



Web presence quality evaluation based on the 7loci meta-model

BRESCIA GROUP: MARTINA CAVALLI, ALESSIA DE SETA, REBECCA GATTI, GIULIA ELENA GHITTI,
MELISSA MAFIZZOLI, GIADA MARTINELLI, ALESSANDRA NEBOLI, CINZIA STELLA



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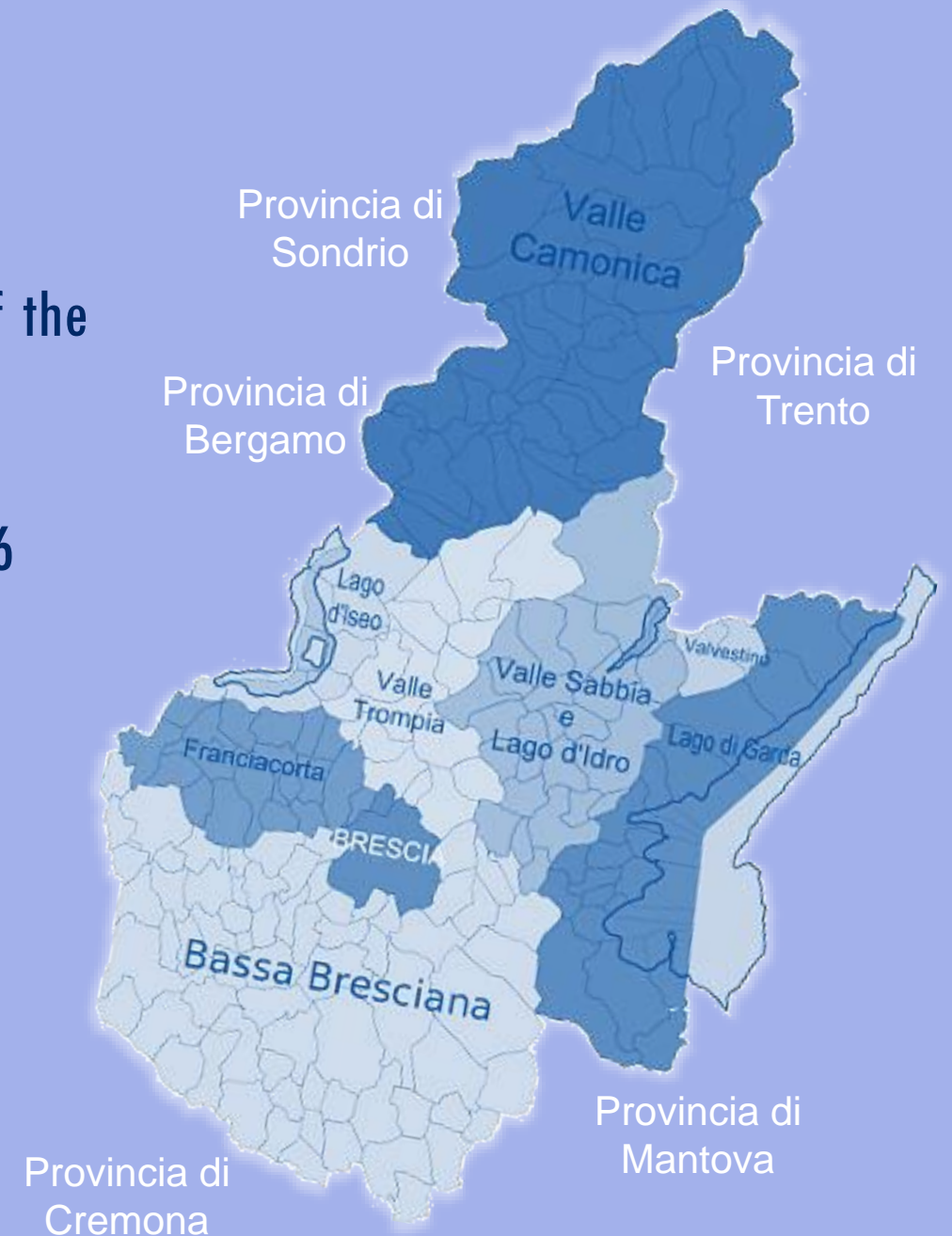
INTRODUCTION

The province of Brescia is located in the Eastern sector of the Lombardy region.

It is the largest province of Lombardy: 4.734 km² and 206 municipalities.

7 different areas:

- Brescia
- Lake Garda
- Lake Iseo and Franciacorta
- Lake Idro with Valle Sabbia
- Valle Camonica
- Valle Trompia
- Brescia's Plains



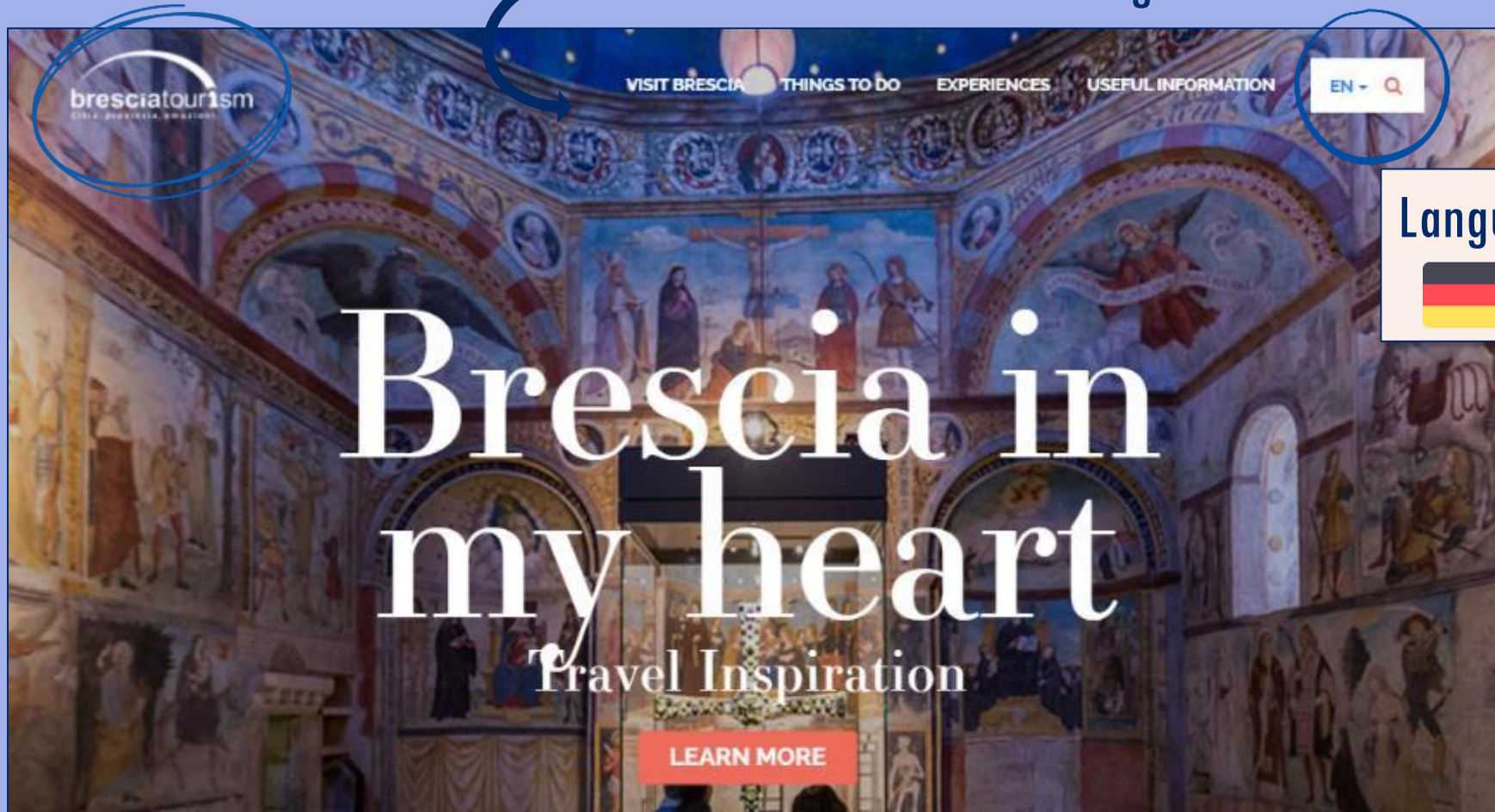
Map by <https://www.psicologavallecamonica.it>

WHO? identity

LOGO AND LAYOUT

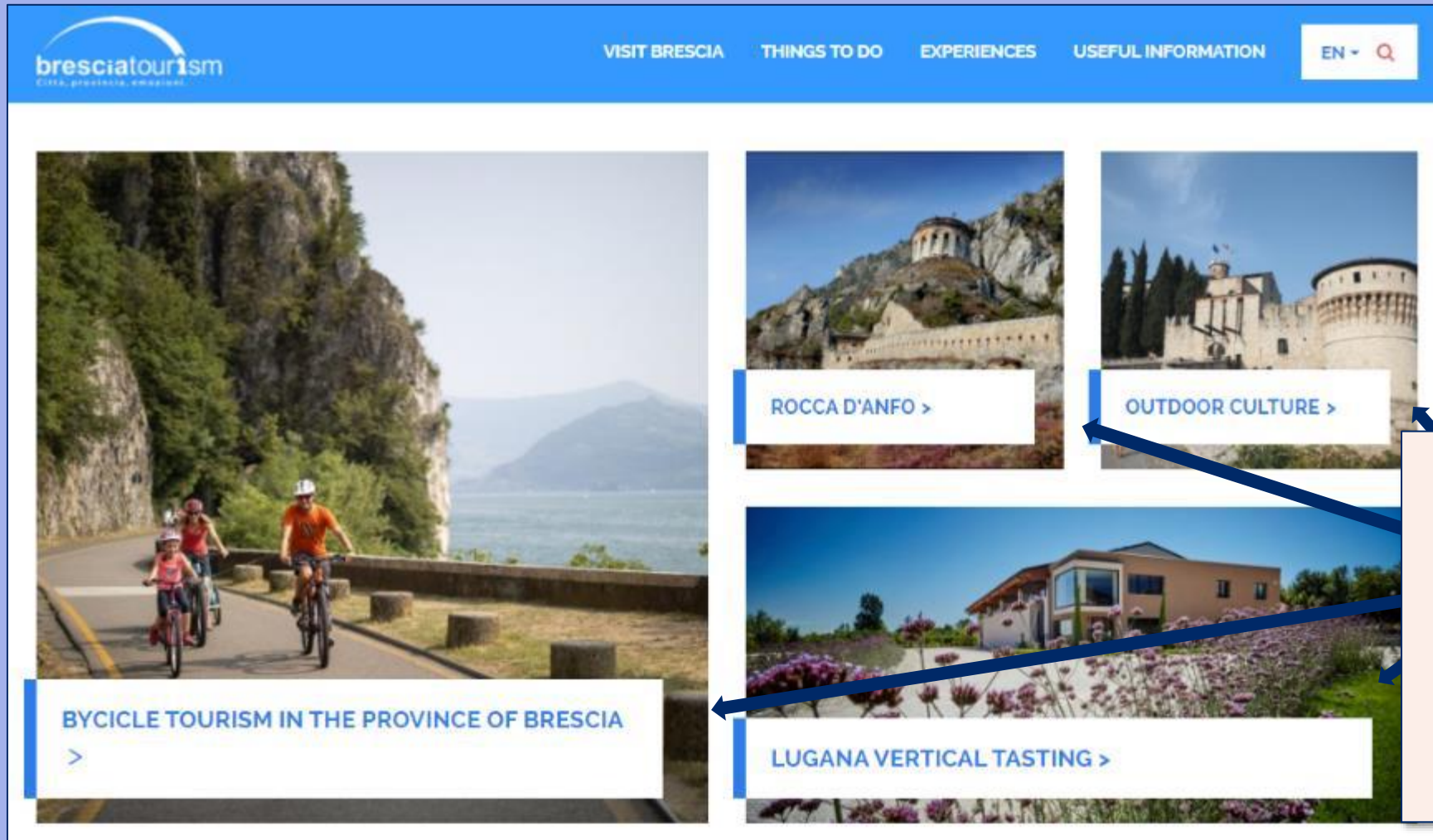
The other important sections of the website unfold next to the logo

The logo appears for the first time with no specific characteristic, layout or colour



WHO? identity

GRAPHIC DESIGN AND DESTINATION IDENTITY



The prevailing
colour is light blue

CLEAR IDENTITY:
First insights into the
opportunities the province of
Brescia can offer (and related
sections concerning them)

WHO? identity

GEOGRAPHICAL POSITION



Short paragraph representing the main areas

First hint at geographical information and localisation

BUT not a real manageable online map, nor an external link to it

Pale map of the province necessary for the identification of the different areas

WHO? identity

DESTINATION IDENTITY

Newsletter
subscription



Pop-ups regarding
the most recent
events and
activities



WHO? *identity*

DESTINATION IDENTITY

Graphic layout is simple but rather appealing, with clear and practical application

