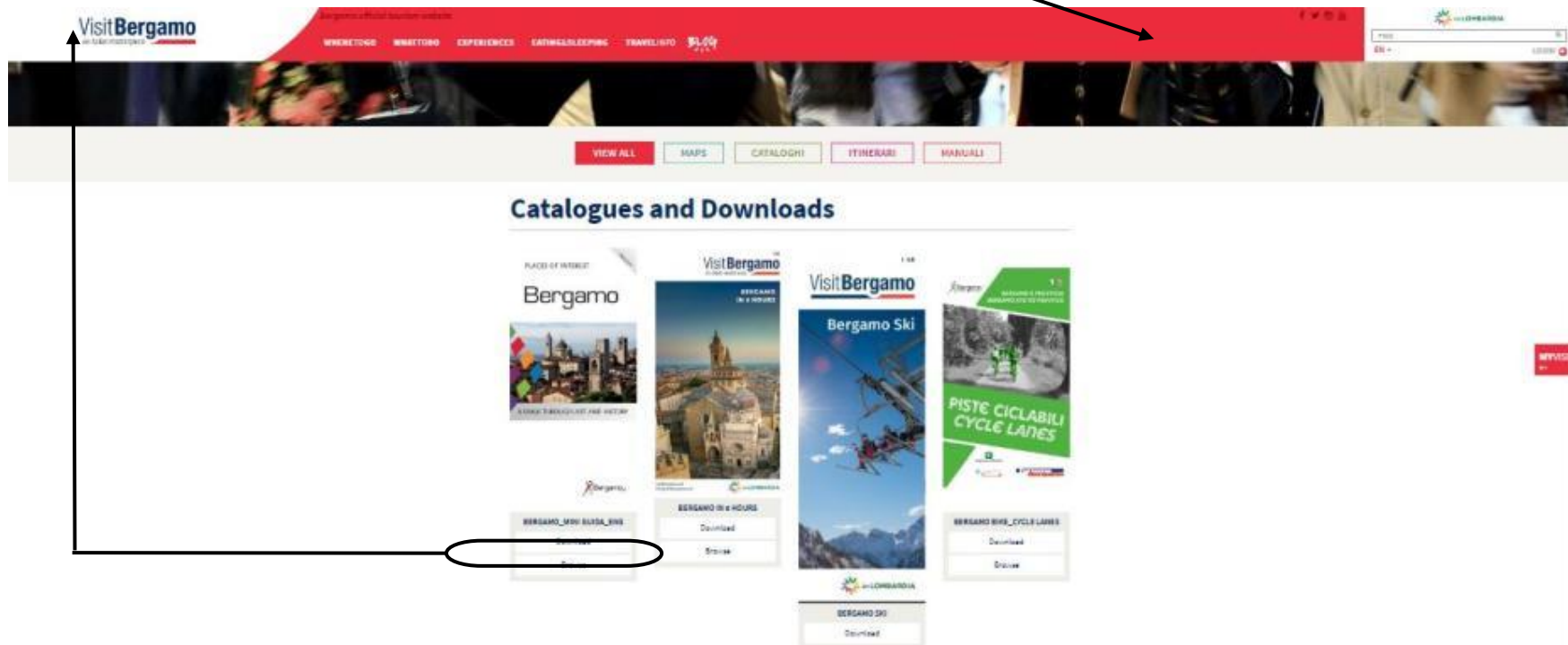


STRUMENTI

Bergamo con lo smartphone
Cataloghi e Downloads
Video Gallery

CONTENTS

DOWNLOADABLE MATERIAL



CONTENTS

SOURCES COPYRIGHT

Visit Bergamo
An Italian masterpiece

Bergamo official tourism website

WHERE TO GO WHAT TO DO EXPERIENCES EATING & SLEEPING TRAVEL INFO BLOG

☐ I declare that I have read and accepted your [Privacy Policy](#)

☐ Non sono un robot

reCAPTCHA
Privacy - Termini

JOIN

MY VISIT

Operators reserved area **LOGIN**

Calculate the tourist tax **CALCULATE**

ABOUT US
Turismo Bergamo
Contacts
Transparent administration
Book
Accessibility

INSTRUMENTS
Bergamo via smartphone
Catalogues and Downloads
Video Gallery

PRACTICAL INFORMATION
Info points
Guided tours
Left luggage
Bergamo WiFi
Useful links

TURISMO Bergamo

Copyright © 2020
Agenzia per lo sviluppo e la Promozione Turistica della Provincia di Bergamo sncrl
Registered Office: Via T. Tasso 8 - 24121 Bergamo
Operational headquarter: Viale Vittorio Emanuele II, 20 - 24121 Bergamo
C.F. e P.Iva 02910070164 e reg. imprese coaia di Bergamo 02910070164
[Privacy Policy](#) - [Credits](#)

