

EXECUTIVE CONTRACT FOR THE AWARDING OF THE "TOURISM DIGITAL HUB - TDH" BY MEANS  
OF SUPPLY ORDER UNDER THE FRAMEWORK AGREEMENT FOR APPLICATION SERVICES FOR  
PUBLIC ADMINISTRATIONS SIGNED BY CONSIP - ID 2212 – LOT 1

DERIVATIVE TENDER ID CODE 8924679E15 - UNIFORM PROJECT CODE J51B21002940006

# *Tourism Digital Hub*

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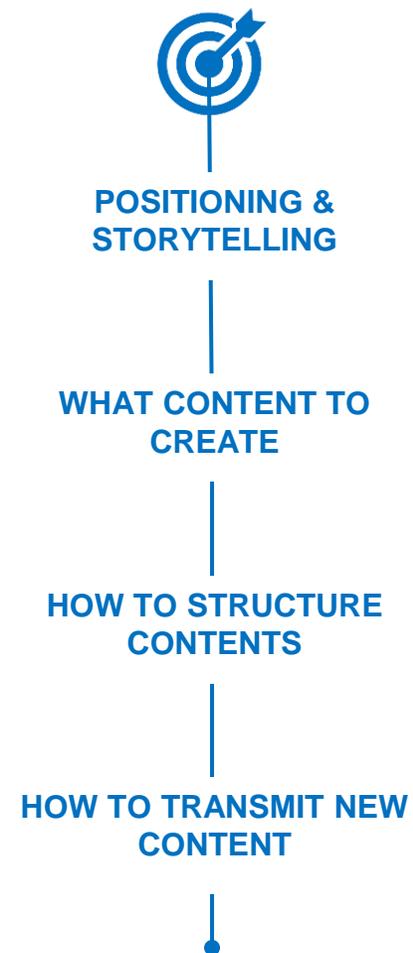
Editorial Guidelines Document for  
Partners and Regions

*Version: 4.0*

*07/02/2023*

# Objective of the document

Introducing the new **Tourism Digital Hub** and the strategic vision with which to **develop content**, as well as conveying **the editorial guidelines to be followed** to produce content consistent with the positioning and structure of the new Italia.it portal



# AGENDA

**1**

**Introduction to the Tourism Digital Hub**

**2**

**Content areas and types**

**3**

**Editorial Guidelines**

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**SEO Guidelines**

**5**

**Data transmission via TDH022**

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# Tourism Strategic Plan

The objectives set out in the Strategic Plan 2017-2022 are in line with the project activities defined in the NRP – in particular the actions within the scope of the *Tourism Digital Hub Investment*.

01

**Innovating, specialising and integrating the national offer,** building interregional tourism offer itineraries

02

**Increasing the competitiveness of the tourism system** by creating a Digital Ecosystem of Culture and Tourism

03

**Developing marketing that is effective and innovative** through the unified promotion and image coordination of Brand Italy and a digital infrastructure for the marketing of the offer

04

**Achieving efficient and participatory governance in the drafting process and definition of the tourism plan and policies** through communication systems and comparison and dissemination of data on tourism

# What is TDH?

## TOURISM DIGITAL HUB

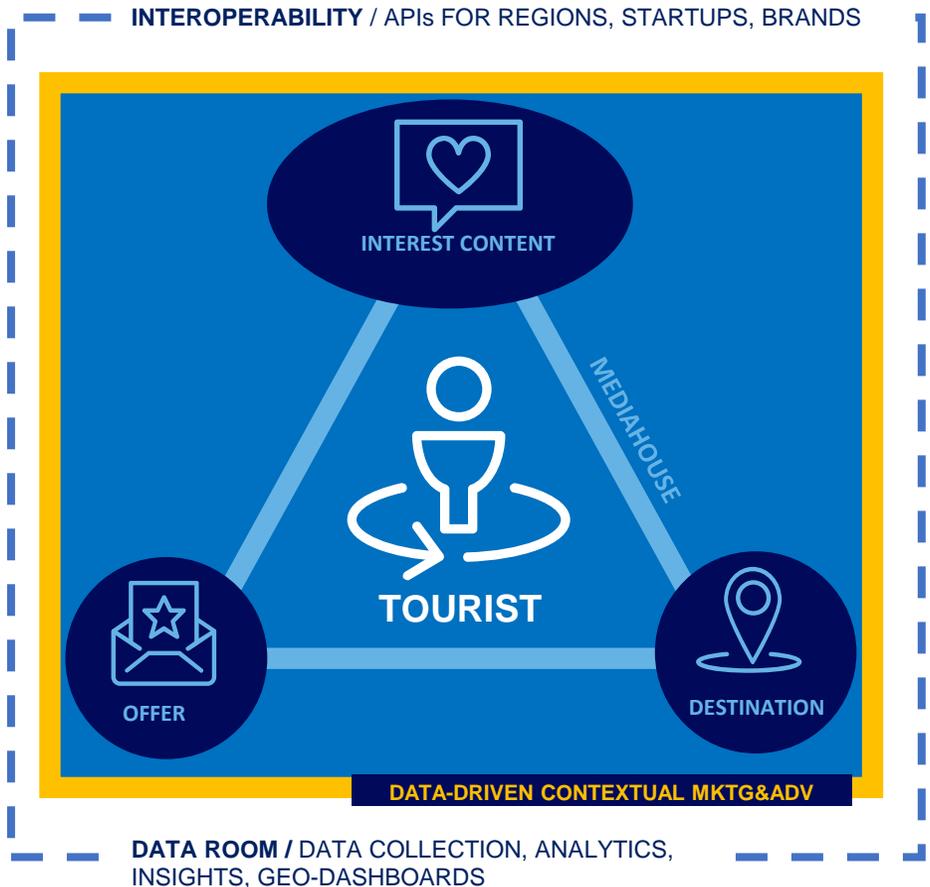
The TDH responds to the objectives of the strategic plan, building a bridge between the tourist and the ecosystem of the tourism offer through a platform that not only digitalises the tourism offer but also aggregates and enhances data and enables continuous collaboration between Italian tourism players.

**Attract, engage, convert and retain** both visitors and suppliers by providing content, services, hyper-personalised contextual experiences and useful B2B data.

**Create strong and lasting relationships between individuals and Italy** before, during and after the tourist experience.

**OUR MISSION IS TO UNLOCK ALL THE POSSIBLE EXPERIENCES THAT ITALY HAS TO OFFER TO ALL TYPES OF TOURISTS**

### New Digital Ecosystem of Italian Tourism



# Concept & storytelling

Ginostra, Stromboli.

POSITIONING CONCEPT

## ENABLE YOUR PERSONAL ITALIAN DREAM

We help people find their way through the infinite possibilities offered by our country, suggesting **unique and authentic ways of living the Italian dream**, as they all desire, but with that unique and surprising touch of authenticity that can be introduced to you only by those who are natives of every single microcosm spread across Italy.

STORYTELLING

## #LIVEITALIAN

The ideal engine to create a unique and high-impact narrative is powered by Italian localism, countless layers of accumulated history and culture, and a singular approach made of differences typical of Italianess, combined with the dreams of the **Italian Way** throughout the world.

**Staying away from clichés**, the TDH wants to develop **a new way of telling the story of Italy**, emphasising Italy's distinctive features and the **richness of its lands**, to enable travellers not only to take a trip to Italy but also to talk about their experiences.

Plan your trip on [Italia.it](http://Italia.it) and



# Values to be respected and transmitted

The new format of Italia.it is based on a set of values of **uniqueness**, **belonging**, **offering** and **respect for the travel location** that should guide the collaboration and creation of valuable content. Applications from project partners and regions will be evaluated according to their adherence to these values.

## GUIDED BY AUTHENTICITY



To be authentic is to create original content that expands the user's dream toward **new** and **unexpected scenarios**.