Web experience and research are linear, easy and pleasant

A specific identity is present on the website, starting from the homepage

Different targets are taken into consideration

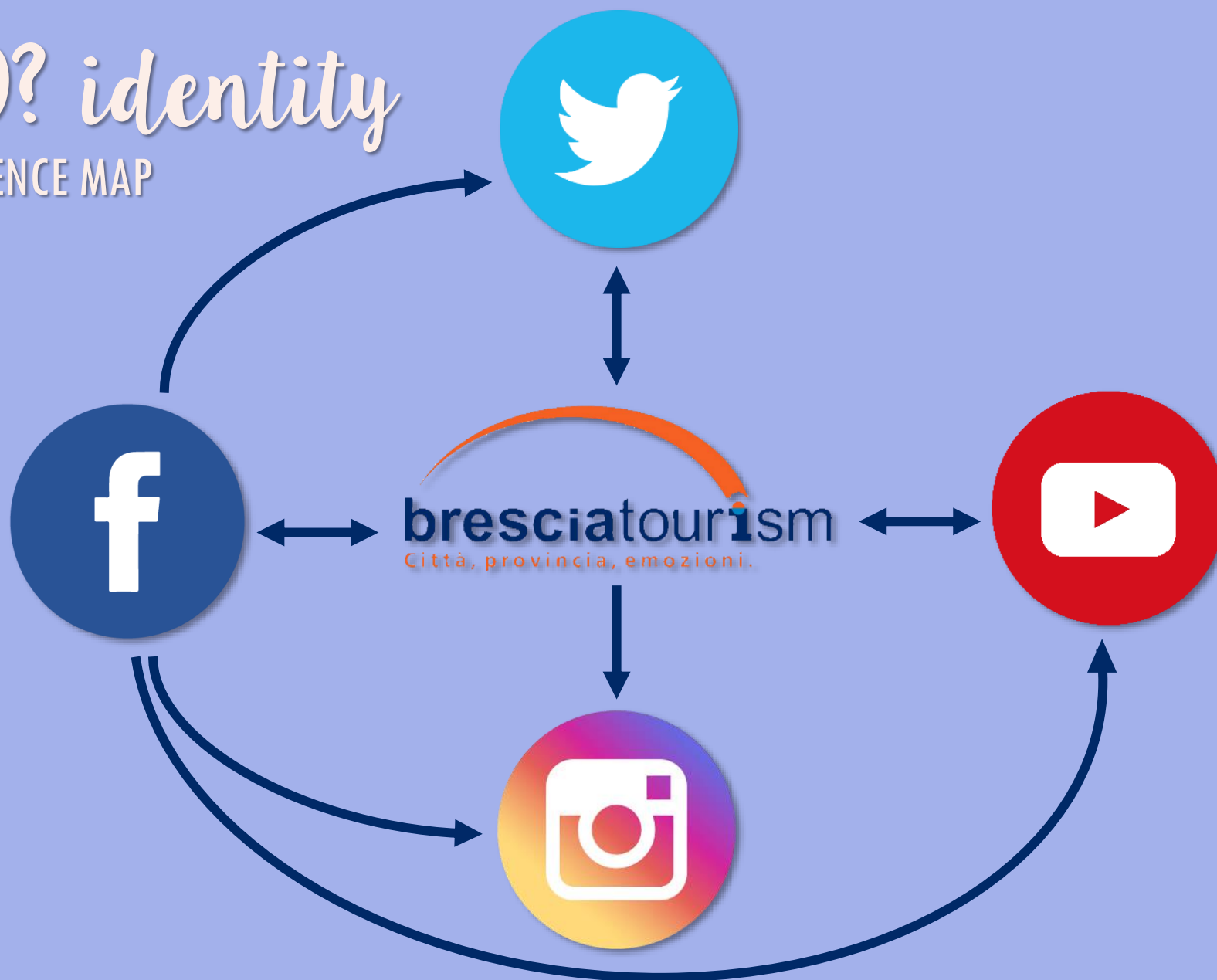
Different needs are satisfied



WHO? identity

WEB PRESENCE MAP

Identity is overall
consistent with the one
of the official webpage
of the province



WHAT? content

DISTRIBUTION OF INFORMATION

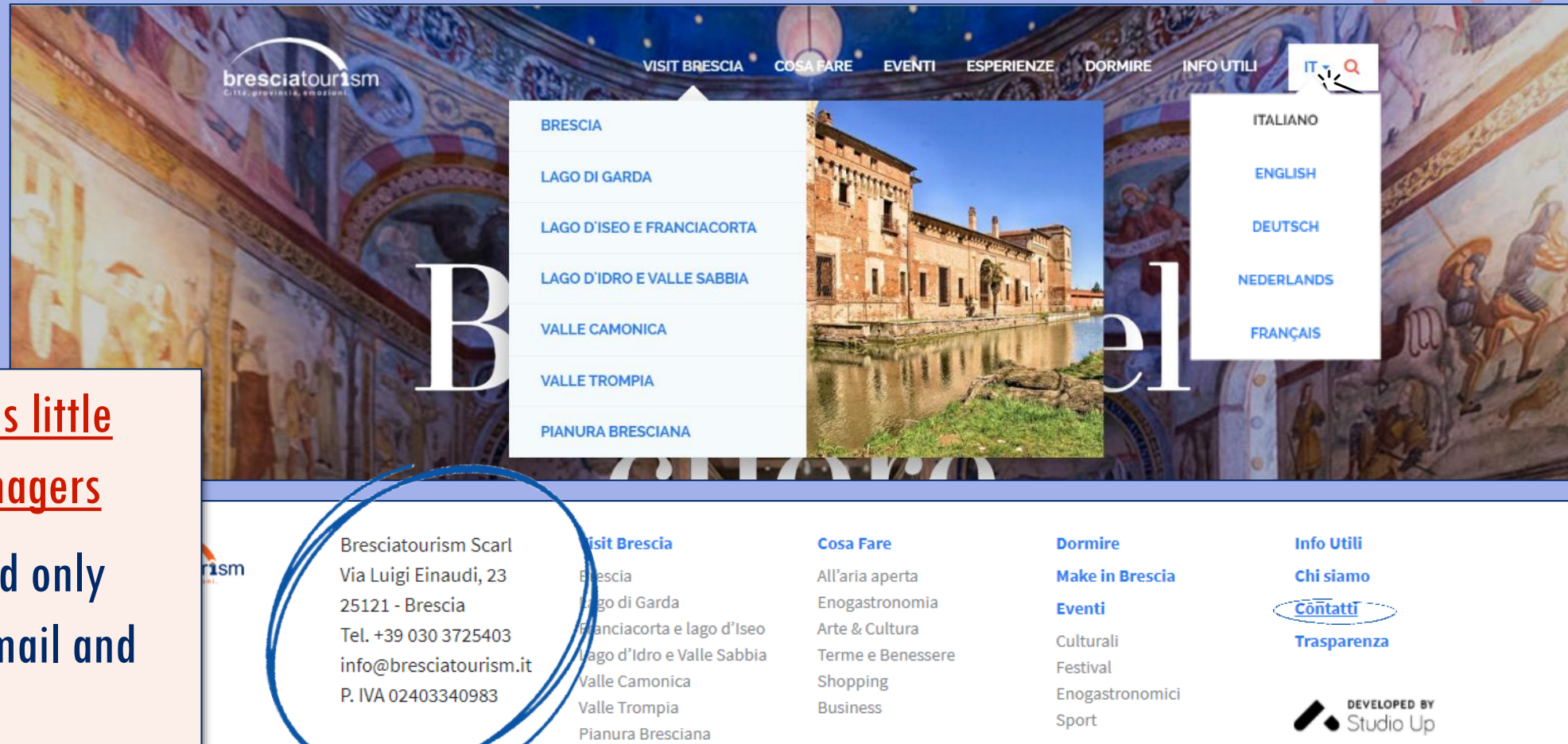
One website... many languages

BUT only the Italian version provides all the information!

The homepage is divided into different sections. Each section is subdivided into different subsections.

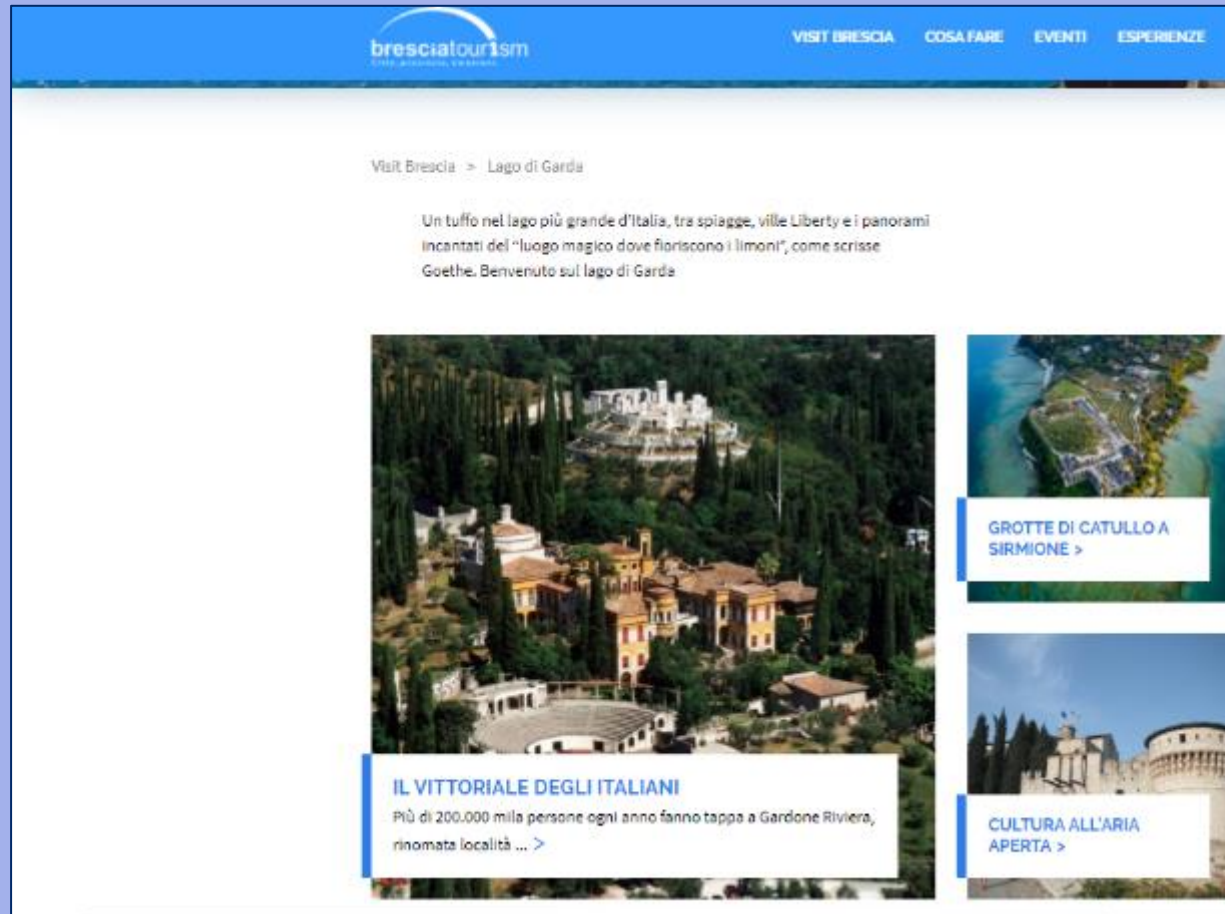
The website provides little information on managers

Users can easily find only telephone number, email and addresses



WHAT? content

USERS' CONTENT COMPLIANCE



Well structured website

Very clear text

Sufficient information for users

Text available in different languages



WHAT? content

PICTURES AND MULTIMEDIA



Lots of photos about landscapes,
tradition, food and culture

BUT videos are not present!