SERVICES

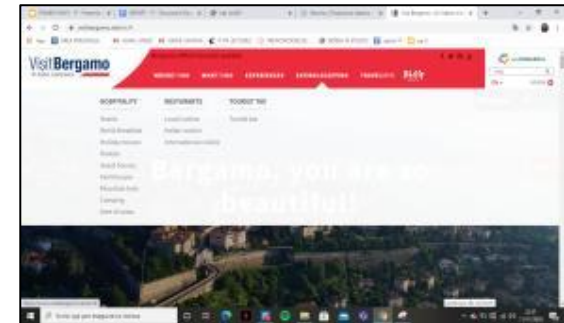
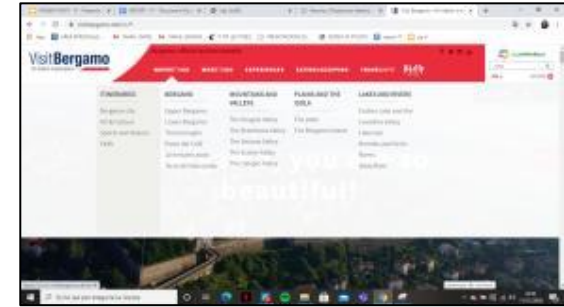
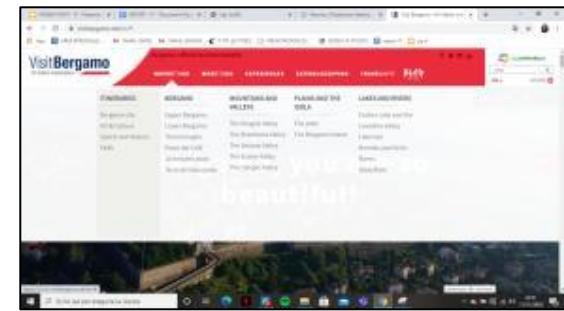
PRIVACY

The site “Visit Bergamo” uses cookies and it asks to accept them.



USER'S NEEDS

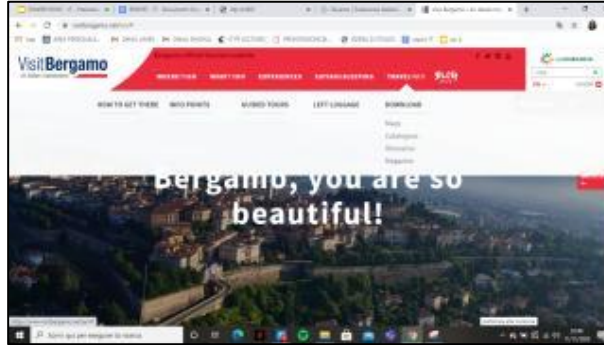
There's a drop-down menu which allows to have info about: itineraries, events, experience, hospitality and restaurants



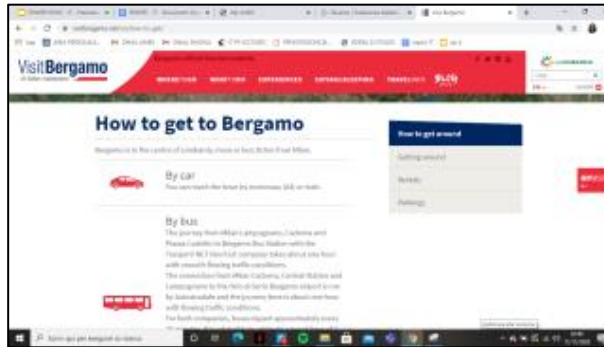
SERVICES

TRANSPORT

“How to get there”

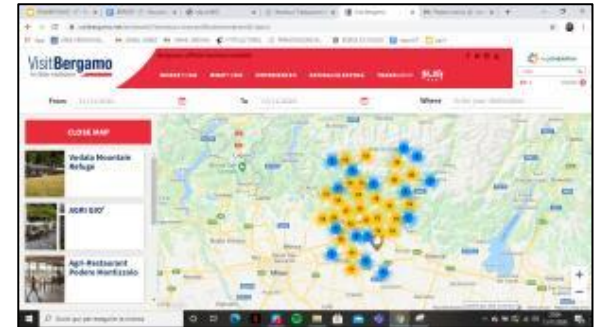


“How to get around”



GEO-REFERENCED MAP

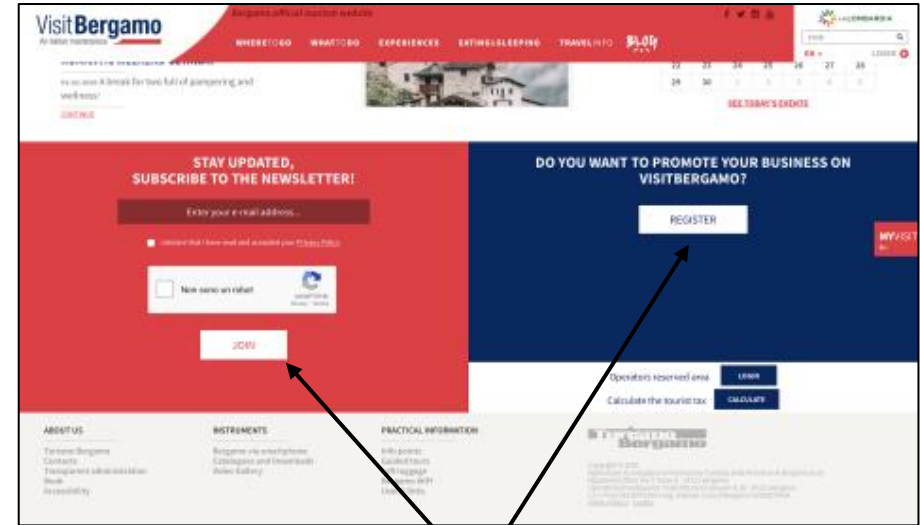
“Maps”



SERVICES

LOCATION-BASED SERVICES

The site “Visit Bergamo” has no Location Based Services.