*#Uniqueness #Wonder #Authenticity*

## RESPONSIBLE AND SAFE LEADERSHIP



Set yourself up as a credible and safe guide to **direct the user throughout their experience**, so that it is simple, clear and easily accessible.

*#Accountability #Safe #Guidance*

## SENSE OF BELONGING AND TOGETHERNESS



Build a relationship with users, offering **local knowledge and putting it within reach** in order to create a sense of belonging.

*#BuildRelationship #Belonging #Inclusion*

## FAIR AND RESPECTFUL TOURISM



Offer advice and suggestions in order to facilitate a complete **immersion within the travel location while fully respecting the area** and the people who inhabit it.

*#Environment #Sustainability*

# The people we address

The **Targets**: The analysis of current and potential users led us to create three main clusters of tourists to whom the production of site content will be directed.

LUXURY	LEISURE	BUSINESS
<p>They seek unique and elite experiences. When they travel, they look for the best and demand services that live up to those expectations in all respects.</p>	<p>They travel for pleasure and are generally focused on the activities to do in the travel destination and places to explore. They want to have real experiences.</p>	<p>They look for comfort and services so they can carry out their work. They often plan trips at the last minute but are not willing to give up the experiences that a destination can offer.</p>
<p><b>Interests to be developed:</b></p> <ul style="list-style-type: none"><li>▪ Exclusive experiences of relaxation and connection with nature</li><li>▪ Wellness and/or fitness retreats in prestigious and increasingly sustainable locations<ul style="list-style-type: none"><li>▪ Unconventional and extraordinary experiences in exclusive locations</li></ul></li><li>▪ Shopping holidays fashion, design, art</li></ul>	<p><b>Interests to be developed:</b></p> <ul style="list-style-type: none"><li>▪ Local experiences to explore the culture and traditions of the places visited</li><li>▪ Experiences related to tourists' passions: festivals, concerts, exhibitions, sports...</li><li>▪ Short trips to escape the routine (weekends in cities of art or places of interest)</li><li>▪ Experiences or trips with a positive environmental and/or social impact</li></ul>	<p><b>Interests to be developed:</b></p> <ul style="list-style-type: none"><li>▪ Smart-working trips, including extended stays</li><li>▪ Short experiences or visits in time off from work commitments</li><li>▪ Opportunities to unplug and team-building experiences<ul style="list-style-type: none"><li>▪ Eco-friendly travel</li></ul></li></ul>

# Key Role of Partners and Regions

The Project Partners and the Regions, with their knowledge of the territory, the tourist offer, the historical and cultural peculiarities and the local population have a key role in this plan, they will be one of the main sources of content able to meet the needs of the identified targets.

## EDITORIAL COLLABORATION



The contribution from Partners and Regions will play an important role in the **production of articles** that will expand the content already present on **Italia.it**, going **deeper into the characteristics that make our territory unique**.



## GUIDELINES

To develop a coordinated image of Brand Italy and optimise the contribution of each partner, the **Media House editorial station** provides **content templates and editorial guidelines** that each article produced must follow, such as: topics to be covered, Tone Of Voice, length of texts, quantity and quality of images and templates to be used.

## OPEN API TDH022



**Articles** in the **portals of the individual regions and partners** will be **automatically injected** by a third party in the GTW API, integrated with AEM. The exchange of materials will thus be made possible thanks to this new functionality, thus creating a continuously updated ecosystem.

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# Content areas & themes

The editorial structure envisages the development of 3 macro content areas: **destinations, activities and services**, which will **then be presented for each thematic area of interest and each identified target group**.

AREA	OBJECTIVE	THEMATIC AREAS
1	<p><b>DESTINATIONS</b> - WHERE TO GO - <i>locations and settings for a “memorable experience”</i></p>	<p>Inspire the tourist and support the <b>discovery of the unusual and the unexpected</b>, which differentiates each destination and makes it unique</p>
2	<p><b>ACTIVITIES</b> - WHAT TO DO - <i>itineraries and routes that inspire “moments to be remembered”</i></p>	<p>Become the indispensable tool to be consulted before, during and after the trip to find ideas for a <b>unique and authentic experience</b>, a unique way of seeing the world</p>
3	<p><b>TIPS &amp; SERVICES</b> - HOW TO DO IT - <i>“travel planning” support</i></p>	<p>Support and simplify travel management with local expertise and know-how not only to inspire and attract, but also to <b>orient, accompany and guide</b>,</p>

Food and Wine



Guides and Organised Tours  
(e.g. Guides, Concerts, Events, ...)



Wellness, Spa, Spa centres



Accommodation facilities



Study trips



Culture and art cities  
(integration of events, museums, music, theatres,...)



Travel Business



Automotive



Transport



Luxury and fashion



Accessibility Inclusionness



Medical tourism



Sports Tourism  
(pro, amateur, club)



Sea, Mountain and Countryside Experiences  
(including villages and nature parks)



Religious tourism



# Macro Prioritisation Plan 2023

The thematic areas were then prioritised throughout the year, following the **topics most searched for by users in each period** (deduced from a preparatory analysis of **search intelligence and social intelligence**) to which strategic evaluations derived from ongoing dialogues with **interlocutors in the TDH ecosystem were added**. **Each month, regions and partners can prioritise the Priority 1 topics indicated here, or produce content on the other topics, based on their experience and ability. For better indexing of content, it is recommended to produce content in advance, so that publication can take place at the right time.**