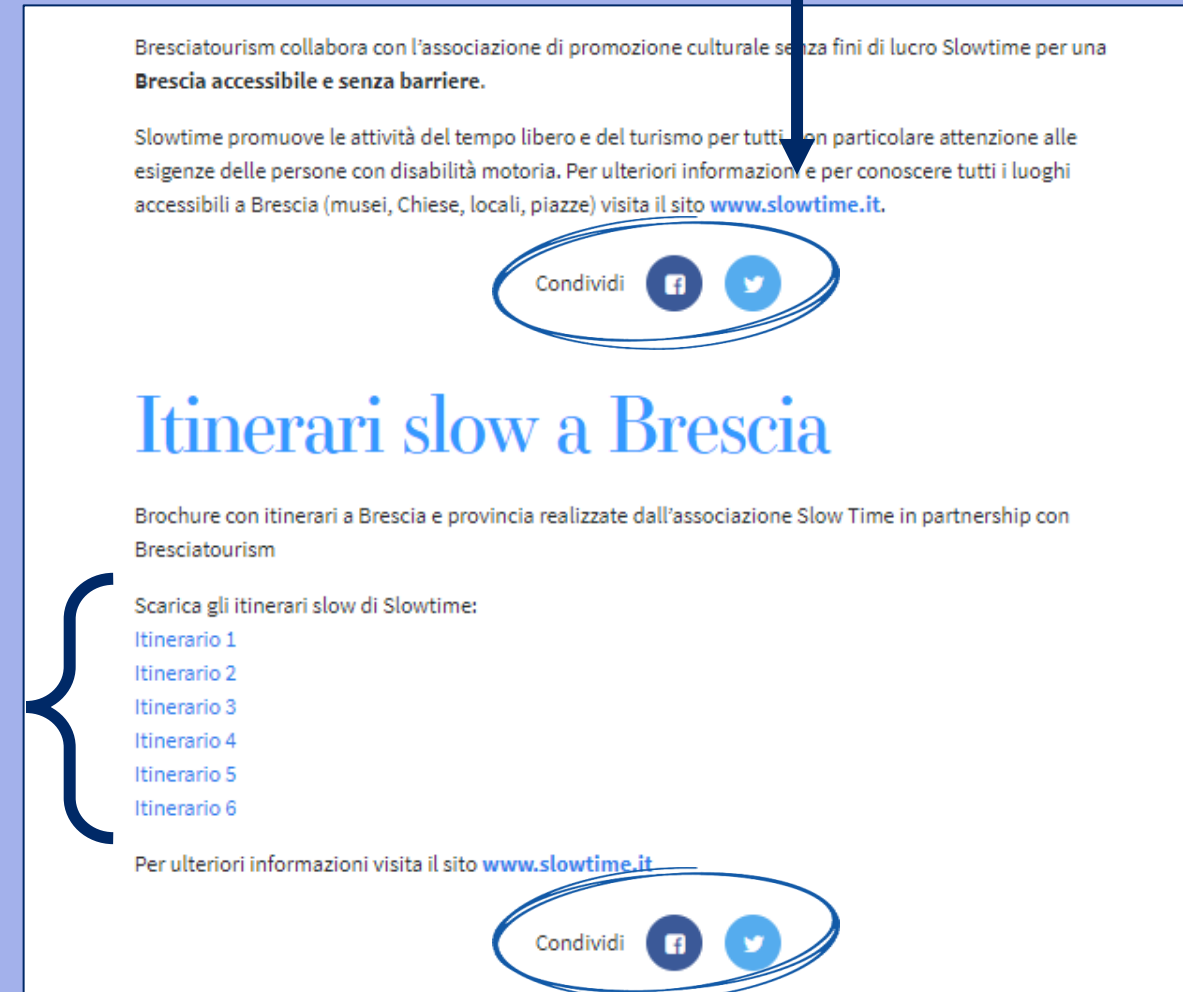
WHAT? content

LINKS, COPYRIGHT AND DOWNLOADABLE MATERIAL



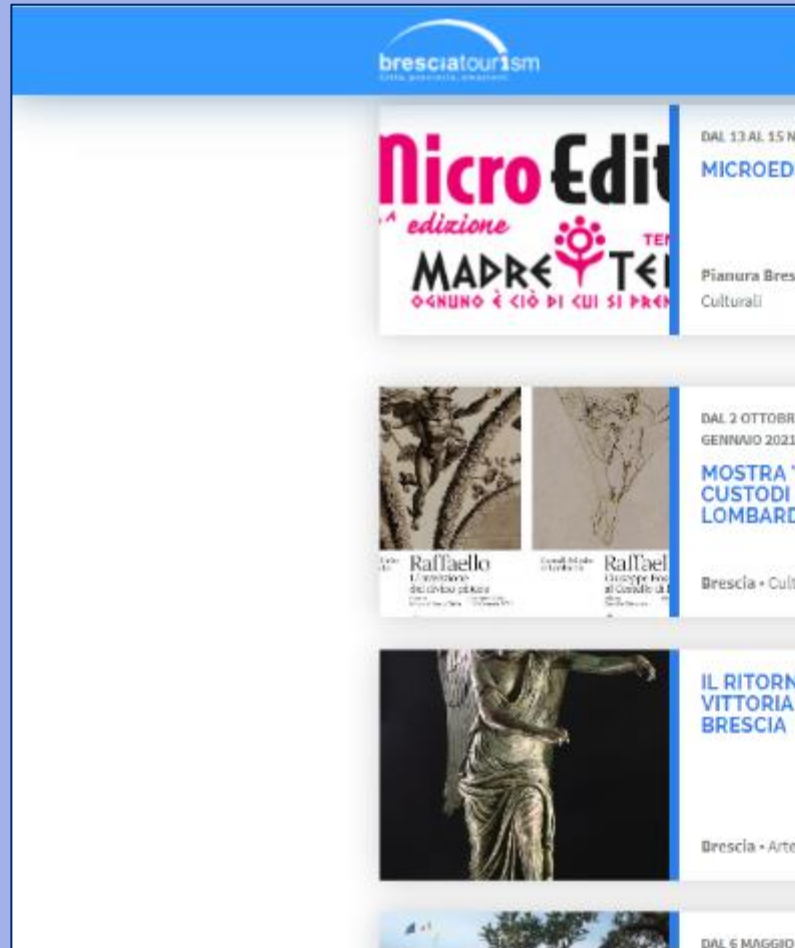
The only accessible downloads are in the section called “*Accessible Brescia*”, in which tourists can download slow itineraries

There are many links to social networks’ pages and to other entities



WHAT? content

EVENTS



DOVE
CASTELLO DI PADERNELLO
Via Cavour 1, Padernello • Borgo San Giacomo

QUANDO
DAL 19 GENNAIO AL 20 DICEMBRE 2020

TEL +39 030 9408766
EMAIL info@castellodipadernello.it
SITO www.castellodipadernello.it



Luogo di alleanze e di scambi per un'economia locale diversa, i Mercati della Terra® mirano a promuovere il cibo buono, pulito e giusto del territorio e **creare consapevolezza** in chi acquista. I prodotti venduti corrispondono a criteri qualitativi ben definiti che hanno l'obiettivo non solo di **valorizzare le ricchezze gastronomiche autoctone**, ma anche di salvaguardare il territorio e le radici, la storia, la cultura alimentare della comunità.

Oltre a produttori della pianura bresciana saranno come sempre presenti esponenti dalle aree confinanti, per un'esperienza di scambio ancora più profonda. In particolare dal 2017 è stata ampliata la collaborazione con i produttori e le condotte Slow Food delle province di Cremona, Bergamo e Mantova, che insieme a Brescia hanno organizzato il progetto **Lombardia Orientale 2017 Regione Europea dell'Enogastronomia**.

Per informazioni:

Castello di Padernello
Tel. +39 030 9408766



Useful information and descriptions about events, dates, timetables and location are provided

Mouse pointer by Paul Fernando from the Noun Project

WHY? services NEEDS

Users' needs are partially fulfilled as general information about hotels, guided tours, places of interest, activities... is provided

BUT there are some broken links and some hidden services information!

ANTICA STRADA VALERIANA

Tour Guides in the Province of Brescia

Plan your guided tour to learn about artistic, cultural, and natural gems in the province of Brescia. Learn about tours for adults, schools, families, and groups and hire a licensed guide for the area you want to discover.

AGTA – Associazione Guide Turistiche Abilitate
(Brescia Guide, Bresciastory)
Area: City of Brescia
Tel: +39 334 9035700
E-mail: info@agta.it
[Website](#)

Arteconnoi Srl
Area: City of Brescia – Lake Garda – Lake Iseo – Franciacorta – Camonica Valley
Tel: +39 333 6507551 / +39 333 6424884
E-mail: info@arteconnoi.it
[Website](#)

Associazione Arnaldo da Brescia
Area: City of Brescia – Lake Garda – Lake Iseo – Franciacorta – Camonica Valley – Sabbia Valley – Trompia Valley – Brescia plain
Tel: +39 030 47660 / +39 347 4122750 / +39 335 5422799
E-mail: info@arnaldodabrescia.it – sandra@arnaldodabrescia.it
[Website](#)

SANTA GIULIA MUSEUM
Brescia • Art and Culture

OUTDOOR CULTURE
Brescia, Lake Garda, Lake Iseo & Franciacorta, Lake Idro & Valle Sabbia, Valle Camonica, Valle Trompia, Brescian Plains • Active Holidays, Art and Culture

TOSIO PALACE
Brescia • Art and Culture

Managers' needs are fulfilled, as the website provides information about hotels, museums, guided tours, POIs...

bresciatourism
Città, provincia, emozioni

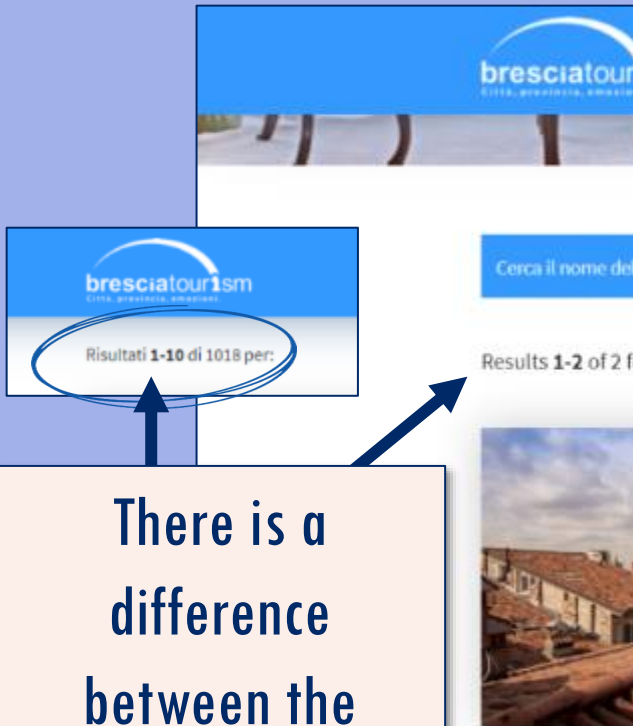
VISIT BRESCIA THINGS TO DO EXPERIENCES USE

ACTIVE HOLIDAYS
ART AND CULTURE
FOOD AND WINE
THERMAL BATHS & WELLNESS

WHY? services

E-COMMERCE

The website provides a list of hotels with descriptions and links to their websites





There is a difference between the Italian and the English version

Strutture > Brescia > Locanda delle Mercanzie

Located in the heart of the **city of Brescia**, on the ancient Roman Decumanus (main east-west street), hotel **Locanda delle Mercanzie** offers comfortable rooms in the enchanting setting of a Medieval palace.

Its central position and our efforts to guarantee comfort and quiet in every room make Locanda the ideal observation point to discover life in Brescia.

Food service is of paramount importance to us. Indeed, we offer an international breakfast and our "express" restaurant is open from 12pm to 4pm. When it comes to food sourcing, we have elected to use local products because we believe that learning about the city needs to also engage the sense of taste.

Share  

CATEGORY

HOTEL

CONTACTS

TELEPHONE +39 030 7687235

E-MAIL lidia.defilippo@locandadellem...

CORSO GOFFREDO MAMELI, 26 - BRESCIA

WEBSITE www.locandadellemercanzie.com

THIS WEBSITE USES COOKIES

This website uses cookies to improve user experience. By using our website you consent to all cookies in accordance with our Cookie Policy.

[ENABLE COOKIES](#) [PRIVACY POLICY](#)

WHY? services

BRESCIA CARD



There are **two offices in the city of Brescia**, alongside a **IAT office** managed by the **Province of Brescia**.

- **Infopoint Centro** – Via Trieste 1 (corner of Piazza Duomo), Brescia – tel. +39 030 2400357 – infopoint@comune.brescia.it (open Monday-Friday 9am – 7pm, Saturday and Sunday 9am – 5pm);
- **Infopoint Stazione** – Via della Stazione 47, Brescia – tel. +39 030 8378559 – infopoint@comune.brescia.it (open Monday-Friday 9am – 7pm, from 1st September 2020 also Saturday 9am – 2pm);
- **Infopoint Piazza del Foro 6**, Brescia – tel. +39 030 3749916 – iat.brescia@provincia.brescia.it (Open Wednesday – Saturday 10am – 6pm, Sunday 10am – 2pm).

At the Via Trieste (centre) and Via della Stazione offices you can:

- Obtain free **city maps** and brochures about events and initiatives;
- Receive **multi-lingual assistance** for information about transportation, museums, exhibitions, churches, events, and performances;
- **Book guided tours** (Infopoint Centro);
- Purchase **public transportation tickets and passes**, receive information about **Park City Card**, **Omnibus Card**, **Bike Sharing**, **Car Sharing**, **parking**;
- Purchase the **Brescia Card Museums & Mobility** card and admission tickets to exhibitions and events;
- Purchase **gadgets and original merchandising** of Brescia Calcio football team, Mille Miglia, Fondazione Brescia Musei, CidneOn event, guides and books about Brescia;
- Purchase events and attraction tickets through **Vivaticket**.

Moreover, **Brescia Trasporti** has an **InfoTicketPoint** in **Via San Donino 30**, where it is possible to purchase all magnetic ticket types available and **recharge your Omnibus Card** for public transportation.