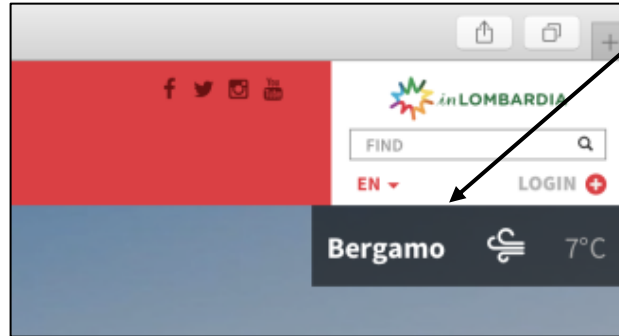


Manager's needs are fulfilled

SERVICES



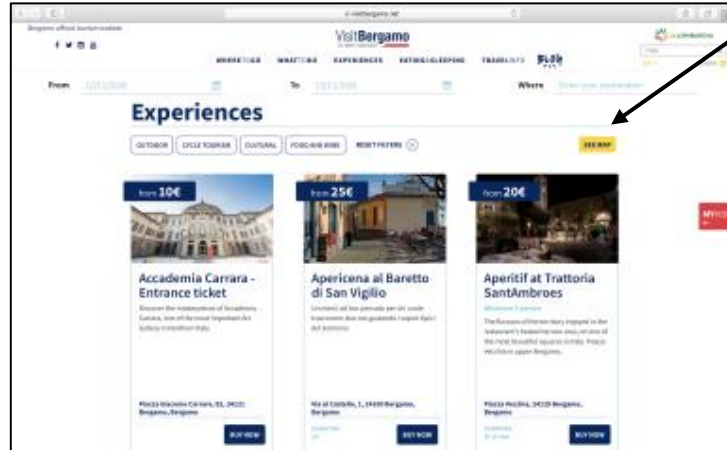
The **security** of the website is guaranteed thanks to the https protocol



The website provides a poor **weather forecast** on the homepage

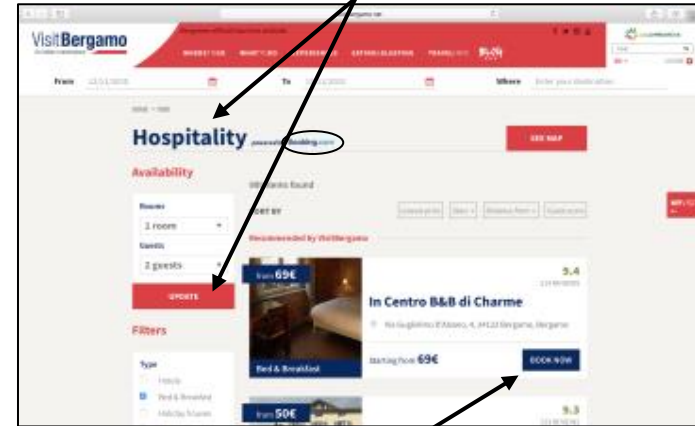
SERVICES

“Visit Bergamo” provides **e-commerce** functions:



Activities are purchasable directly from the website

The website allows the users to insert their preferences in order to look for activities, services or accommodations

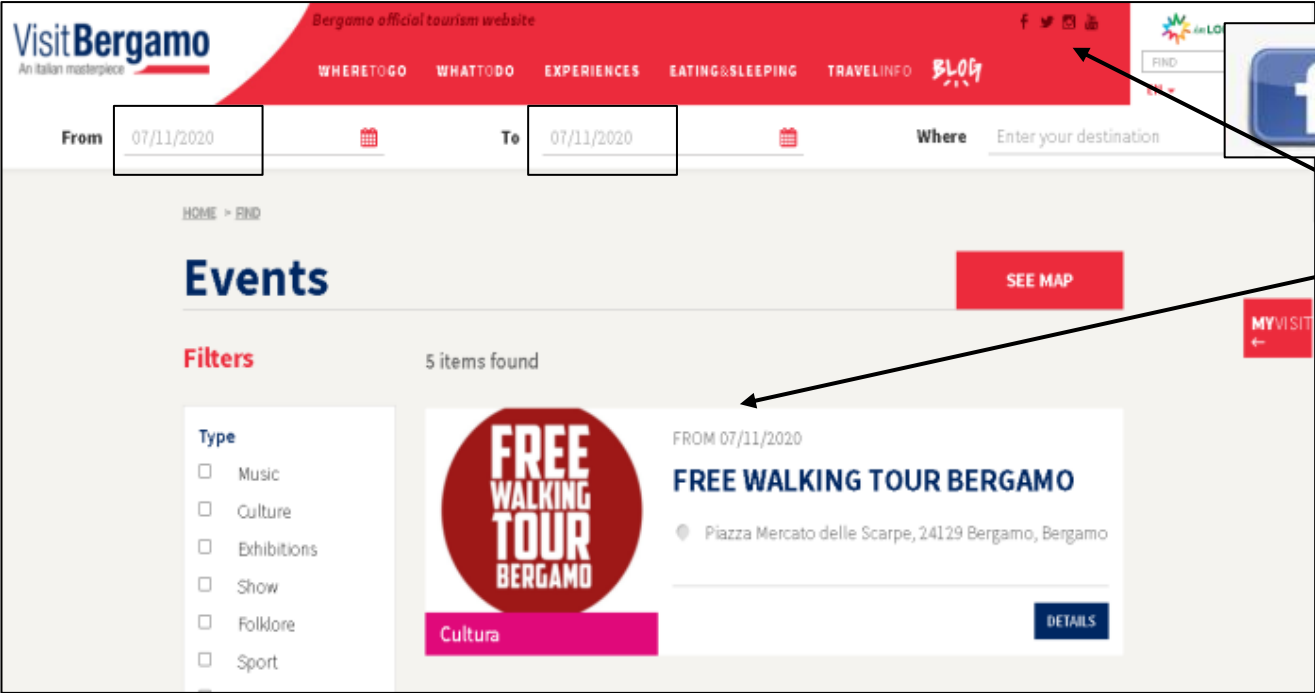


Accommodations are powered by Booking.com, users cannot directly book them from “Visit Bergamo”