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
PRIORITY 1	<ul style="list-style-type: none"> <li><input type="checkbox"/> Medical tourism</li> <li><input type="checkbox"/> Sports (pro, amateur, club)</li> <li><input type="checkbox"/> Cities of Artl</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Sports (pro, amateur, club)</li> <li><input type="checkbox"/> Study trips</li> <li><input type="checkbox"/> Culture</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Sea, mountain, country experiences</li> <li><input type="checkbox"/> Nautical</li> <li><input type="checkbox"/> City of Arts</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Food and Wine</li> <li><input type="checkbox"/> City of Arts</li> <li><input type="checkbox"/> Wellness, spas, spa centres</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Transport</li> <li><input type="checkbox"/> Accomodation facilities</li> <li><input type="checkbox"/> Tourist guides and organised tours</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Food and Wine</li> <li><input type="checkbox"/> Culture / Cities of Art</li> <li><input type="checkbox"/> Nautical</li> </ul>
PRIORITY 2	<ul style="list-style-type: none"> <li><input type="checkbox"/> Sea, mountain, country experiences</li> <li><input type="checkbox"/> Tourist guides and organised tours</li> <li><input type="checkbox"/> Inclusiveness/accessibility</li> <li><input type="checkbox"/> Accommodation facilities</li> <li><input type="checkbox"/> Transport</li> <li><input type="checkbox"/> Health tourism</li> <li><input type="checkbox"/> Wellness, spas, spa centres</li> <li><input type="checkbox"/> Natural parks</li> <li><input type="checkbox"/> Sport</li> <li><input type="checkbox"/> Automotive</li> <li><input type="checkbox"/> Nautical</li> <li><input type="checkbox"/> Luxury</li> <li><input type="checkbox"/> Fashion</li> <li><input type="checkbox"/> Business travel</li> <li><input type="checkbox"/> Religious tourism</li> <li><input type="checkbox"/> Study trips</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Food and Wine</li> <li><input type="checkbox"/> Cities of Art</li> <li><input type="checkbox"/> Inclusiveness/accessibility</li> <li><input type="checkbox"/> Accommodation facilities</li> <li><input type="checkbox"/> Transport</li> <li><input type="checkbox"/> Health tourism</li> <li><input type="checkbox"/> Wellness, spas, spa centres</li> <li><input type="checkbox"/> Natural parks</li> <li><input type="checkbox"/> Automotive</li> <li><input type="checkbox"/> Nautical</li> <li><input type="checkbox"/> Luxury</li> <li><input type="checkbox"/> Fashion</li> <li><input type="checkbox"/> Business travel</li> <li><input type="checkbox"/> Religious tourism</li> <li><input type="checkbox"/> Study trips</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Food and Wine</li> <li><input type="checkbox"/> Cities of Art</li> <li><input type="checkbox"/> Inclusiveness/accessibility</li> <li><input type="checkbox"/> Accommodation facilities</li> <li><input type="checkbox"/> Tourist guides</li> <li><input type="checkbox"/> Health tourism</li> <li><input type="checkbox"/> Sea, mountain, country experiences</li> <li><input type="checkbox"/> Natural parks</li> <li><input type="checkbox"/> Sport</li> <li><input type="checkbox"/> Automotive</li> <li><input type="checkbox"/> Nautical</li> <li><input type="checkbox"/> Luxury</li> <li><input type="checkbox"/> Fashion</li> <li><input type="checkbox"/> Business travel</li> <li><input type="checkbox"/> Religious tourism</li> <li><input type="checkbox"/> Study trips</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Food and Wine</li> <li><input type="checkbox"/> Cities of Art</li> <li><input type="checkbox"/> Inclusiveness/accessibility</li> <li><input type="checkbox"/> Accommodation facilities</li> <li><input type="checkbox"/> Tourist guides</li> <li><input type="checkbox"/> Health tourism</li> <li><input type="checkbox"/> Sea, mountain, country experiences</li> <li><input type="checkbox"/> Natural parks</li> <li><input type="checkbox"/> Wellness, spas, spa centres</li> <li><input type="checkbox"/> Automotive</li> <li><input type="checkbox"/> Nautical</li> <li><input type="checkbox"/> Luxury</li> <li><input type="checkbox"/> Transport</li> <li><input type="checkbox"/> Business travel</li> <li><input type="checkbox"/> Religious tourism</li> <li><input type="checkbox"/> Study trips</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Food and Wine</li> <li><input type="checkbox"/> Inclusiveness/accessibility</li> <li><input type="checkbox"/> Accommodation facilities</li> <li><input type="checkbox"/> Tourist guides</li> <li><input type="checkbox"/> Health tourism</li> <li><input type="checkbox"/> Sea, mountain, country experiences</li> <li><input type="checkbox"/> Natural parks</li> <li><input type="checkbox"/> Wellness, spas, spa centres</li> <li><input type="checkbox"/> Automotive</li> <li><input type="checkbox"/> Nautical</li> <li><input type="checkbox"/> Luxury</li> <li><input type="checkbox"/> Fashion</li> <li><input type="checkbox"/> Transport</li> <li><input type="checkbox"/> Culture</li> <li><input type="checkbox"/> Religious tourism</li> <li><input type="checkbox"/> Study trips</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Sea, mountain, country experiences</li> <li><input type="checkbox"/> Tourist guides and organised tours</li> <li><input type="checkbox"/> Inclusiveness/accessibility</li> <li><input type="checkbox"/> Culture</li> <li><input type="checkbox"/> Cities of Art</li> <li><input type="checkbox"/> Health tourism</li> <li><input type="checkbox"/> Natural parks</li> <li><input type="checkbox"/> Sport</li> <li><input type="checkbox"/> Automotive</li> <li><input type="checkbox"/> Nautical</li> <li><input type="checkbox"/> Luxury</li> <li><input type="checkbox"/> Fashion</li> <li><input type="checkbox"/> Business travel</li> <li><input type="checkbox"/> Religious tourism</li> <li><input type="checkbox"/> Study trips</li> </ul>

# Strategic celebrations and events in 2023

Following the analysis of **Search Intelligence** and **Social Intelligence**, we have mapped out the strategic celebrations and events that lead to spikes in interest and should therefore be prioritised and anticipated in the editorial calendar for the coming months

January	February	March	April	May	June	July	August	September	October	November	December
WINTER		SPRING			SUMMER			AUTUMN			WINTER
New Year's Eve La Befana (6th) Sales World Pizza Day Sanremo Music Festival	Carnival Valentine's Day Milan Fashion Week	International Women's Day Father's Day Start of spring FAI Spring Days	Easter Sunday and Monday Carbonara Day Birthday of Rome (21st) Liberation Day (25th)	May Day Mother's Day Giro d'Italia	Republic Day Summer Solstice World Music Day Rimini Fitness Fair	Summer sales Palio di Siena International Day of the Mediterranean Sea	Ferragosto (15th) San Lorenzo (10th)	Start of autumn Back to school World Tourism Day	Halloween World Pasta Day International Golf Travel Market	All Saints' Day Day of the Dead Week of Italian Cuisine in the World Black Friday	Christmas Start of winter The Feast of St. Ambrose (Milan) (7th) Saint Lucy's Day (13th)



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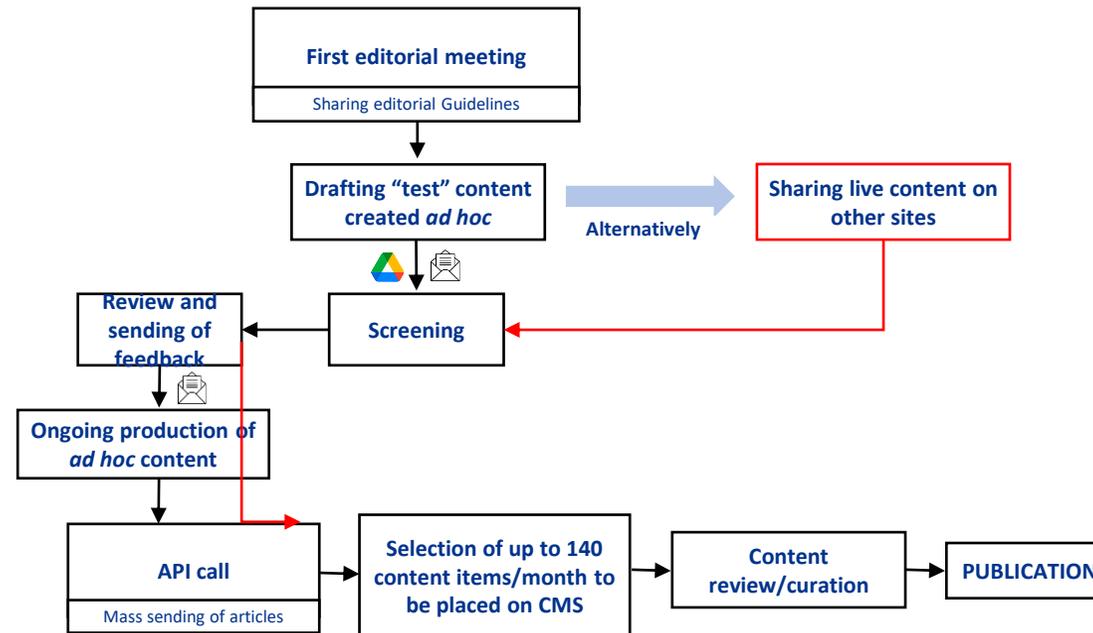
Data transmission via TDH022

# Editorial tips: what to do and what not to do

The main way of sharing through **TDH022** is by drafting editorial content **created ad hoc** for Italia.it **and sent electronically**

## Main method

Sharing of editorial content **drafted ad hoc** in line with the editorial plan of Italia.it, for which no curation will be carried out by the Media House. This method allows partners to gain greater visibility by sharing content on Italia.it social media channels



## Alternative method

Sharing of editorial content **already published** on the Partner's website, for which **curation** will be provided by the Media House.

Since this method increases review time, priority will be given to the publication of content drafted ad hoc for Italia.it.