The Brescia Card is not very well promoted, and there are external links provided about it

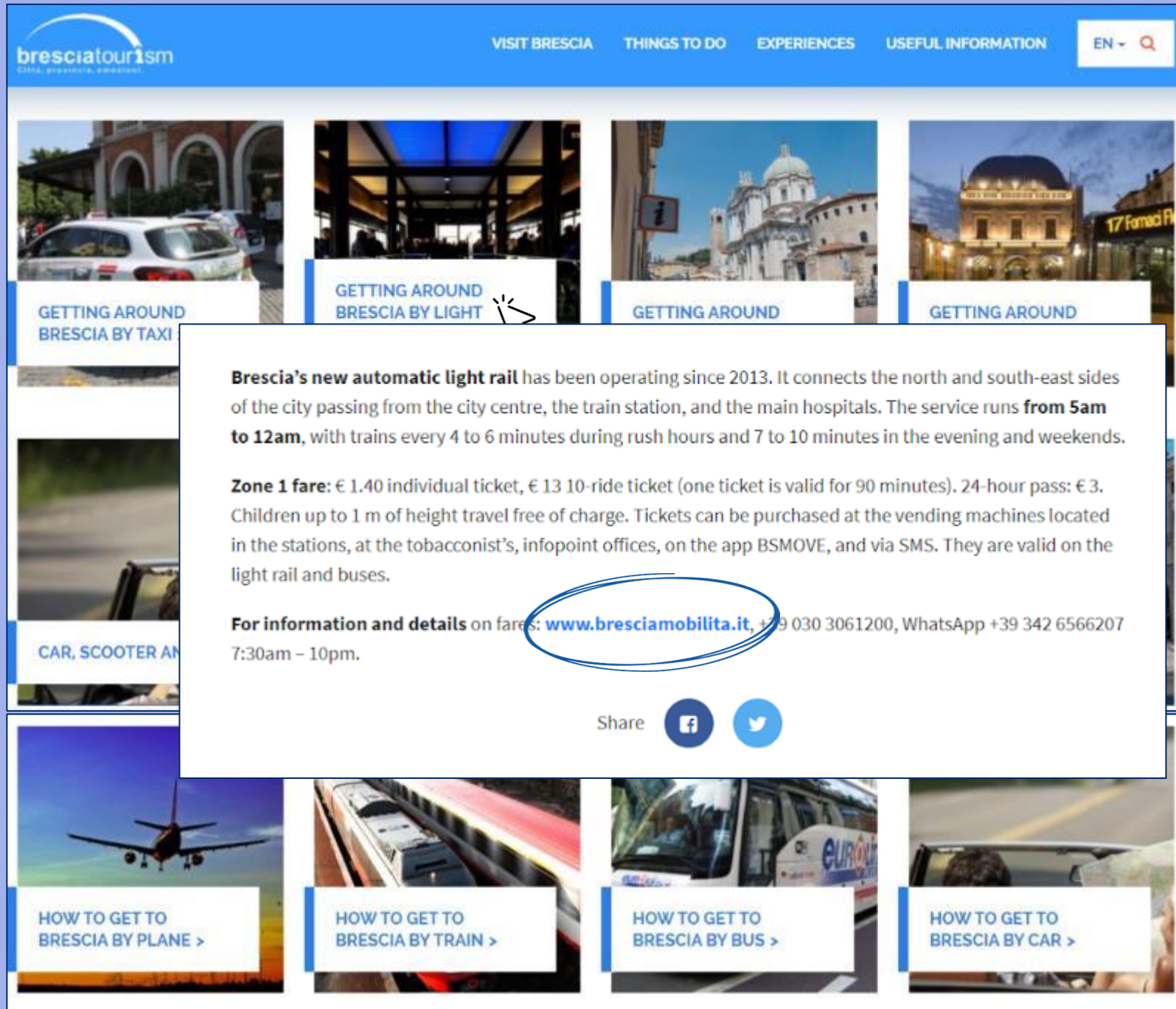
WHY? services

TRANSPORT

The website provides information both on how to arrive in Brescia and to get around (lists and descriptions)

There are links to the official webpage

BUT there is no public transport map!

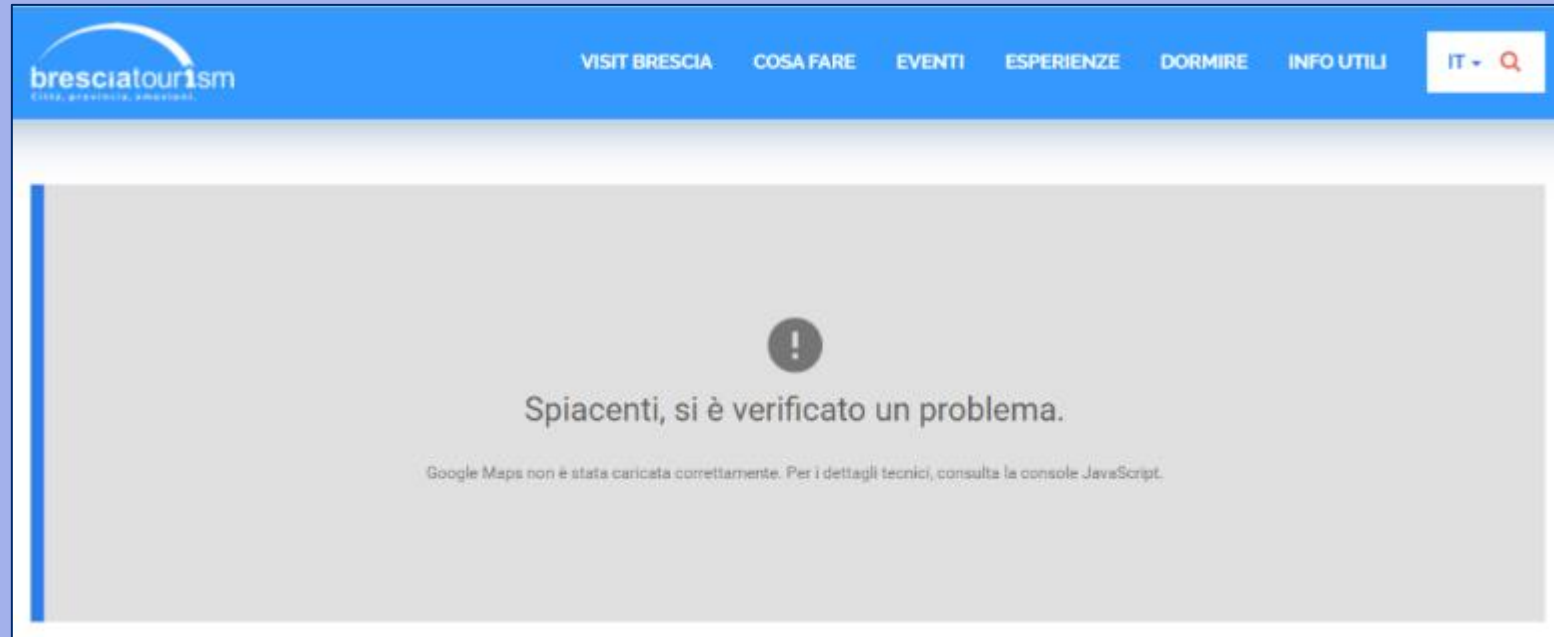


WHY? services

CARTOGRAPHY AND WEATHER FORECAST

Georeferenced cartography: Google Maps
is embedded BUT it doesn't work!

There are NO location based services!



There is NO weather forecast in the
website!

WHY? services

PRIVACY

Privacy is respected as users are aware of cookies

BUT the cookie policy is available in Italian only!

Cookie Policy per <http://https://www.bresciatourism.it/en>

Uso dei cookie

Il "Sito" (<http://https://www.bresciatourism.it/en>) utilizza i Cookie per rendere i propri servizi semplici e efficienti per l'utenza che visiona le pagine di <http://https://www.bresciatourism.it/en>. Gli utenti che visionano il Sito, vedranno inserite delle quantità minime di informazioni nei dispositivi in uso, che siano computer e periferiche mobili, in piccoli file di testo denominati "cookie" salvati nelle directory utilizzate dal browser web dell'Utente. Vi sono vari tipi di cookie, alcuni per rendere più efficace l'uso del Sito, altri per abilitare determinate funzionalità.

Analizzandoli in maniera particolareggiata i nostri cookie permettono di:

- memorizzare le preferenze inserite;
- evitare di reinserire le stesse informazioni più volte durante la visita quali ad esempio nome utente e password;
- analizzare l'utilizzo dei servizi e dei contenuti forniti da <http://https://www.bresciatourism.it/en> per ottimizzarne l'esperienza di navigazione e i servizi offerti.

THIS WEBSITE USES COOKIES

This website uses cookies to improve user experience. By using our website you consent to all cookies in accordance with our Cookie Policy.

ENABLE COOKIES

PRIVACY POLICY

WHY? services

SECURITY

Safe Browsing site status check - Google Transparency Report



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

www.bresciatourism.it/en



Current status



No unsafe content found

Site info

This info was last updated on 4 Nov 2020.

Site safety can change over time. Check back for updates.

WHERE? individuation

SEARCH ENGINE POSITIONING

www.bresciatourism.it ▾

Bresciatourism: Brescia, turismo ed eventi in città e provincia

Sito ufficiale del turismo a **Brescia**: scopri cosa fare e vedere in città e provincia. Un territorio ricco di arte, storia, eventi e tradizione gastronomica.

www.bresciatourism.it > ... ▾

Brescia Tourism | The Official Travel Guide to Brescia and its ...

The province of **Brescia** offers an extraordinary variety of landscapes. Every area has a rich, unique history. **Brescia's** three lakes have their own individual ...

Brescia tourism 🔍

1° - Google, Bing and Yahoo!

Brescia 🔍

7° - Google

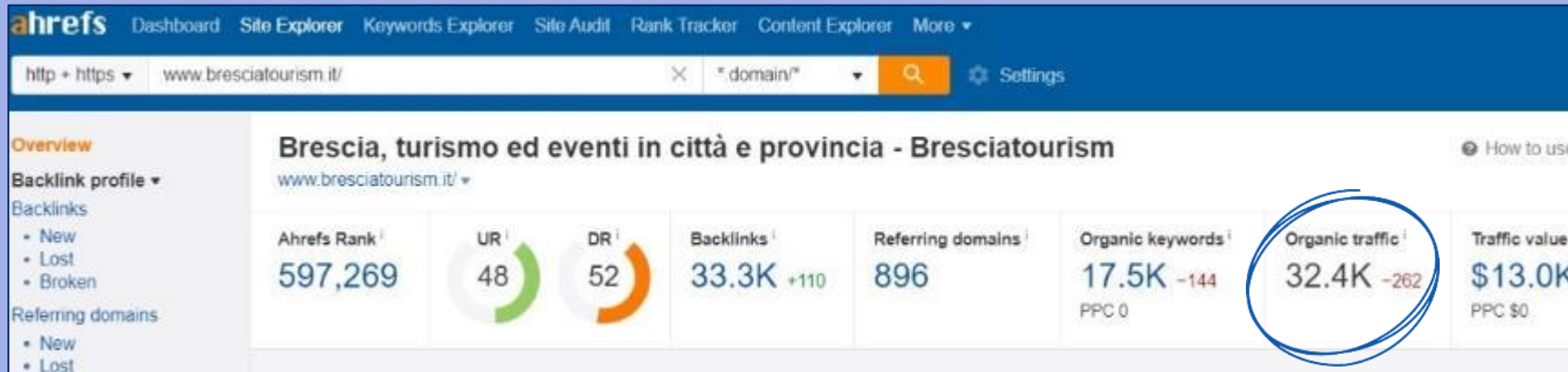
6° - Bing and Yahoo!

Visit Lombardy 🔍

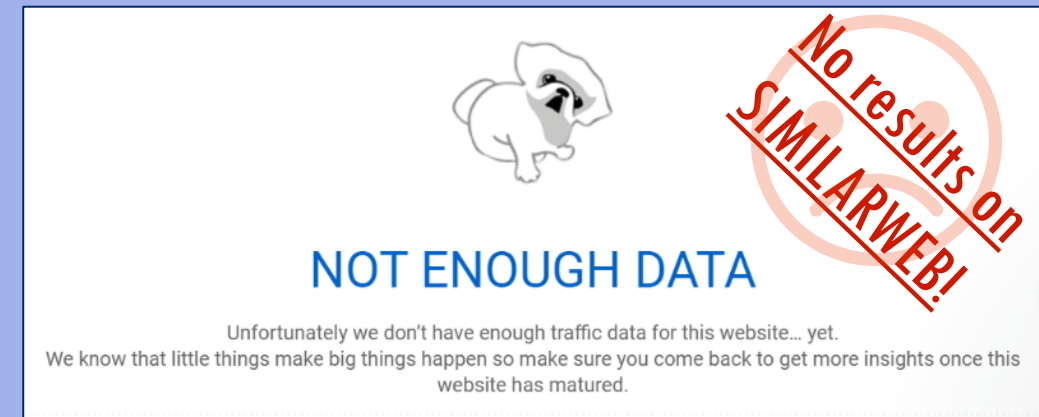
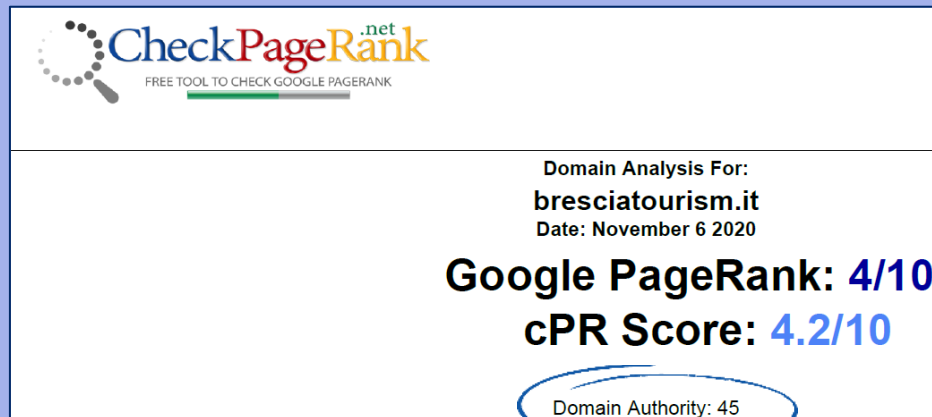
Not in the first SERP!