MANAGEMENT

CODE COMPLIANCE

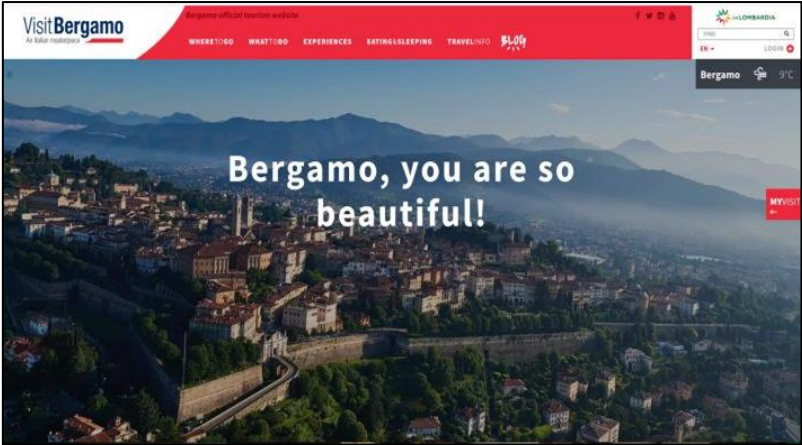
the website's software works properly



UPDATE:
it appears to be regularly updated, as well as its social media pages: Facebook, Twitter, Instagram, YouTube

MANAGEMENT

LINK COMPLIANCE:
according to the online tool
Broken Link Checker many links
don't work properly and they
respond to the *404 Page not
found error* or *bad host error*



TECHNOLOGIES: the website is
technologically updated; the site surfing is
fast and intuitive

#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
1	http://www.bbisoladicasa.it/	www.bbisoladicasa.it	url src	bad host
2	http://www.hotelrosalpina.bg.it/	www.hotelrosalpina.bg.it	url src	bad host
3	http://www.casapriula.it/	www.casapriula.it/	url src	bad host
4	http://www.comune.bergamo.it/servizi/Menu/dinamica.aspx?idSezione=3780&idArea=1182&idCat=1195&ID=8557...	http://www.comune.bergamo.it/servizi/Me	url src	404
5	https://itunes.apple.com/it/app/visitbergamo-contest/id1180922379?mt=8	IMAGE alt = Download from Apple Store	url src	404
6	http://www.comune.bergamo.it/ortobotanico	 ns;P;	url src	404
7	http://www.accademiaccarrara.bergamo.it/	Accademia Carrara	url src	400
8	http://www.reti.regione.lombardia.it/csi/Satellite?c=Page&childpagename=DG_Reti%2FDGLLayout&cid=12136086...	Parchi Regione Lombardia	url src	404
9	http://www.agriturismolemore.it/	www.agriturismolemore.it	url src	bad host
10	http://www.valbrembana.eu/it/pol/scuderia-del-cornello	www.valbrembana.eu/it/pol/scuderia-del	url src	bad host
11	http://bit.ly/2lymf1U	bit.ly/2lymf1U	url src	404
12	http://www.trattoriacolombina.it/	www.trattoriacolombina.it	url src	bad host
13	http://www.app9bergamo.com/	www.app9bergamo.com	url src	bad host
14	http://www.materiaprima.bigcartel.com/	www.materiaprima.bigcartel.com/	url src	404
15	http://www.chiringuito.cafe.it/	www.chiringuito.cafe.it	url src	bad host
16	http://www.trattoriagreca-egao.it/	www.trattoriagreca-egao.it	url src	bad host
17	http://www.pooglias.it/	www.pooglias.it	url src	bad host
18	http://www.falconibergamo.it/	www.falconibergamo.it	url src	bad host
19	http://www.dilloallaluna.it/	www.dilloallaluna.it	url src	bad host
20	http://www.voloavelaristoranti.it/	www.voloavelaristoranti.it	url src	bad host

INDIVIDUATION

SEARCH ENGINES: generally well positioned



← 5th result on Google

DOMAIN NAME: short and immediate

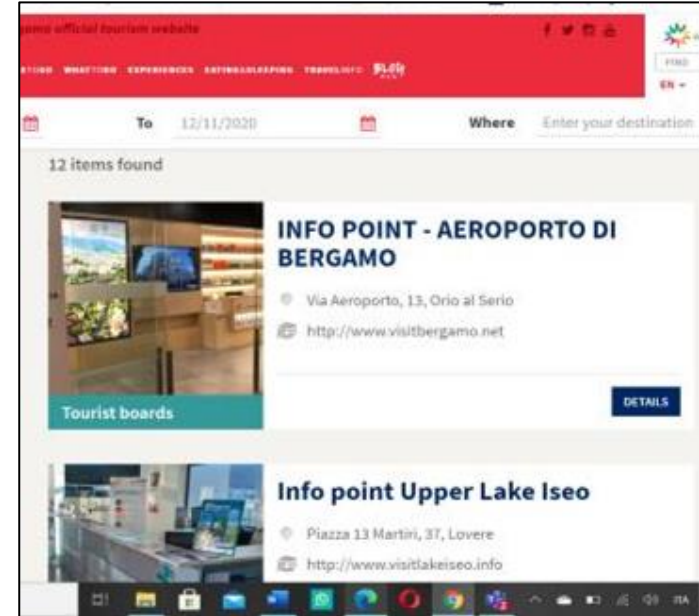
→ visitbergamo.net



INDIVIDUATION

OFFICE GEOGRAPHIC POSITION:

Visit Bergamo's website dedicates a specific page for the offices, but not all of them are presented with telephone number, e-mail and location (and some of them also with opening hours). Sometimes the information on Google Maps differ from the one of the website.