## ⚠️ REMEMBER!

- Content **sharing** must be done **via API** (TDH interoperability protocol).
- Content to be published will be **selected** based on the **themes** set out in the monthly editorial plans to ensure it is coherent and organic, with precedence given to content drafted *ad hoc*;
- **External links** should be used **sparingly**: to specific pages such as event registration, which are essential to access a service.
- **Content** must be submitted exclusively in **Italian**.
- For both content that is drafted ad hoc and already published, the words **"Powered by"** and the Partner logo must be inserted

# Partner logo display management

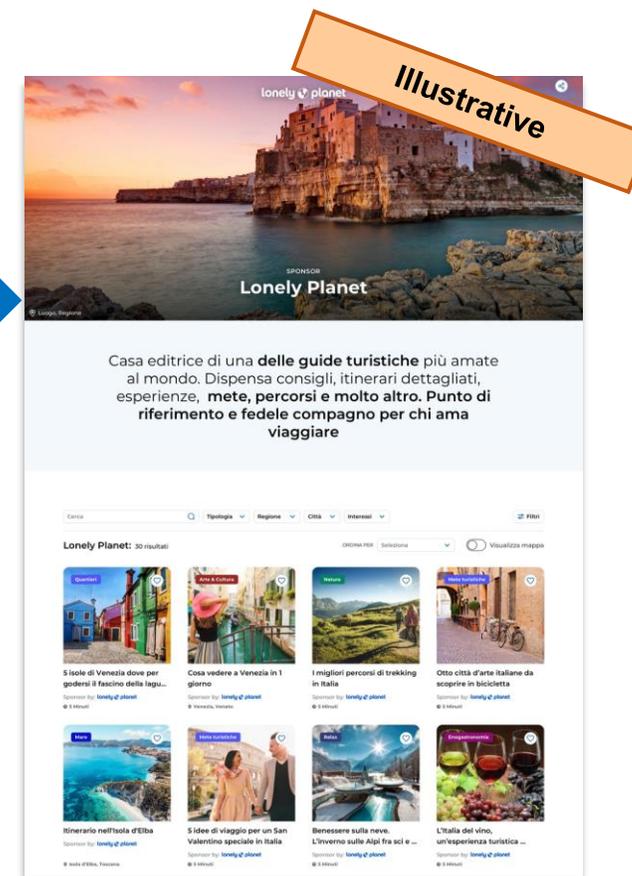
For all template types (*destination – article – itinerary – event*), it will be possible to insert the words **Powered by** with the **logo**

Aperto ora Chiude alle 21.15

Sponsor by: 

Technical requirements: words “Powered by”  
Logo dimensions: **120\*40 - SVG** format

By clicking on the Partner’s logo, the user will be redirected to a **dedicated partner page**, featuring all content compiled in cooperation with the Partner.



Partner Page

# Types of editorial content



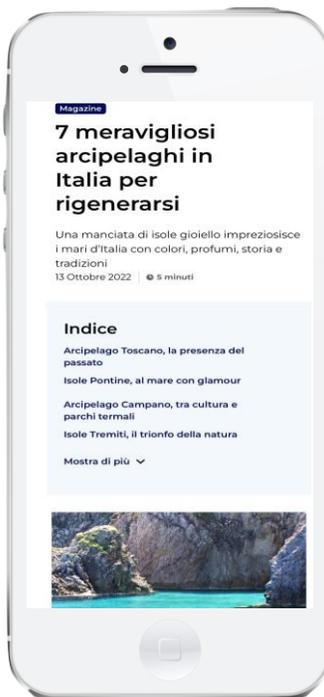
## DESTINATION

They mainly deal with destinations within a city or a specific territory (POI). They can cover topics such as: Art and Culture, Nature, Accommodation, Food and Wine, Sport, Shopping, Spirituality, and Villages.



## ARTICLE/MAGAZINE

This type of article has more of a 'blog' slant, deals with cross-cutting topics and aims to intrigue the reader by illustrating, for example, 'The 10 ideal islands for children'.



## ITINERARIES

Organised in day-by-day stages, these articles propose routes of varying difficulty to the tourist, to be undertaken on foot or by vehicle, and recommend the best places to stop for rest and food. (Available from August)

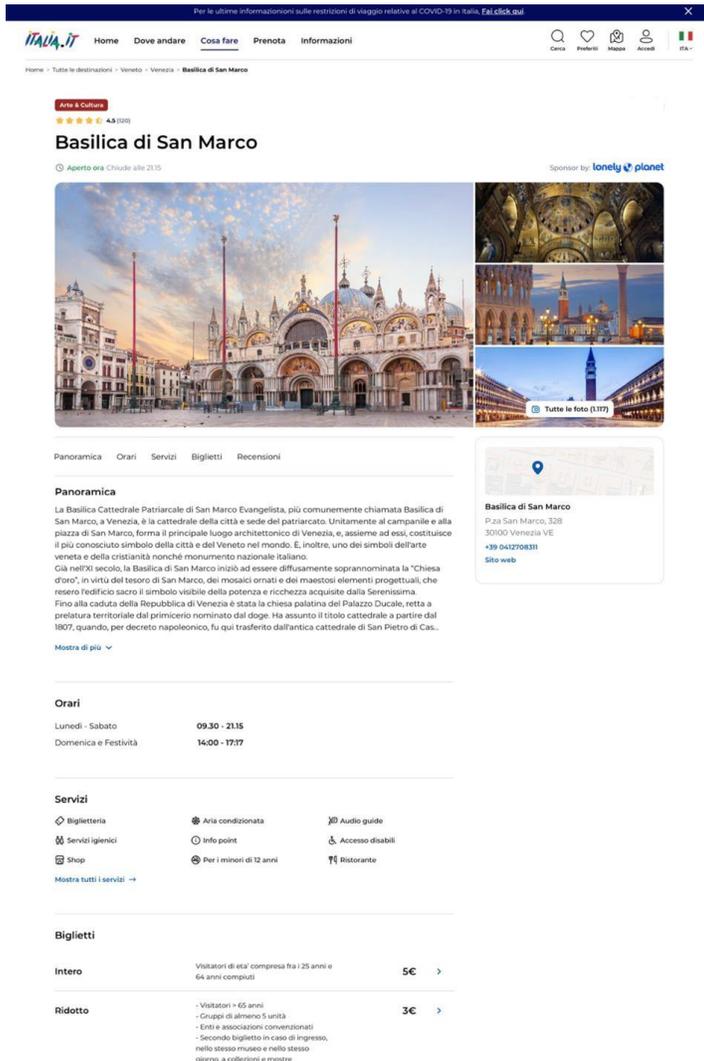


## EVENTS

Event-specific articles in which there is a descriptive part and one with service information.



# Template – Destination



Template: Destination/Proxy POI		Description
<b>Title *</b>	7/15 words	The <b>Destination</b> template is used to talk about <b>Points of Interest</b> (e.g.: Piazza Maggiore) and all articles detailing specific locations, such as ski resorts, beaches, rivers, lakes, monuments and museums.
<b>Body copy *</b>	400 to 800 words	The locations indicated must be distinct, physical and geo-locatable. This type of article provides details on a specific place, giving all the different information (historical, cultural, interesting facts) that the user needs, specifying the <b>services</b> associated with that particular point of interest (e.g.: Ticket offices, audio Guides, restaurants, etc.).
<b>Image *</b>	850x500 390x170	The same template, with the addition of subject-specific components, will also be used for <b>Where to Sleep, Where to Eat</b> and <b>Experiences</b> .
<b>Additional fields</b>	The template also provides: <ul style="list-style-type: none"> <li>• Address *</li> <li>• Stars reviews</li> <li>• Associated services</li> </ul>	This type of article falls under the <b>Destination</b> section.
<b>Content Fragment</b>	Destination	Here are two examples from Italia.it: <ul style="list-style-type: none"> <li>• <a href="https://www.italia.it/en/lazio/roma/colosseum">https://www.italia.it/en/lazio/roma/colosseum</a></li> <li>• <a href="https://www.italia.it/en/veneto/venice/basilica-of-madonna-della-salute">https://www.italia.it/en/veneto/venice/basilica-of-madonna-della-salute</a></li> </ul>