WHERE? individuation

RANKING

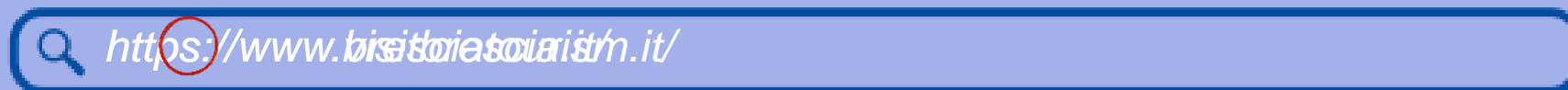


Domain Authority: 45/100
Organic traffic: 32.4K



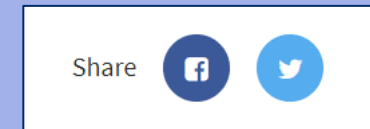
WHERE? individuation

DOMAIN NAME

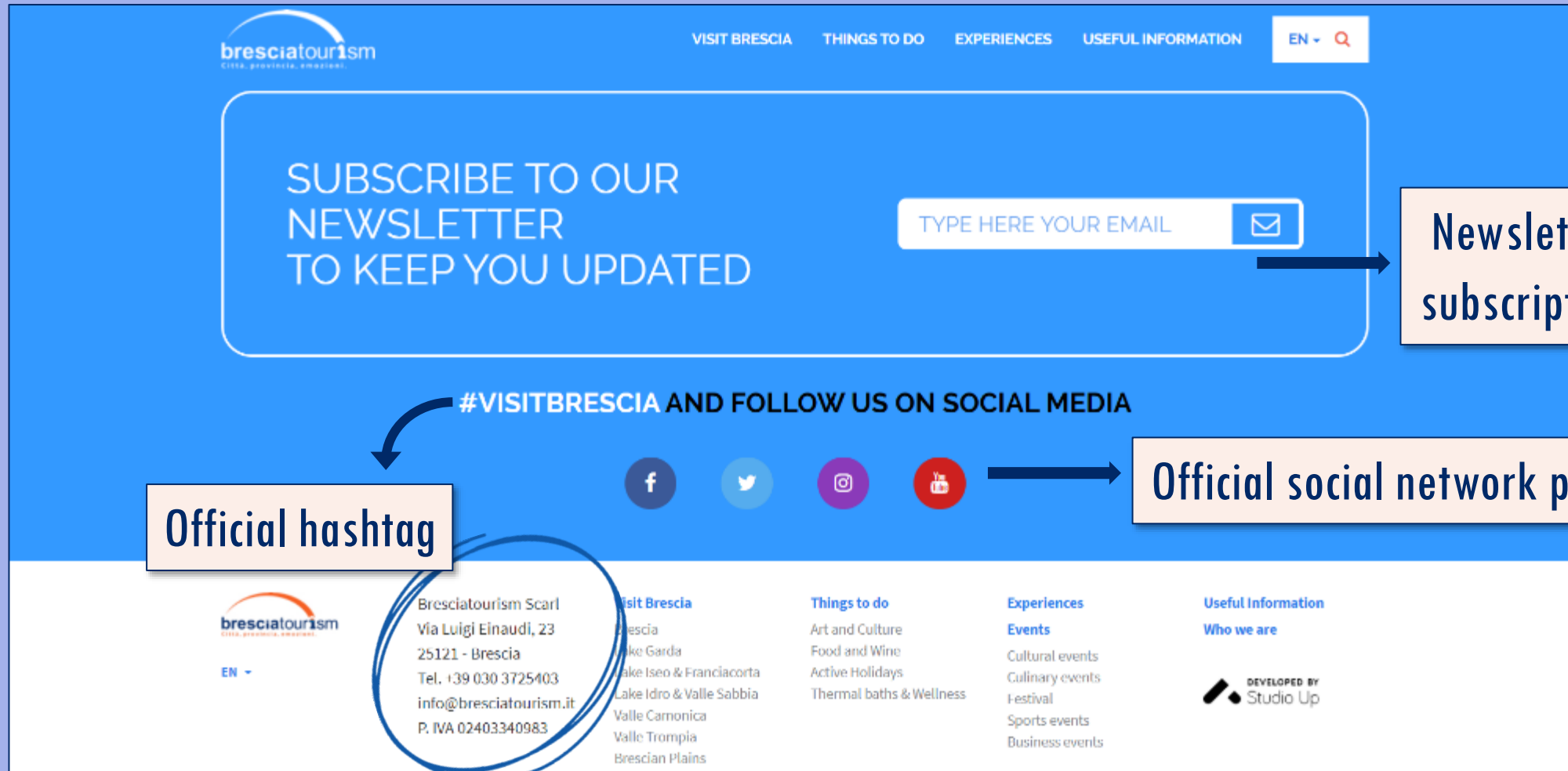


WHERE? individuation

COMMUNICATION WITH USERS



AddThis feature
under every article



WHERE? individuation

SOCIAL ENGAGEMENT



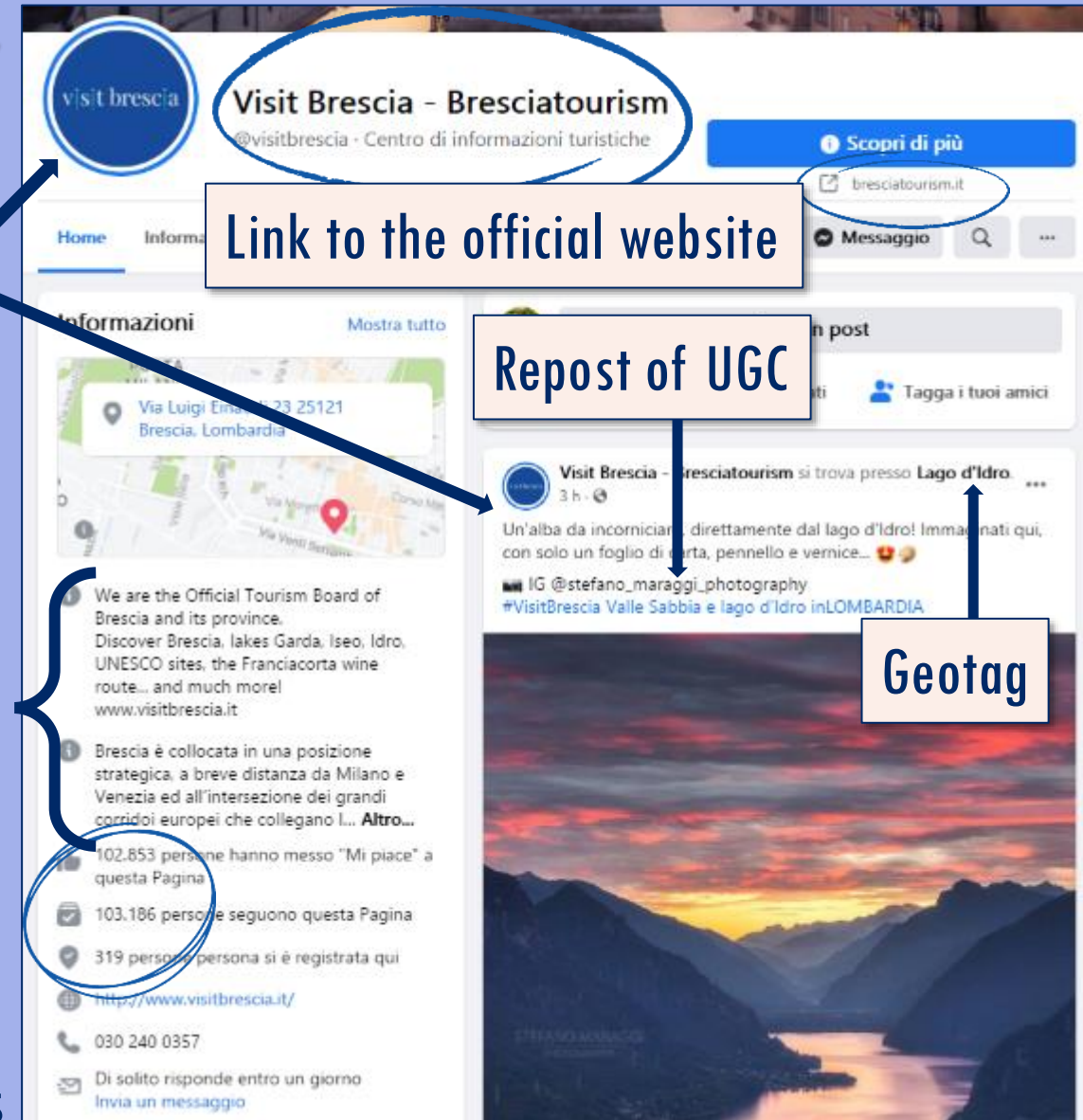
Frequent use of
stories and posts

Languages:  

BUT in posts only Italian is used

Most followed Facebook page dedicated to Brescia:
102.853 Likes and 103.186 Followers

Fast replies



WHERE? individuation

SOCIAL ENGAGEMENT



Two Twitter accounts:

Languages:   
BUT in tweets
only Italian is used

Link to the official website

Frequent
(re)tweets



WHERE? individuation

SOCIAL ENGAGEMENT

Engagement
rate: 4,27%



Most
followed
touristic
Instagram
page about
Brescia



Two Instagram accounts:



visitbrescia

1.377
Posts

36 k
Followers

995
Following

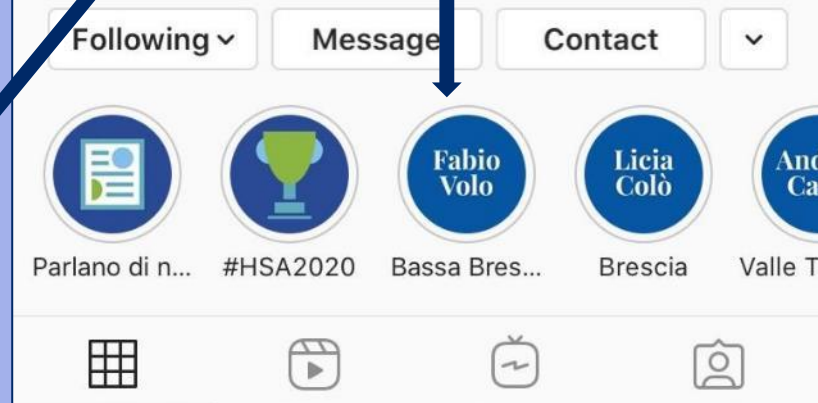
Visit Brescia

Official Tourist Board for Brescia and its province.
Share your photos of Brescia with #visitbrescia!

Vota il #castellodibrescia Luogo del Cuore FAI 📍
bit.ly/32JSkK1

Via Luigi Einaudi 23, Brescia

Frequent stories and (re)posts

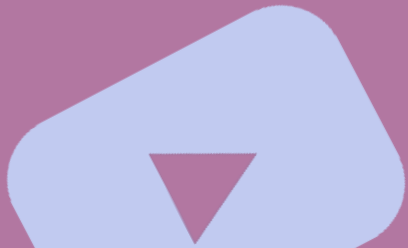


Languages:



WHERE? individuation

SOCIAL ENGAGEMENT



1.902.543 views

No information about
subscribers

Languages:



Link to the official website













Visit Brescia

ISCRIVITI

HOME VIDEO PLAYLIST CANALI DISCUSSIONE INFORMAZIONI

Video caricati RIPRODUCI TUTTI

ORDINA PER

 Brescia: uw Italiaanse vakantie 42.289 visualizzazioni • 3 mesi fa	 Het Gardameer: uw volgende bestemming 121.983 visualizzazioni • 3 mesi fa	 Brescia: uw Italiaanse vakantie 44.773 visualizzazioni • 3 mesi fa	 Brescia: vos vacances italiennes 91.458 visualizzazioni • 3 mesi fa	 Lac de Garde: votre prochaine destination 128.153 visualizzazioni • 3 mesi fa	 Brescia: vos vacances italiennes 72.575 visualizzazioni • 3 mesi fa
 Brescia: dein Italienurlaub! 120.938 visualizzazioni •	 Gardasee: dein nächstes Ziel 72.214 visualizzazioni •	 Brescia: dein Italienurlaub! 42.666 visualizzazioni •	 Brescia: un territorio, mille emozioni	 Lago di Garda: la tua prossima meta	 Brescia: una città, mille occasioni

WHERE? individuation

SOCIAL ENGAGEMENT



Brescia Tourism – Visit Brescia won the 2020 edition of the national *Hospitality Social Award* in the “Tourist Destinations” section

Ecco i vincitori 2020

Sono 6 i riconoscimenti che premiano l'eccellenza nel social media marketing. Uno per il
#BestHospitalitySelfie – dedicato a tutti i candidati indipendentemente dalla categoria






Miglior attività di
social media
marketing per
destinazioni
turistiche

Visit Brescia –
Bresciatourism



WHERE? individuation

SOCIAL ENGAGEMENT

OFFICIAL WEBSITE <i>bresciatourism.it</i>	FACEBOOK: <i>Visit Brescia — Brescia Tourism (@visitbrescia)</i>	TWITTER: <i>@bresciatourism</i> (RT: <i>@visitbrescia</i>)	INSTAGRAM: <i>@visitbrescia</i> (<i>@bresciatourism</i>)	YOUTUBE: <i>Visit Brescia</i>
Domain authority: 45/100 Organic traffic: 32.4K	102.853 Likes 103.186 Followers	2.592 Followers	35.9K Followers Average Likes: 1.517 Average Comments: 19 ER: 4.27%	1.902.543 Views
Languages: 	Languages: 	Languages: 	Languages: 	Languages: 
Last updated: 07.11.2020	Last updated: 07.11.2020	Last updated: 06.11.2020	Last updated: 07.11.2020	Last updated: 30.07.2020

WHEN? management

CODE AND LINK COMPLIANCE



Online Broken Link Checker: Response codes

Our system detects & reports the following link problems / HTTP response codes:

- 404** **Page Not Found** : the page / resource doesn't exist on the server
- 400** **Bad Request** : host server cannot understand the URL on your page
- bad host** **Invalid host name** : server with that name doesn't exist or is unreachable
- bad url** **Malformed URL** (e.g. a missing bracket, extra slashes, wrong protocol etc)
- bad code** **Invalid HTTP response code** : server response violates HTTP spec
- empty** **Host server returns "empty" responses** with no content and no response code
- timeout** **Timeout** : HTTP requests constantly timed out during the link check
- reset** **Host server drops connections**. It is either misconfigured or is too busy.