BASIC AND ONLINE COMMUNICATION: not totally provided

RANKING



DOMAIN RAITING

63/100



LINKING WEBSITE

1517



BACKLINKS

50.707



ORGANIC # OF VISITS: 37.4K MONTHLY

INDIVIDUATION

COMPETITORS



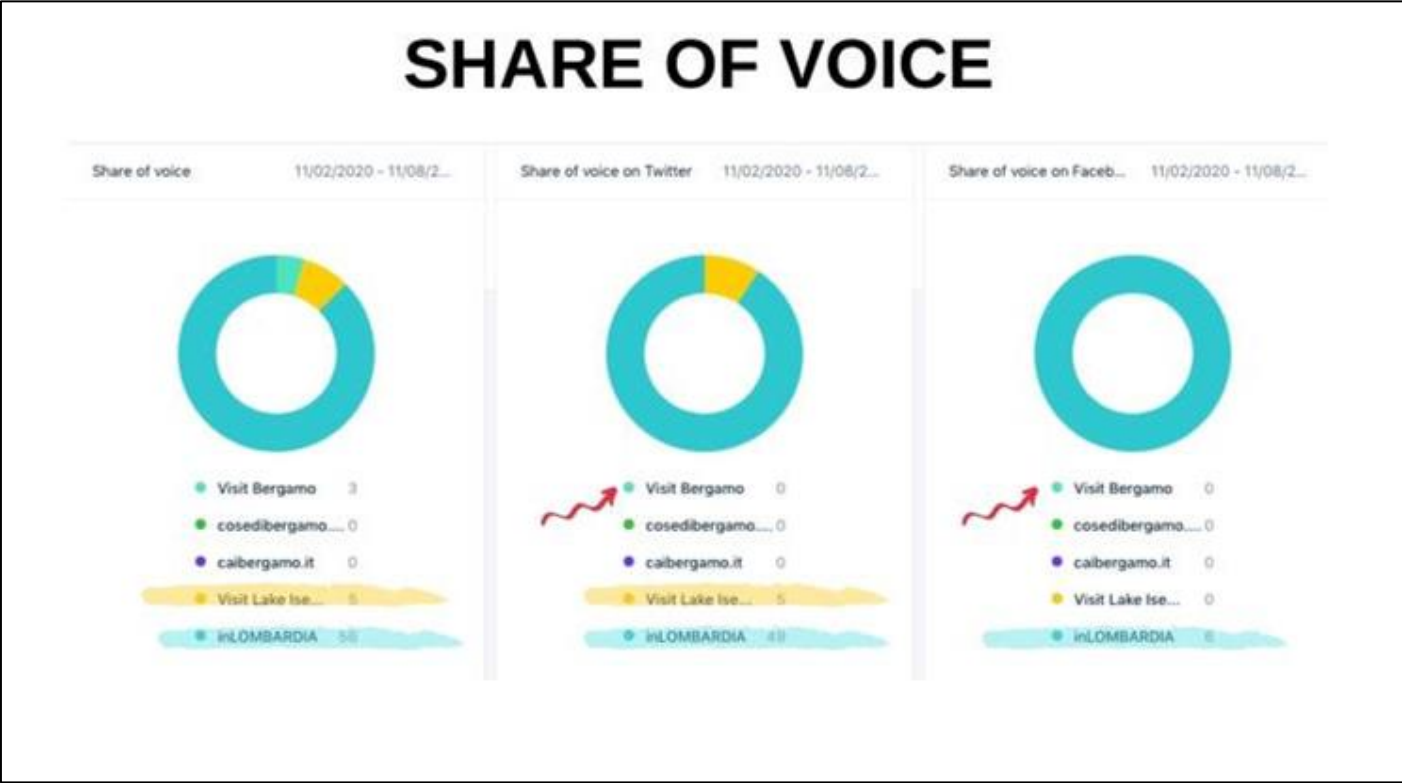
DOMAIN RAITING
67/100



DOMAIN RAITING
21/100

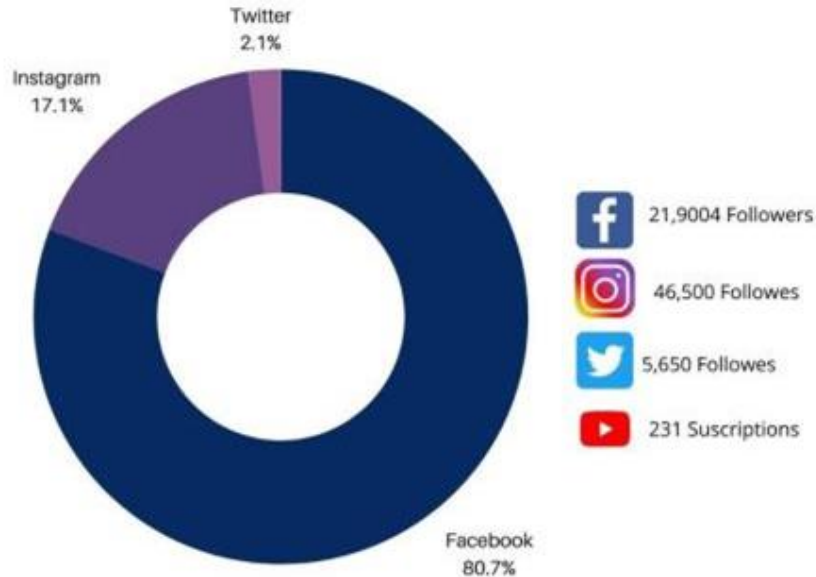


DOMAIN RAITING
54/100



INDIVIDUATION

SOCIAL MEDIA ENGAGEMENT



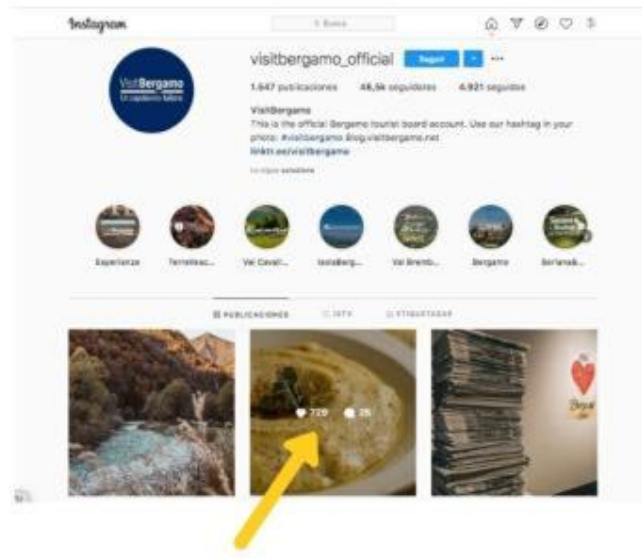
Language Content:
Type of posts:

#:
#visitbergamo
#BergamoJustAmazing
#bergamotiaspetta