\* Required fields



Finanziato dall'Unione europea  
NextGenerationEU



MINISTERO DEL TURISMO  
REPUBBLICA ITALIANA

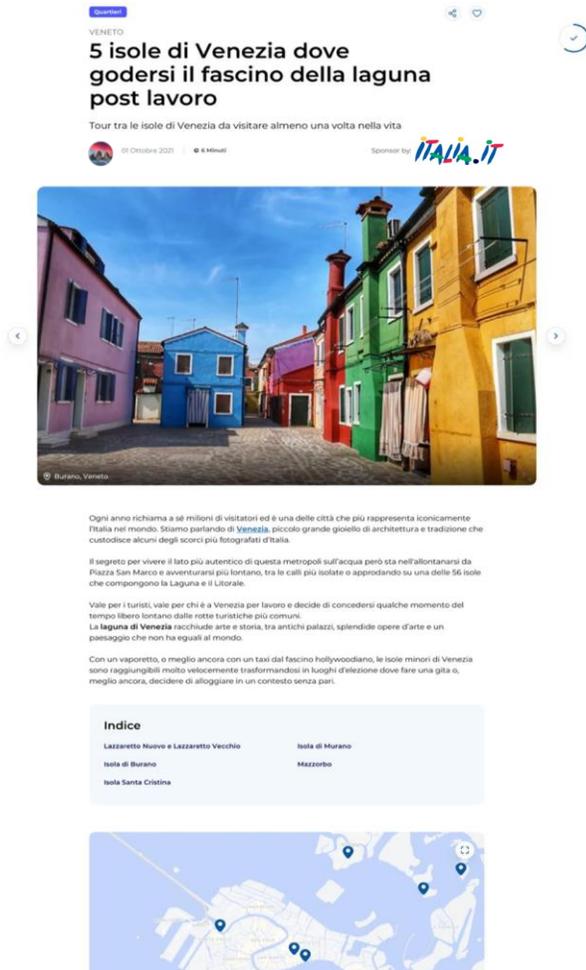
# Template – Destination

## API interface compilation guide



GENERAL	<b>Destination Name</b> <i>(mandatory field)</i>	Name of the point of interest, for which a Place ID will be generated, which can be used for geolocation
	<b>Description</b> <i>(mandatory field)</i>	Body copy - 400/800 words - 2 fields: <b>shortDescription</b> (mandatory) <b>longDescription</b> (not mandatory, 5,000 characters)
ONLINE CONTACT INFORMATION	<b>Phone Number</b>	This field should only be filled in if the contact information is related to the specific point of interest (e.g., yes for a museum or adventure park, no for a neighbourhood)
	<b>Opening Hours</b>	Opening hours of the point of interest. If there is no precise information, insert the following sentence: <i>To find out more about the event's days and times, visit the official website:</i>
MEDIA	<b>Media/image</b> <i>(mandatory field)</i>	Image size: 2480x1000 (min 1 max 10 img) <b>N.B.: it is important to fill in the URL image field</b> {{ imageURL [...] imageLicense [...] imageEndDate [...] imageDescription [...] imageLicenseURL [...] imageTitle [...] imageCredit [...]
LINKED DESTINATION	<b>linkedDestination</b> <i>(mandatory field)</i>	This field should be filled in when references are required for interlinking management within the body copy
LIST OF SERVICES	<b>listOfservices</b>	In addition to a <b>listOfservices</b> in the Swagger, there is also the + <b>otherServices</b> field, in which services not already on the list can be added

# Template – Article/Magazine



Template Proxy Article		Description
<b>Title *</b>	7/15 words	The <b>Magazine</b> template is used for general topics (What to do in..., 48 hours in..., The best beaches for children).
<b>Subtitle</b>	15/17 words	
<b>Body copy *</b>	Min 800 words	
<b>Image *</b>	Slider: 1240x500 Simple img: 800x500 Minimum 1 img per slider + 1 img per paragraph	The topics covered are mainly cross-region or cross-city. They have more of a 'blog' style with catchy, colloquial language. An Italian advises and narrates the places of his land.
<b>Additional fields</b>	The template also provides: <ul style="list-style-type: none"> <li>• Address</li> <li>• Reading time</li> <li>• Author</li> <li>• Sponsors</li> </ul>	This type of article falls under the <b>Article/Magazine</b> section.
<b>Content Fragment</b>	Article Paragraphs Destination	Here are two examples from Italia.it: <ul style="list-style-type: none"> <li>• <a href="https://www.italia.it/it/italia/cosa-fare/7-arcipelaghi-in-italia-per-rigenerarsi">https://www.italia.it/it/italia/cosa-fare/7-arcipelaghi-in-italia-per-rigenerarsi</a></li> <li>• <a href="https://www.italia.it/it/italia/cosa-fare/15-spiagge-per-famiglie-in-italia">https://www.italia.it/it/italia/cosa-fare/15-spiagge-per-famiglie-in-italia</a></li> </ul>

\* **Required fields**

# Template – Article/Magazine

## API interface compilation guide



GENERAL	<b>title</b> <i>(mandatory field)</i>	7/15 words
	<b>subtitle</b>	15/17 words
	<b>description</b> <i>(mandatory field)</i>	Brief introduction summarising the topics covered in the various paragraphs
MEDIA	<b>heroImage</b> <i>(mandatory field)</i>	Image size: 1600x1000 (1)
PARAGRAPHS OF THE ARTICLE (max. 800 words description + paragraphs)	<b>paragraphTitle</b> <i>(mandatory field)</i>	Paragraph title
	<b>Media/image</b> <i>(mandatory field)</i>	Image size: 1600x1000 (1 per paragraph) <b>N.B.: it is important to fill in the URL image field</b> {{ imageURL [...] imageLicense [...] imageEndDate [...] imageDescription [...] imageLicenseURL [...] imageTitle [...] imageCredit [...]
	<b>paragraphText</b> <i>(mandatory field)</i>	Body copy of each paragraph
LINKED DESTINATION	<b>linkedDestination</b> <i>(mandatory field)</i>	Enter the referenced destinations in this field if the article covers one or more destinations

# Template – Itineraries



Template structure		Description
<b>Overtitle</b>	Max. 4 words	
<b>Title *</b>	7/15 words, it must be made clear that it is an itinerary	The <b>Itinerary</b> template is used to detail the many routes in Italy that visitors can travel by foot, car, bicycle, motorbike or boat.
<b>Body copy stages *</b>	400 to 800 words	Each article is divided into paragraphs representing each stage of the itinerary. The difference between an itinerary and an excursion lies in the length of the journey: a multi-day itinerary vs a day excursion.
<b>Image *</b>	800x500	Each article must detail the route and specify the length, duration and features of each stage.
<b>Additional fields</b>	<p>The template also provides:</p> <ul style="list-style-type: none"> <li>Type *</li> <li>Duration *</li> <li>Difficulty *</li> <li>Number of stages *</li> <li>Time of year</li> <li>Address</li> <li>Sponsorship</li> <li>Distance between stages</li> </ul>	<p>Each article must detail the route and specify the length, duration and features of each stage.</p> <p><b>N.B.:</b> The itinerary must be divided into “days”, with the associated stages indicated for each day. Each stage must also correspond to one <i>destination</i>, which will also be the “overarching” title of that stage.</p> <p>This type of article falls under the section <b>Itinerary</b>.</p> <p>Here are two examples from Italia.it:</p> <ul style="list-style-type: none"> <li><a href="https://www.italia.it/en/emilia-romagna/things-to-do/castles-emilia-romagna-in-camper">https://www.italia.it/en/emilia-romagna/things-to-do/castles-emilia-romagna-in-camper</a></li> <li><a href="https://www.italia.it/en/veneto/things-to-do/bike-route-from-dolomites-to-venice">https://www.italia.it/en/veneto/things-to-do/bike-route-from-dolomites-to-venice</a></li> </ul>
<b>Content Fragment</b>	<p>Destination Stages</p> <p>Available from July</p>	