213	http://www.cortepriavera.it/	url src	404
214	http://www.bbdeire.altervista.org/	url src	bad host
215	http://www.bbfontanelle.it/	url src	bad host
216	http://www.satumiagarda.com/	url src	bad host
217	http://www.gardasee-stellamarina.com/	url src	bad host
218	http://www.ristorantehotelsullivan.it/	url src	bad host
219	http://www.hotelloutingdesenzano.it/	url src	bad host
220	http://www.gardavienna.it/	url src	bad host
221	http://www.hotellamirandola.html/	url src	bad host

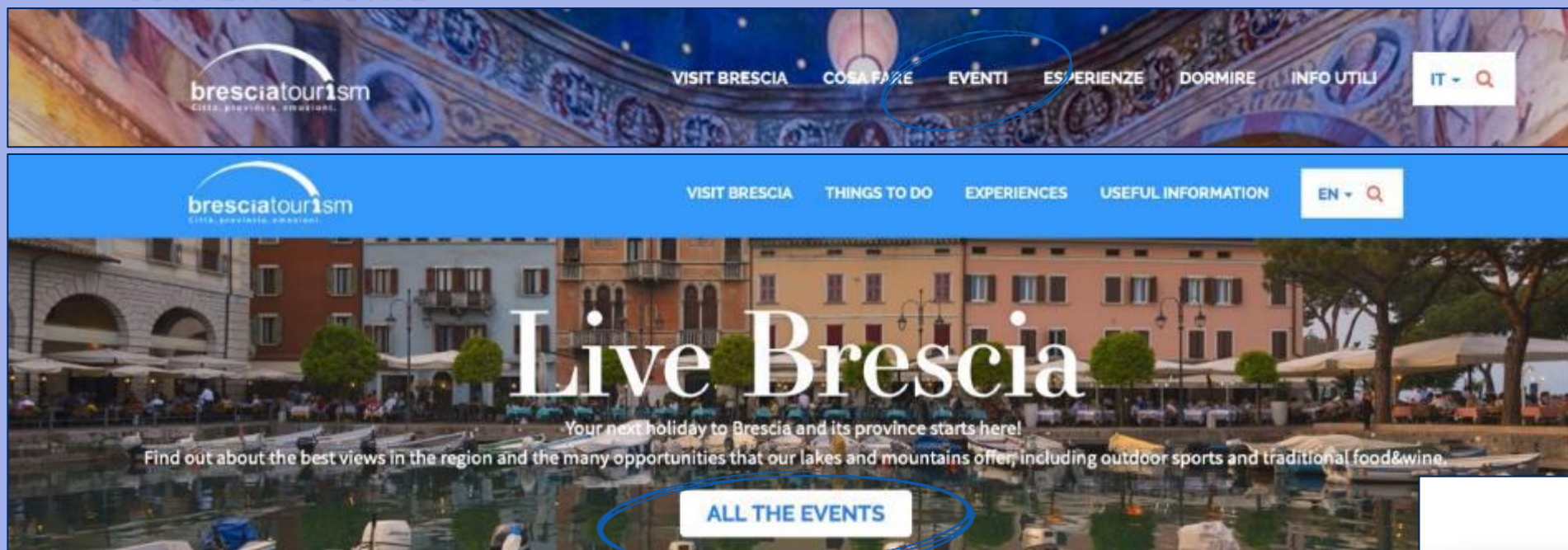
status

DONE : reached page limit

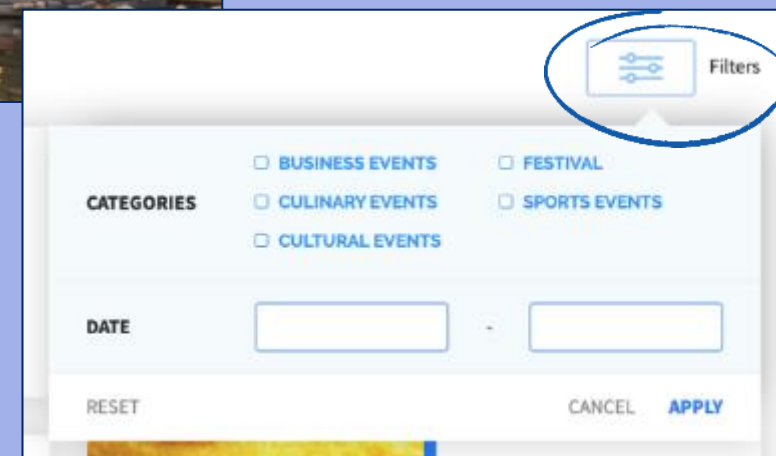
Processed 3000 web pages, found 221 broken links

WHEN? management

CONTENT UPDATE

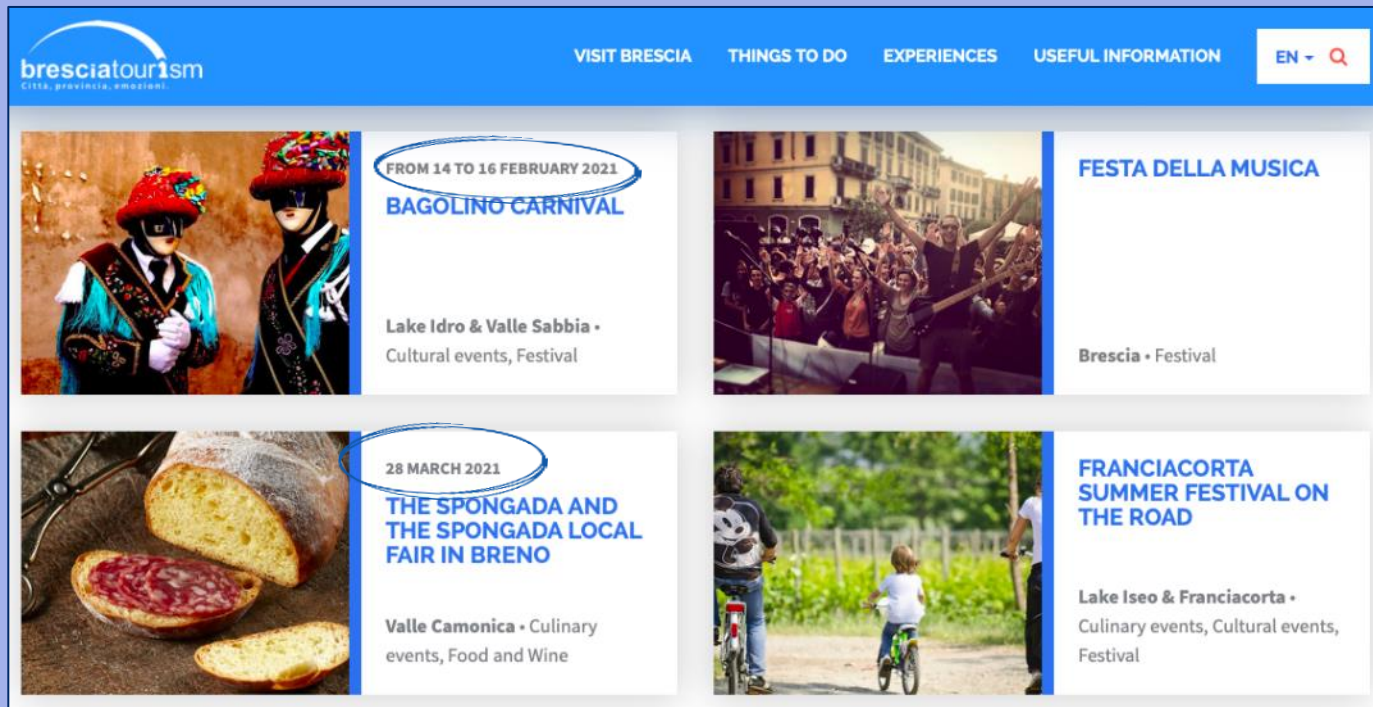


The events section is NOT present in other languages' menus: users have to scroll down in order to find them



WHEN? management

CONTENT UPDATE

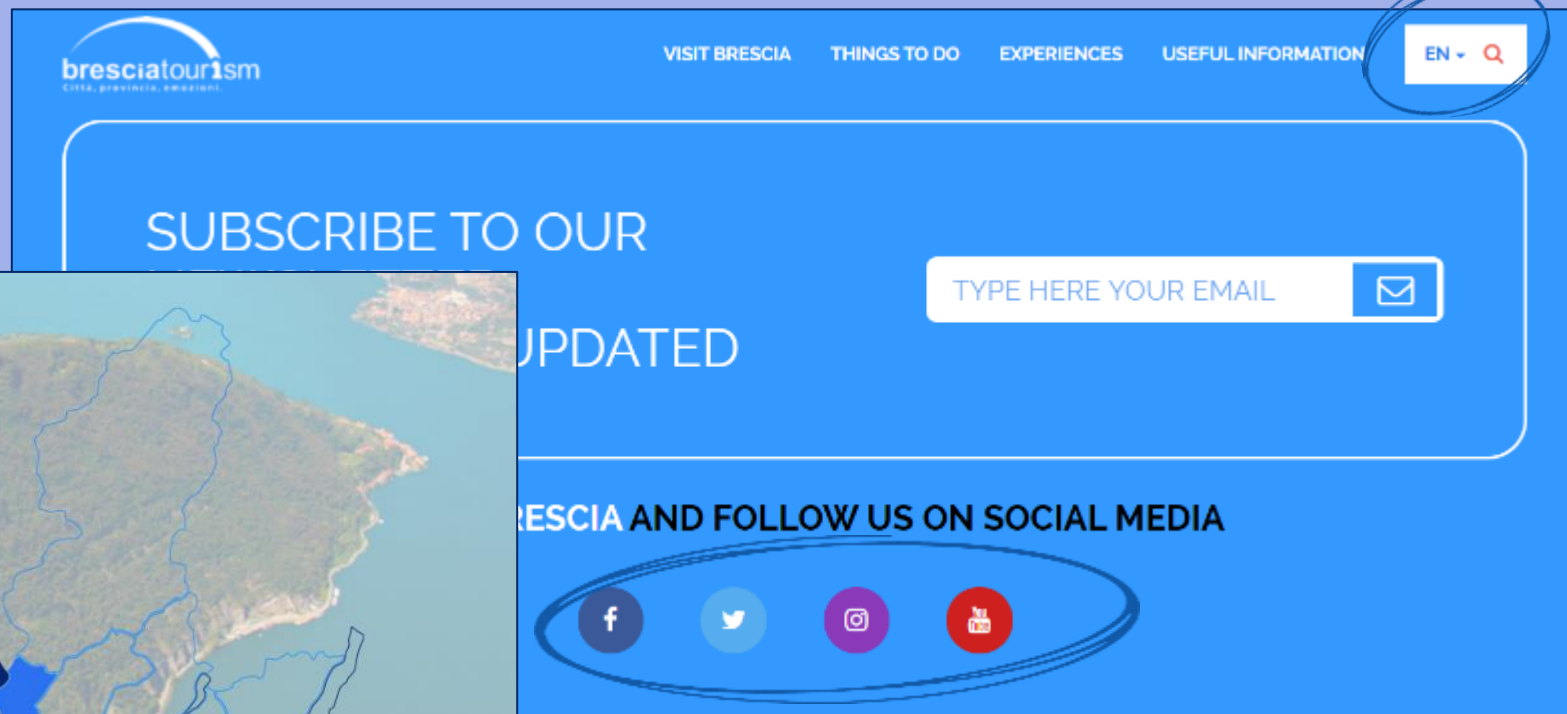
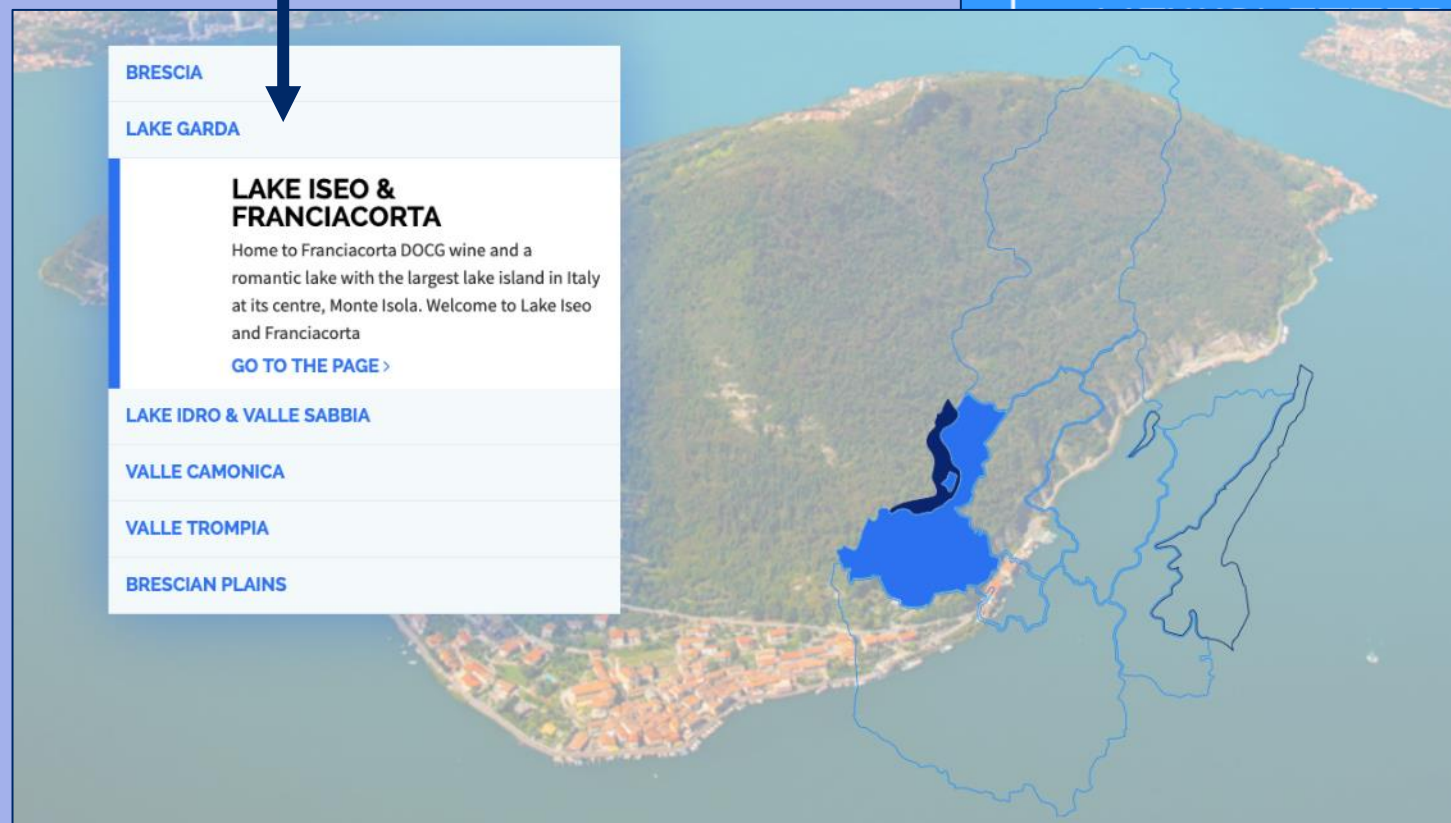