#Bergamoinsiemeavoi
#Bergamotravelwishlist
#bergamoisallright
#Bergamopiùbella

INDIVIDUATION



SENTIMENT



INDIVIDUATION

Other Networks



TWITTER

Same Content than Instagram



LINKEDIN

144 followers, not frequent posts.



YOUTUBE

231 Subscriptions, not frequent posts.

INDIVIDUATION

SOCIAL MEDIA: MAP OF LINKS



INDIVIDUATION

B2C COMMUNICATION



Contacts

Form fields for contact information:

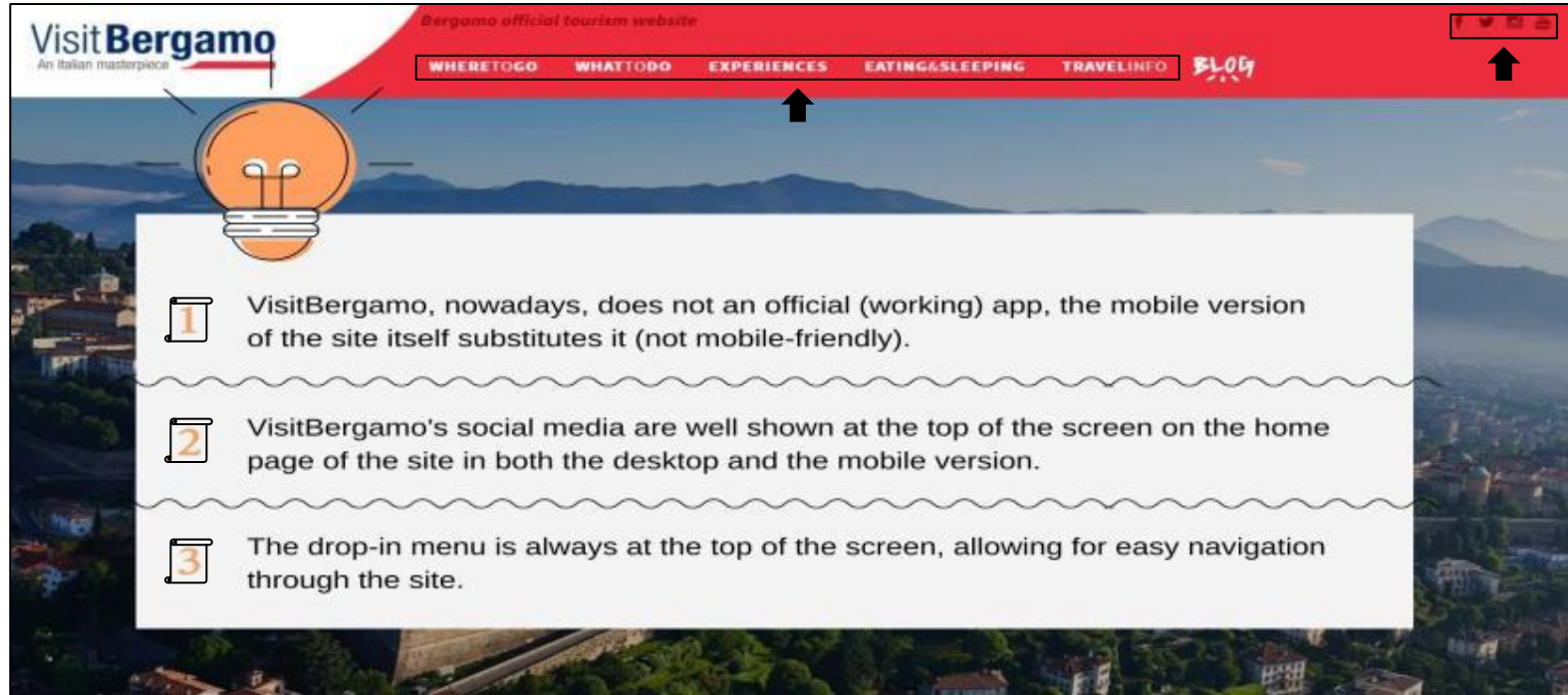
- First name *
- Last name *
- Email *
- Phone
- Address
- Reason for contact
- Message