\* **Required fields**

# Template – Itineraries

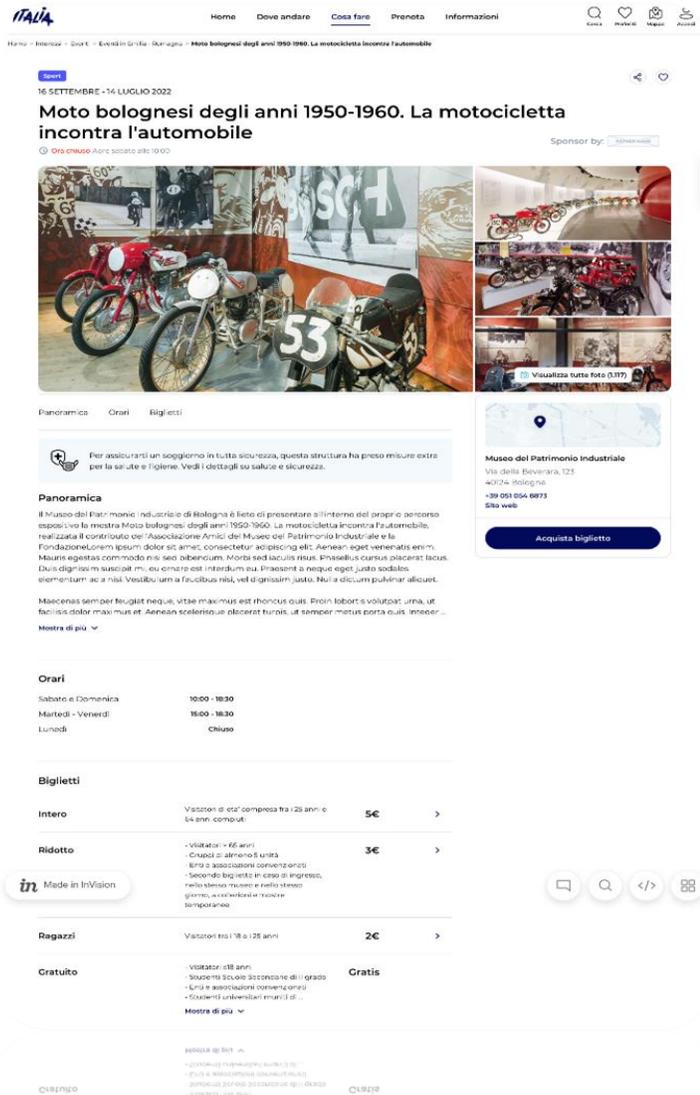
## API interface compilation guide



GENERAL	<b>title</b> <i>(mandatory field)</i>	7/15 words
	<b>subtitle</b>	//
	<b>description</b> <i>(mandatory field)</i>	Brief introduction providing a short description of the route
	<b>difficulty</b> <i>(mandatory field)</i>	Enter the difficulty of the route (Easy, Medium, Hard)
	<b>duration</b> <i>(mandatory field)</i>	Enter the duration of the itinerary (specify stages divided by day)
	<b>primaryTag</b> <i>(mandatory field)</i>	Always insert primary tag "Route"
	<b>numberstages</b> <i>(mandatory field)</i>	Enter the number of stages of the route
	<b>type</b> <i>(mandatory field)</i>	Specify the type of route (walking, car, bike, etc.)
MEDIA	<b>heroImage</b> <i>(mandatory field)</i>	Image size: 1600x1000 (1 img per paragraph)
STAGES (max. 800 words description + paragraphs)	<b>parTitle</b> <i>(mandatory field)</i>	Stage name
	<b>media/image</b> <i>(mandatory field)</i>	Image size: 1600x1000 (1 img per paragraph)
	<b>text</b> <i>(mandatory field)</i>	Indicate the route, describing its environment
LINKED DESTINATION	<b>linkedDestination</b> <i>(mandatory field)</i>	Use this field to indicate the destinations of each stage of the route



# Template – Events



Proxy Event Template	Description
<b>Title *</b>	7/15 words
<b>Body copy *</b>	800 words
<b>Image *</b>	850x500 390x170
<b>Additional fields</b>	<p>The template also provides:</p> <ul style="list-style-type: none"> <li>• <b>Address *</b></li> <li>• <b>Dates: start and end *</b></li> <li>• <b>Times *</b></li> <li>• <b>Ticket price</b></li> </ul>
<b>Content Fragment</b>	Event Destination

The **Events** template is used to describe the main events taking place throughout Italy, including cultural events, sports events, trade fairs, etc.

In addition to a descriptive section detailing the event (Festival, Exhibition, Concert, Sports event, Parade) specific information regarding time, cost and location should also be included. For the *Destination associated* with the Event, all relevant information about the venue should be included (e.g., services, timetable, address, etc.), following the guidelines of the Destination template.

This type of article falls under the section **Events**.

Here are two examples from Italia.it:

- <https://www.italia.it/it/lazio/roma/cosa-fare/evento-crazy-la-follia-nell-arte-contemporanea#Panoramica>
- <https://www.italia.it/it/toscana/cosa-fare/evento-autumnia-2022>

\* **Required fields**

# Template - Events

## API Interface Compilation Guide

GENERAL	<b>title</b> <i>(mandatory field)</i>	7/15 words
	<b>description</b> <i>(mandatory field)</i>	Body copy - 800 words
	<b>startDate</b> <i>(mandatory field)</i>	Event <b>start date</b> YYYY-MM-D
	<b>endDate</b> <i>(mandatory field)</i>	<b>End date</b> of the event YYYY-MM-DD
	<b>openingHours</b> <i>(mandatory field)</i>	<b>Event opening/closing times</b> If there is no precise information, insert the following sentence <i>To find out more about the event's days and times, visit the official website:</i>
	<b>price</b> <i>(mandatory field)</i>	<b>Costs and ticket info</b> If there is no precise information, insert the following sentence: <i>For event information and ticket costs, visit the official website</i>
MEDIA	<b>media/image</b> <i>(mandatory field)</i>	Image size: <b>2480x1000</b> (min 1 max 4 img) <b>mediaURLstring</b> indicates the audio/video url <b>isExternalboolean</b> indicates whether it is an audio/video from external sources. YouTube example <b>mediaDescriptionstring</b> indicates the description of the audio/video <b>mediaCreditstring</b> indicates audio/video credits <b>mediaLicensestring</b> Licence code for audio/video use <b>mediaLicenseURLstring</b> URL of the audio/video licence <b>mediaTypestring</b> indicates whether it is an Audio or Video <b>mediaEndDatestring(\$date)</b> Validity date of Media <b>mediaTitlestring</b> Media title
LINKED DESTINATION	<b>linkedDestination</b> <i>(mandatory field)</i>	Select the place/city where the event takes place. If not present in the CMS, create new destination
LIST OF SERVICE	<b>listOfServices</b>	In addition to <b>listOfservices</b> in the swagger there is also the field + <b>otherServices</b> to add services not already on the list

# Tone of Voice - introduction

In order to keep the same language throughout the new portal, regions and partners will have to follow the **guidelines** and **tone of voice** for the drafting of new articles:

The **tone of voice** reflects the personality characteristics of Italia.it, an **Italian friend** that leads the visitor to discover the truest experiences: it is **authentic, fresh and friendly**, but always informed and inspirational for the reader.

The language is **simple and concrete**, never too technical or formal.

The form is **dry and essential**, becoming descriptive if necessary, but without ever being verbose or boring.

Headline texts must be **eye-catching** and concise: it is better to favour numerical lists, short periods, easily readable even by a distracted eye.

Particular attention should be paid to headings, paragraphs, bold type, quotations always using **accessible** and **clear vocabulary**.