As a whole, the website and the social networks' pages appear to be quite updated



WHEN? management TECHNOLOGIES

Interactive map



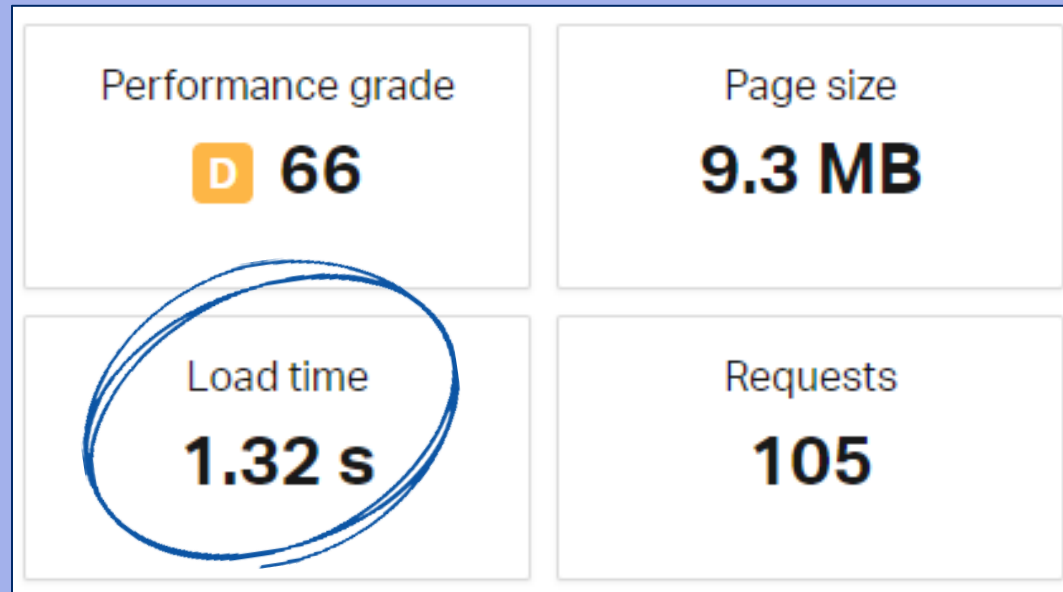
Clear layout

Internal search engine

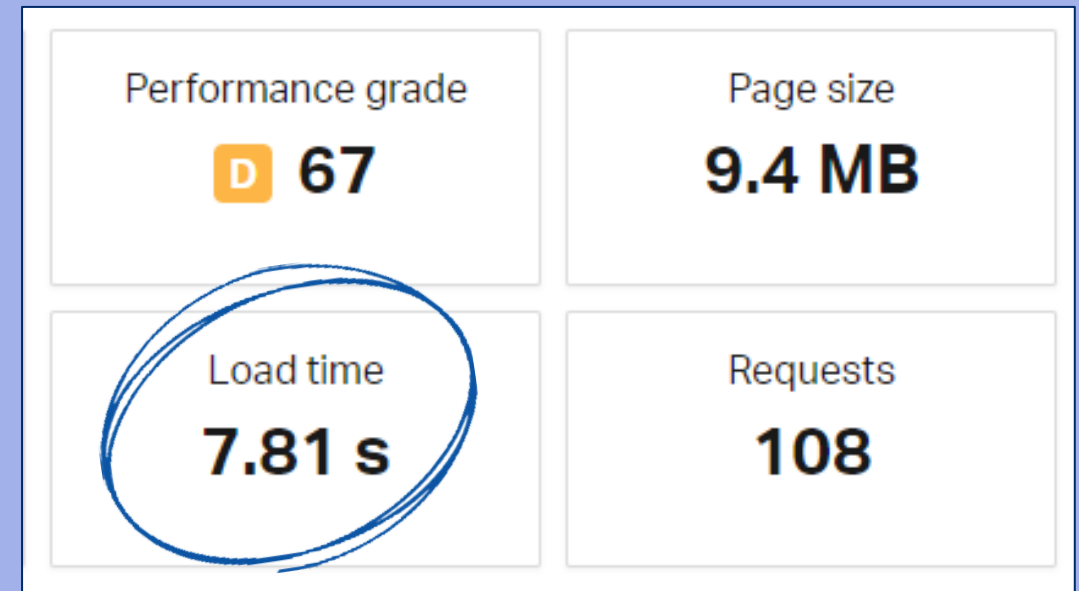
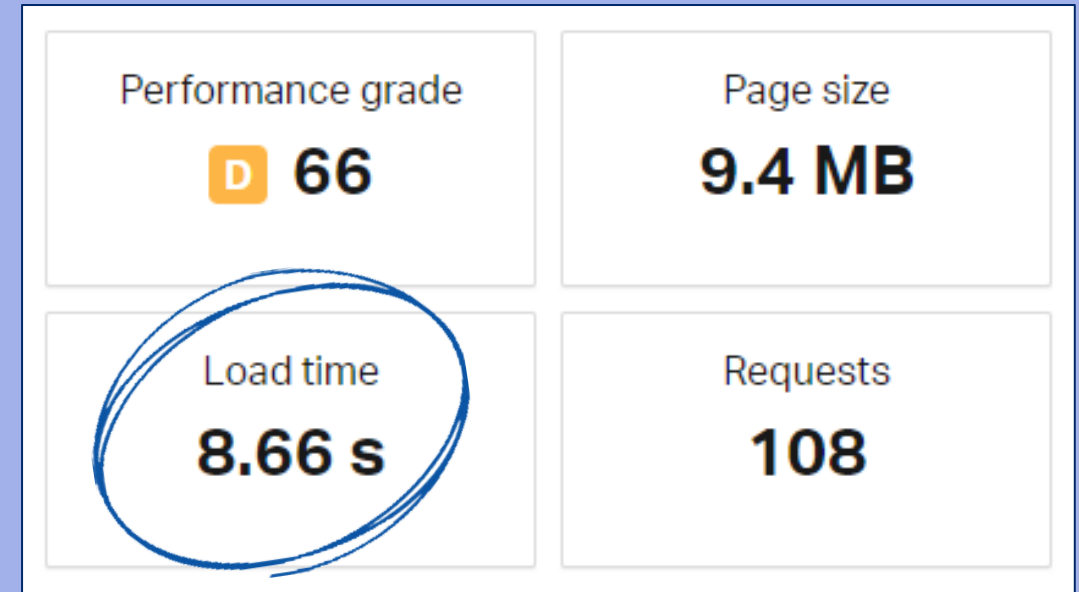
No videos BUT link to YouTube channel and
social networks pages

HOW? usability

DOWNLOAD TIME

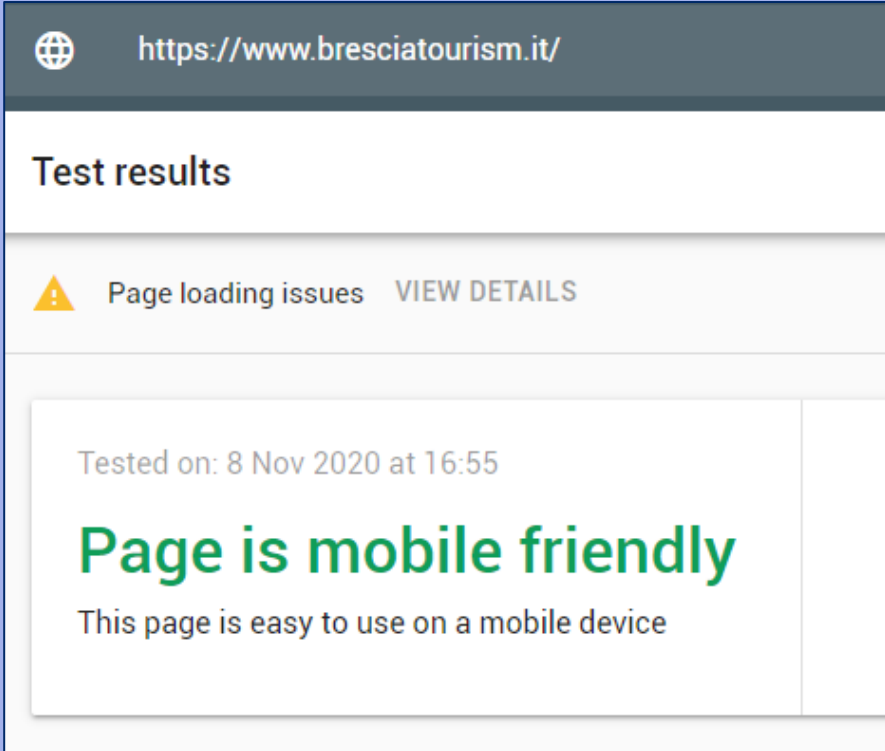


Download time in Europe takes less than 2 seconds
BUT in the Asian and Australian servers the download time takes more than 5 seconds!



HOW? usability

MOBILE-FRIENDLINESS



https://www.bresciatourism.it/

Test results

⚠ Page loading issues [VIEW DETAILS](#)

Tested on: 8 Nov 2020 at 16:55

Page is mobile friendly

This page is easy to use on a mobile device

Positive feedback from the
Google Mobile-Friendly Test

BUT there are often some
problems in loading pages,
especially images!



The page is mobile-friendly

It suits perfectly the smartphone's screen

It is flexible and easy to navigate

BUT the website hasn't developed an app!

HOW? usability

WI-FI, QR CODES, ACCESSIBILITY AND VIRTUAL REALITY



There is a whole section about Wi-Fi in Brescia, translated in all languages available

The website is simple and clear, without irrelevant words

No QR codes

No virtual accessibility

BUT itineraries of 'slow' tourism

brick ribs. From the entrance-hall starts the grand staircase that leads to the **Podestà hall** (nowadays seat of the Municipal Registry Office) with frescos by Gandino, Sandrini and Giugno (1610). From the **monumental exit** (1609), we arrive in **via Mazzini** where, on the right we find the **visconteo wall** with scarp and moat, remains of the **Cittadella Nuova**. We reach the crossing with **via Cattaneo** where, at n. 15, there is a beautiful face with walled original window and a curve pointed portal with mask in key. At the crossing with **via Cereto** there is the **Torre d'Ercole**, tower-house (XIIIth century) of the Palazzi family, built with remains of stony material coming from the Roman Forum, possibly near a temple of Hercules; it was cut short in 1258 by Ezze-lino da Romano. Turning right into **via Cereto** we arrive in **vicolo S. Marco** to discover the small **Church** (XIIIth century), formerly property of the noble Avogadro family. The simple and austere romanico structure is relieved by the pattern of brick twisted arches; the stone portal is surmounted by a round arch.