Contacts

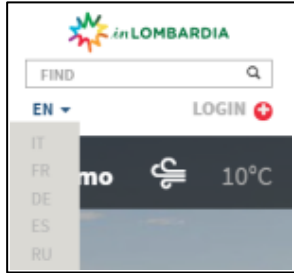
visit@visitbergamo.net
info@visitbergamo.net
info@visitbergamo.net
info@visitbergamo.net
info@visitbergamo.net
info@visitbergamo.net



USABILITY



USABILITY

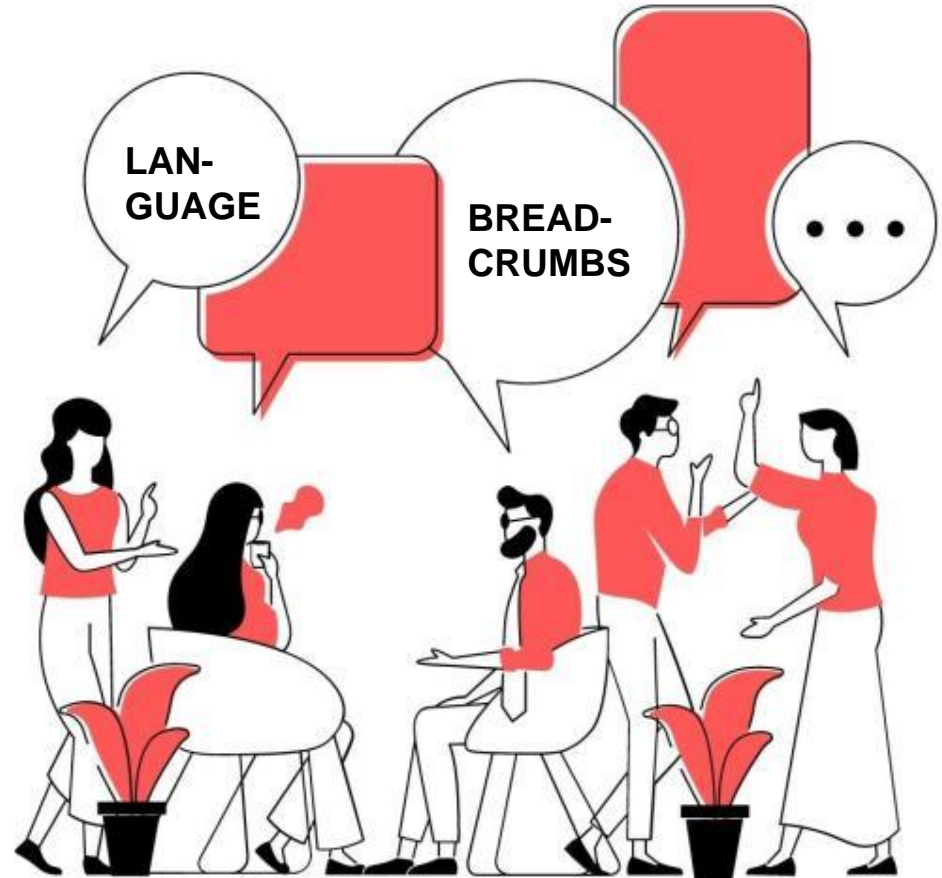


6 available languages on the website: Italian, English, French, German, Spanish, Russian (all European languages).

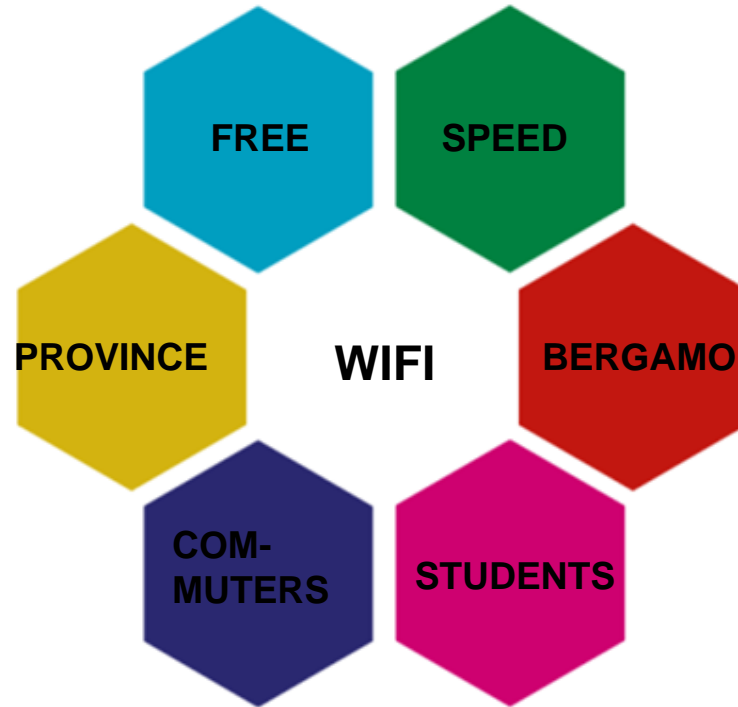
[HOME](#) > [WHAT TO DO](#) > [TYPICAL PRODUCTS](#) > [TYPICAL DESSERT](#)

“Breadcrumbs” are widely available to help users with the navigation across the site.