Key concepts to remember while writing content:

**LIVING ITALIAN**

**LOCAL LOOK**

**TERRITORIALITY**

**AUTHENTICITY**

# The indispensable characteristics of content

## Contents must:

Offering a **fresh look** at Italy



Giving **exclusive information** that few people know

Providing **tips** for the most **authentic** experiences the country has to offer



## Prefer:

**Lists:** easy to read and memorise



**Insights:** tips for getting to know the true Italian spirit

**Hints and ideas**



# The 4 golden rules of publishing

## **Capturing attention**

It is essential to write headlines that make the content of the article, and especially its consistency, clear from the first distracted glance.

## **No mincing words**

Once you find the right topic, you have to get straight to the point, without big words and rhetoric.

## **Breaking down text walls**

Insert subtitles describing the subject of the paragraph: short but explanatory.

Use bold type to highlight keywords. Use the ranking formula whenever possible, which appeals to search engines and facilitates the overall reading.

## **A picture is worth more than a thousand words**

Including one for each paragraph will make the impact with the text less challenging and will entice the user to want to find out more about what they see and thus to read on.

# Practical examples of tone of voice application - DESTINATION



## Piccolo Teatro Strehler

### **Piccolo Teatro Strehler: when art illuminates the evenings**

The history of Milan's Piccolo Teatro Strehler began at the end of the Second World War with the aim of **creating a stable artistic and theatrical space open to everyone** regardless of social class and any financial means.

The Piccolo Teatro was **founded in 1947** by theatre impresario Paolo Grassi, his wife Nina Vinchi and legendary director and artistic director Giorgio Strehler.

Since 1991, it has acquired the title of First Permanent Theatre of Italy and European Theatre.

### **A theatre "split" into three**

The Piccolo, as it is called among the Milanese, is composed of **three halls**: the **Teatro Grassi**, which is its historical seat, in Via Rovello, in the heart of the city; the **Teatro Studio Melato**, named after the unforgettable actress, which focuses on experimentation and also houses the Luca Ronconi Theatre School; and the main seat, the majestic **Teatro Strehler**.

### **A benchmark for Italian and foreign intellectuals**

Why does the Piccolo have this particular name (*piccolo* means "small")? Due to the **small size of its first venue**, with a stage six metres deep by five and a half metres wide and around 500 seats.

This is not the only reason: it is also a **tribute to the Malyj Theatre in Moscow**, a historic Russian theatre founded in the 19th century, whose name means 'Small', as opposed to the Moscow theatre, Bolshoi, literally Big Theatre.

Between 2008 and 2009, the historical venue in Via Rovello underwent renovations that made the 488-seat hall and the stage more functional.

The title identifies the place

The first paragraph outlines the history of the theatre since its foundation, highlighting the most important events that characterised it.

Curiosities and information are provided that not everyone knows, real tips.

Curiosities and information are provided that not everyone knows, real tips.



The text is divided into paragraphs, each with a title to identify it.  
The information is clear, simple, direct and tips are given on the history and interesting aspects of the destination.

# Practical examples of tone of voice application - DESTINATION



## The Main Theatre of Naples

In the region of Campania, the theatre par excellence is the San Carlo in Naples: built years ago by King Charles of Bourbon to give the city of Naples a new theatre to represent royal power, as part of the urban renewal of Naples, the San Carlo took the place of the small San Bartolomeo Theatre in a project entrusted to the architect Giovanni Antonio Medrano, Colonel of the Royal Army, and to Angelo Carasale, former director of the San Bartolomeo. Decades after its construction, during the night, a fire ravaged the building, leaving only the perimeter walls and the added body intact: what we can admire today is in fact its reconstruction followed by skilful renovations.

The title does not identify the place, it does not connote it

The name of the theatre is only mentioned in the first line, but no information on the foundation is given, such as the specific date.

The language is not direct, but arty, there are many subordinate clauses .

Tips on the history of the theatre are given but are not contextualised: the user reading them has the feeling of not knowing everything there is to know.

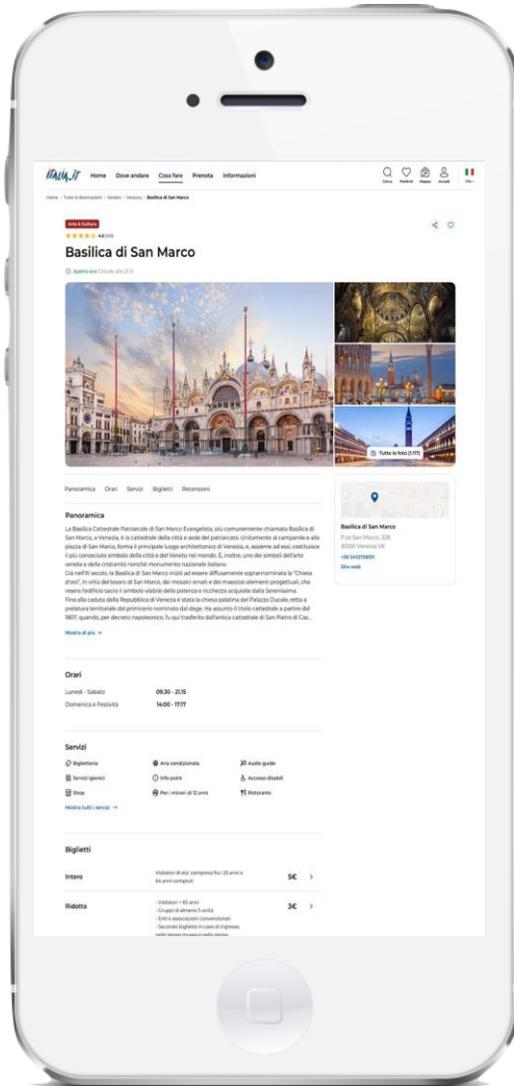


The text is not divided into paragraphs.  
There are no bold typeface to help reading, the syntax is not simple and straightforward.  
The information is not clear and specific.

# Interlinking management: DESTINATION



DESTINATION



- Insert a **maximum of 4 links** per 800 characters
- **Do not insert generic category pages**
- Links should **lead to related pages**, such as the city where a monument is located or other related places.

# Practical examples of tone of voice application: ARTICLE/MAGAZINE - focus headlines and paragraphs



*Title:* 3 territories where you can get a taste of the Italian passion for wine

## Paragraph 1:

FOOD AND WINE

### The heroic vineyards of Valtellina

The valley overlooking Sondrio, overlooking the Adda River, is home to the glorious Nebbiolo Chiavennasca vines. **Grapes with great body and character** that unleash their unique flavour thanks to extremely mineral soils, warmed by the summer sun and strengthened by the sudden drops at night. Perched on rock walls, vines grow and are tended here in a heroic manner, between slopes and ditches. **Sassella, Grumello, Inferno** and the king of the valley, **Sforzato**. These are purity wines that have impressed the international palate and interest in recent years. Among the famous wineries, some producers have chosen to **reintroduce ancient and biodynamic methods**, small productions dedicated to true connoisseurs. Boffalora, Terrazzi Alti and Le Strie are some of them, not forgetting Ar.Pe.Pe, whose Sassella 'red rocks' is one of the most awarded wines in the world.

## Paragraph 2:

FOOD AND WINE

### As if Sassicaia were not enough

**Tenuta San Guido** is located on the Etruscan coast between Livorno and Grosseto, in the Maremma celebrated in the verses of Giosuè Carducci, and stretches 13 kilometres from the sea to the hills. This is a **'Super Tuscan' wine** producer, but if a glass of an extraordinary wine such as Sassicaia DOC is not enough, here you can find two other industry leaders: the Razza Dormello Olgiata thoroughbred and the Rifugio Faunistico Padule di Bolgheri, first in Italy. Definitely worth a visit.