Vicolo S. Marco and the homonymous Square have a cobble paving according to sources



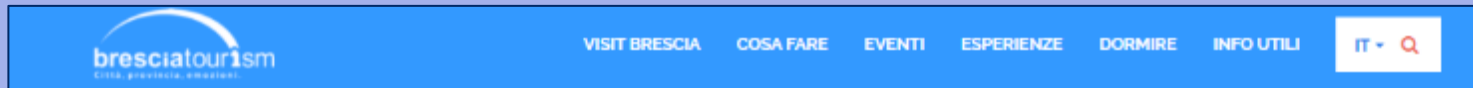
Coming back to **via Cattaneo**, at the crossing with **via Gambara** there is a neoclassical **fountain**, singular for the plate with a poem on dedicated to it by Terenzio Formenti from Brescia. At n. 51 there is **Palazzo Luzzago** (now Monti della Corte - Masetti Zanini). The stone portal in ashlar-work stands out on the baroque facade, in prospect to give more depth and displaced on the left to face up vicolo Candia. Two are the series of windows with cornices interrupted by ashlars and the three ashlars in key, surmounted by two weathered in relief on the windows on the piano nobile. Bunches of fruit, alternated to the eaves big corbels and small windows among them, are situated under the cornice. In the big arcade hall of the XVth century, the ribbed vaults are decorated with small frescos and, on the columns, the coat-of-arms of the Luzzago family and of other related families are engraved. At n. 55 there is the splendid **palazzo Fenaroli** (former Cigola di Musone) built in the XVIth and XVIIth centuries, with its austere and an imposing architecture, characterized by the marble façade of thin ashlar work (with gradation on the two floor) and by pilasters that divided the two fronts, on **via Cattaneo** (XVI century) and on **Piazza Tebaldo Brusato** (XVIII century). The windows are surrounded by a simple framework and surmounted by a tympanum in relief, supported by two small corbels. The cornice is decorated with marble and female figures overflowing rain water. The portal by Beretta, with two powerful telamons on each side, and surmounted by a stone balcony with parapet adorned with small sirens and "silent" shield in the middle, medusa little heads and gryphons on the sides, leads to the western courtyard that is the oldest part of the palace: arcade with slim renaissance columns and the fluted capitals which supported an open gallery, now walled.



Torre d'Ercole Ercole's tower

HOW? usability

NAVIGATION MENU AND BREADCRUMBS



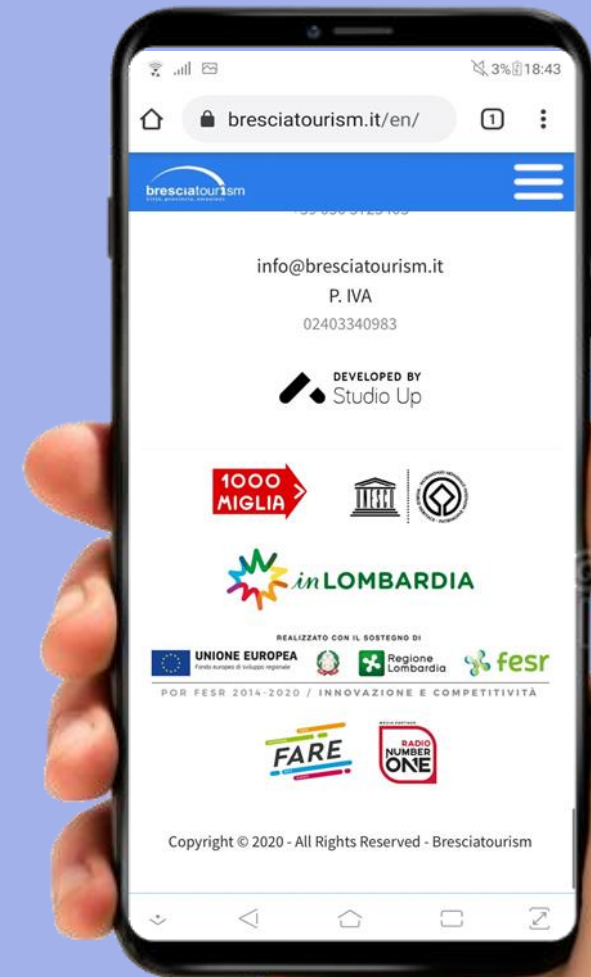
In the laptop display the menu is fixed and clearly identified

In the smartphone display the menu is open by a click on the icon in the corner and it shows the multiple choices



In the computer display a “second lower” menu is reported at the end of each webpage

BUT the smartphone display does not show the “second” menu



Breadcrumbs are visible and clear

Non sicuro | <https://www.bresciatourism.it/cosa-fare/turismo-lento-trekking-brescia/>

HOW? usability

INTERNAL SEARCH ENGINE

Internal search engine works properly with
key words

BUT it does not reach the wished content with
longer texts

Internal search engine of where to sleep
section does not visualize the wished
structure: its result displays only the
destinations

The screenshot displays the Brescia Tourism website's internal search engine. The top navigation bar includes links for VISIT BRESCIA, COSA FARE, EVENTI, ESPERIENZE, DORMIRE, and INFO UTILI, along with a language selector set to IT and a search icon. The main header features a large image of a historic building.

The first search result is for the keyword "lago d'iseo". The search bar shows "Risultati della ricerca per: lago d'iseo" with a blue arrow pointing to the right, indicating 1-10 elements out of 48. Below the search bar, four result cards are displayed, each with a thumbnail image and a title:

- VAL PALOT, SCIARE A DUE PASSI DAL LAGO D'ISEO >
- 12 COSE DA VEDERE SUL LAGO D'ISEO E IN FRANCIACORTA >
- DOVE FARE IL BAGNO SUL LAGO D'ISEO >
- LA DOLCE VITA SUL LAGO D'ISEO >

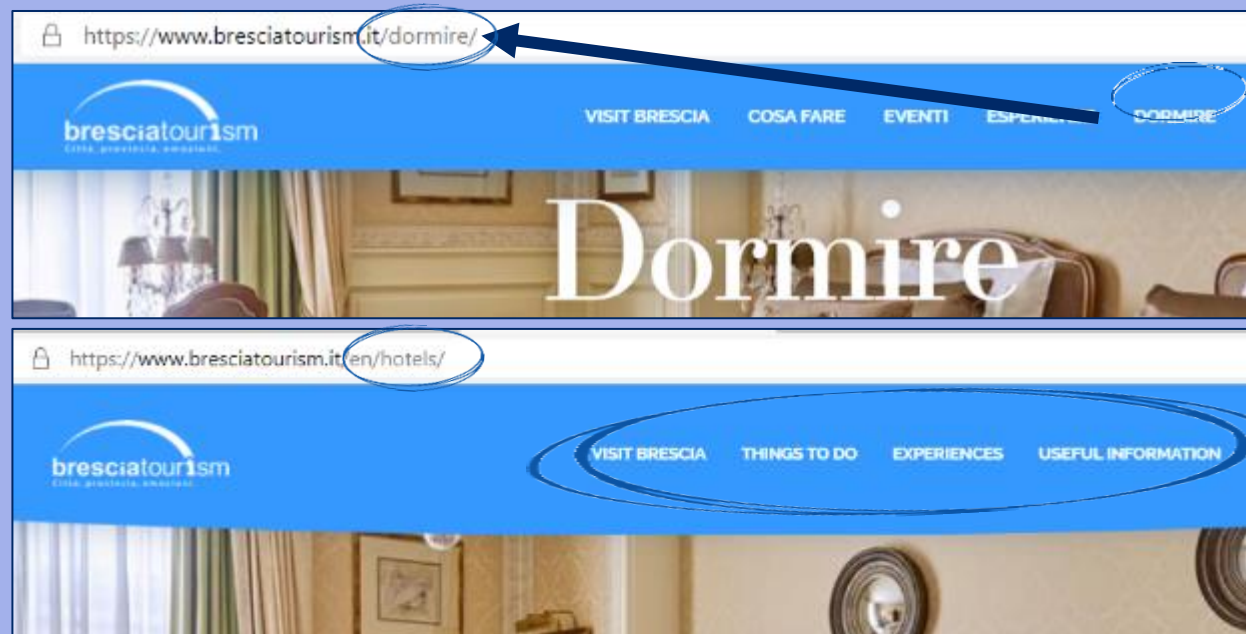
The second search result is for the keyword "navigare sul lago di garda". The search bar shows "Risultati della ricerca per: navigare sul lago di garda" with a blue arrow pointing to the right, indicating 1-0 elements out of 0. Below the search bar, the text "Nessun Risultato" is displayed, followed by a message: "Spiacente, ma non ci sono riscontri con i tuoi termini di ricerca. Per favore riprova con altre parole chiavi."

The third search result is for the keyword "villa paradiso". The search bar shows "villa paradiso (meu) - sirmione" with a blue arrow pointing to the right, indicating 1-0 elements out of 0. Below the search bar, the text "Risultati da Territori (1)" is displayed, followed by a single result: "Villanuova sul Clisi".

HOW? usability

SITE MAP

```
▼<url>  
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  <changefreq>daily</changefreq>  
  <priority>0.69</priority>  
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  <priority>0.69</priority>  
</url>  
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  <priority>0.69</priority>  
</url>  
▼<url>  
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  <changefreq>daily</changefreq>
```



The site map can be identified in the main menu and the second lower menu

The XML site map is the lists of the links and webpages related to the menu

E.g. the accommodation point is missing from the translated webpages and it is not reachable if not by the Italian version

HOW? usability

ICONS AND CULTURES

The icons discovered in the website were:



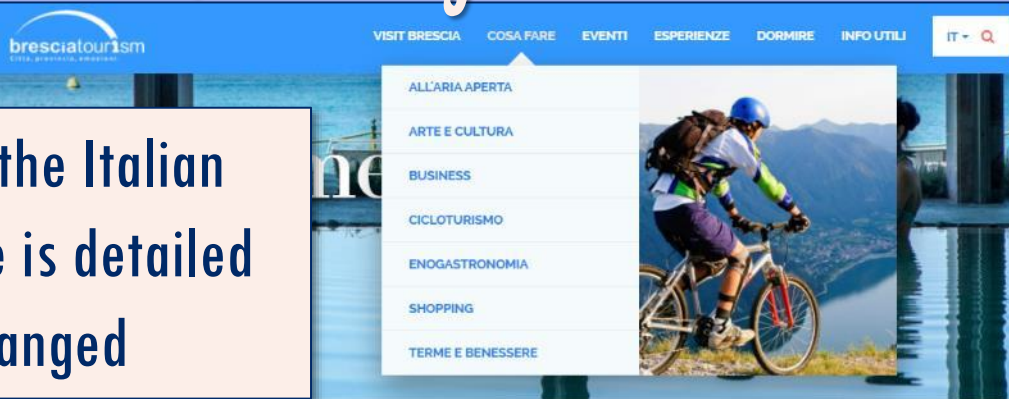
Cultures are well presented in the specific sections of the menu:

“Make in Brescia” and “Taste in Brescia”

HOW? usability

LANGUAGES

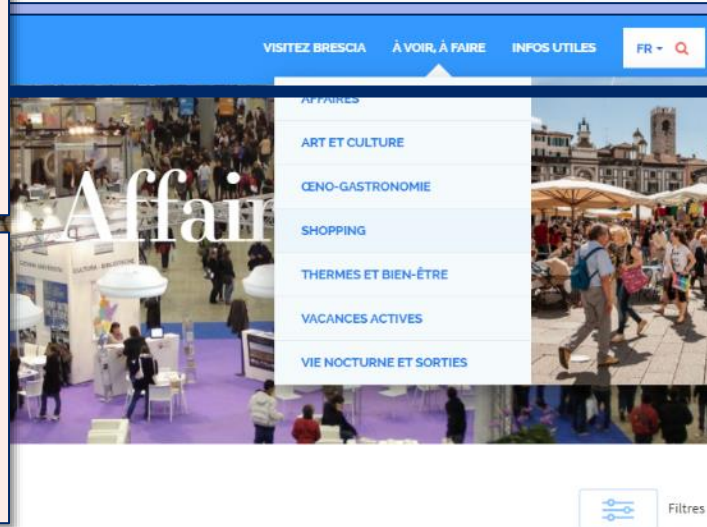
The structure of the Italian version of the site is detailed and well arranged



Dutch webpages have an important lack of contents and sections



French webpages have a gaunt menu and some contents result empty



German webpages incorporate some missing sections of the EN version despite they are empty

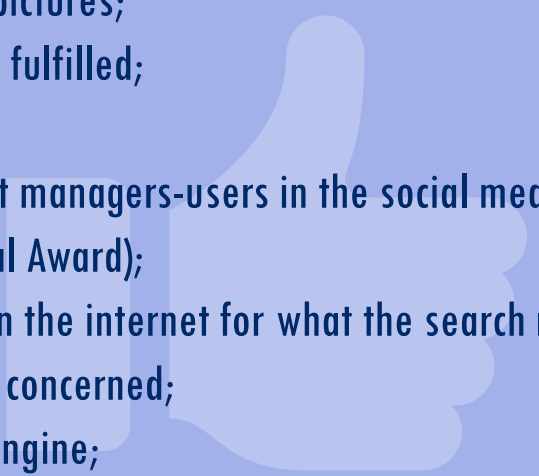


Non trouvé

Nichts gefunden

CONCLUSIONS

STRENGTHS

- Linear and clear web research;
 - Several different opportunities that may appeal to different targets;
 - Clear texts, straight to the point;
 - Good quality of pictures;
 - Managers' needs fulfilled;
 - Secure website;
 - High engagement managers-users in the social media platform (Hospitality Social Award);
 - Good presence on the internet for what the search results and social media pages are concerned;
 - Internal search engine;
 - Well organized and clear menu;
 - Mobile-friendliness;
 - Cultural section well developed;
 - Wi-Fi.
- 

WEAKNESSES

- Different services and information in the different languages;
 - No online manageable map;
 - No location-based services;
 - No videos;
 - Not so many downloadable materials;
 - No weather forecast;
 - No booking system;
 - No TripAdvisor profile;
 - No forum nor possibility of comments on the website;
 - Social media pages mainly in Italian or Italian/English;
 - Several broken links;
 - No disability-friendly (e.g. no alternative text on Instagram photos);
 - No mobile app.
- 