Ex. Polenta e Osei →



USABILITY



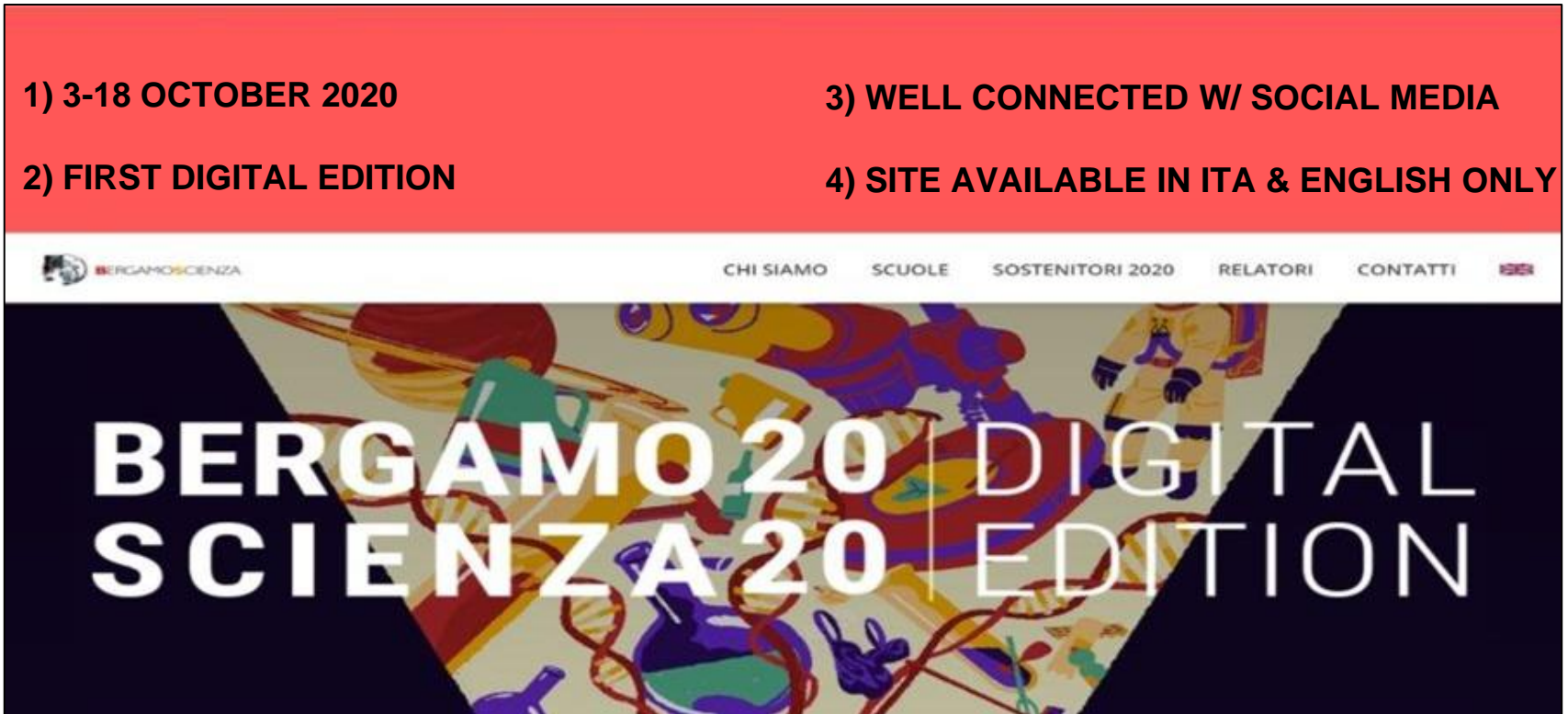
USABILITY

1) 3-18 OCTOBER 2020

2) FIRST DIGITAL EDITION

3) WELL CONNECTED W/ SOCIAL MEDIA

4) SITE AVAILABLE IN ITA & ENGLISH ONLY



STRENGTHS & WEAKNESSES

STRENGTHS	WEAKNESSES
The website as well as its social media pages are regularly updated	Few recent videos in YouTube
The website is easy to use and easy to browse	Some links do not work properly
Privacy & security are well respected	Twitter and Youtube have no frequent posts.
The level of engagement in the social media is remarkable.	The official website doesn't always have a good position on the main Search Engines
The Domain Ranking score is noticeable in comparison with its competence. The number of organic visits per day is also preponderant.	There is a problem with the location of the main office of Visit Bergamo (website vs Google Maps)
Section for B2B & B2C	They are not using a proper intranet right now

STRENGTHS & WEAKNESSES

STRENGTHS	WEAKNESSES
Eye-catching photos	Weather could be linked to some weather forecast websites in order to provide more information
Well-organized contents	Some translations are missing
Good purchasing functions directly on the website	Improvements about the speed of Wi-Fi connection can be made in certain areas of the province
Many information on things to do, where to go and hospitality	No official app is present (nowadays) on neither the App Store nor on Google Play
Many maps available online and downloadable	No clear home button (the logo works as that)
Free Wi-Fi available in the city. And average Wi-Fi speed in Bergamo is good	
The website is always up-to-date and it works well on both computers and mobile phones	
Navigation on the site is straightforward	