## Paragraph 3:

FOOD AND WINE

### From oblivion to prominence: The Susumaniello of Apulia

A sapling-shaped plant with another particular characteristic: that of **producing an inordinate amount of bunches**. Hence the name, which translates into Italian as 'Asinello' (little donkey). A wine that had been forgotten for years and was just a few steps away from extinction has been rescued and, above all, revalued. Once considered a blending wine or even used to divide the rows of wines mistakenly considered more valuable, it is now **one of Puglia's flagships in the world**, and a point of interest for oenologists and sommeliers. Discover Susumaniello in the province of Lecce and Brindisi, amidst olive groves and vineyards overlooking the turquoise sea. Where to start? Masseria 'li Veli' and Tenute Rubino.



The form is dry and essential, it can become descriptive if necessary, but without ever being verbose.  
Respect for tone of voice should not penalise the inclusion of keywords necessary for indexing (SEO).

# Practical examples of tone of voice application - ARTICLE/MAGAZINE - focus paragraphs



RELAXATION AND WELL-BEING

## A wild oasis in the heart of Salento.

The **Ionian coast, which runs from Santa Maria di Leuca to Taranto**, laps beaches and hidden coves. To find a place that takes your breath away, far from the mass tourism of Salento, the must stop is **Porto Selvaggio Natural Park**. Between the elegant town of Santa Caterina and the picturesque Sant'Isidoro, a dirt road starts among Mediterranean conifers that reveal, like a curtain, the fiord of Porto Selvaggio. **Prickly pears, wild rosemary and cicada concerts** frame this enchanted place. Its crystal-clear waters are filled with delicious urchins as well as protected fish species. A snorkelling paradise, this bay offers the chance to relax on the white sand or enjoy adrenaline-fuelled dives from the rocks. At the end of the day, the sunset aperitif at the historic 'Fico D'India' in Torre Uluzzo has been a tradition for all locals for years. And soon it will be for you too.

- The title in a few words and with simplicity is more interesting as it promises fresh, interesting content and not common tourist information.
- Let us make it clear that we are not talking about a classic and therefore super-crowded tourist destination.
- Concrete information is given on how to reach a place/attraction.
- The tale of the place makes you want to go there.
- All the activities that can be done there are described.
- They are given the kind of expert advice that a local friend would give.



Information is offered that is unknown to most, but rooted in culture and that only those who know a place well can give.

From the title to the conclusion, the reader clearly understands that he or she is about to access information that is not touristy, that he or she is 'unlocking' an experience to which a visitor would not normally have access.

The language is informed but also simple and friendly.

# Practical examples of tone of voice application - ARTICLE/MAGAZINE - focus paragraphs



## PATH OF THE FRANCISCAN PROTOMARTYRS

Have you ever heard of the '**Land of the Protomartyrs**'? A small corner of the world nestled between the Sacred Valley of Rieti and the Umbrian Latium mountains, where **St Francis** lived for a long time. You can follow in his footsteps, discovering him slowly by walking the **Franciscan Protomartyr's Way**. It begins and ends in the enchanting **Terni**, the city between the waters, the ancient Roman Interamna, but also the city of art rebuilt after the destruction of the Second World War. In **six stages**, the route passes through the cities that gave birth to the martyrs Berardo, Adiuto, Accursio, Pietro and Ottone, sent to Spain by Francis to evangelise the lands of the Saracens.

Rediscover a taste for adventure, and with your backpack you can admire delightful urban centres, mysterious abbeys and spectacular natural sites while feeling part of nature and rediscovering yourself.

Do you want to become a true pilgrim? Then, before you leave, we advise you to apply for the **Credential**, a personal 'passport' that is stamped in the places of hospitality. If you finish the walk, you can obtain the prestigious **Pilgrim's Certificate** at **St. Anthony's Church**.

A word of advice: don't make your backpack heavy, remember that you will always carry the weight. Lightweight boots are ideal for walking many kilometres. So, are you ready to go? Your journey into the divine begins now.

It is a long period in which various information is given. It would be good to divide the text into paragraphs, spacing them out so as not to give the idea of a wall of text.

Do not use advertising language, the tone of voice should be that of a local friend giving directions and advice, in simple, natural and direct language.

The paragraph lends itself to becoming the finale.

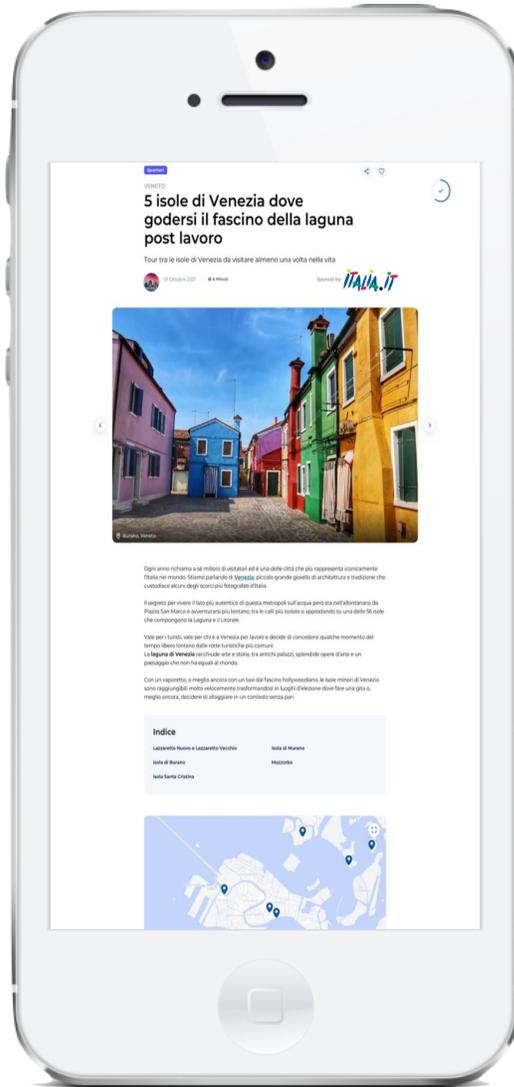
The 'buddy' tends not to use rhetorical questions, because they make the language unnatural.

Move the paragraph on the taste for adventure and backpacking to the end, reformulated to enhance the Live Italian concept. E.g., "The backpacking trip is made even more memorable by the Italian culture, landscapes and hospitality, which allow you to go from the enchantment of an abbey to that of a lasagna and end with a breathtaking panorama. Always feeling at home."



It lingers in long periods, full of redundant information, with stereotyped language.

The real 'live Italian' tip is missing: the informed and ready-to-follow advice



- **Do not insert links in the opening lines**
- In the **body copy**, do not include links to **generic category** pages (e.g., <https://www.italia.it/en/italy/things-to-do/spirituality> or to **in-depth** pages on destinations (e.g., <https://www.italia.it/en/lazio/roma/hadrians-villa>)
- Each paragraph should have a **maximum of 4 links** per 800 characters (*tip: you can use Microsoft Word's "word count" feature to find out the character count, including spaces*)
- Insert links that are of **real use** to the reader, i.e., to content of interest (internal to the site) that is relevant to the topics covered in the article and consistent with what the user might want to explore further
- Do not insert links to event pages
- **Links to external sources should be limited** as much as possible. *External links* may only be used if they provide information that is highly relevant to the user and if they refer to information that is not available on the website

# Practical examples of tone of voice application – ITINERARIES



## 10,000-step itinerary for exploring the centre of Naples

### 1. The Promenade and Villa Comunale: among the most beautiful views in the world

The long Naples promenade begins at what can deservedly be considered a **must-visit place in Naples**: the **Lungomare**. When strolling along it in the morning, or better still even earlier, you will be treated to some of the most fascinating scenery you can imagine.

You can enjoy this **3-kilometre walk at a fast pace**, stretching from **Mergellina** to Via **Nazario Sauro**, admiring Vesuvius in all its glory, as it overlooks the gulf. After coming across the magnificence that is Castel dell'Ovo, which seems almost to float on the islet of Megaride, you can catch a glimpse of Capri and the hills of Posillipo. As you walk along the famous **Via Caracciolo**, which flanks the **Villa Comunale** park and the **Riviera di Chiaia**, you can breathe in the sea breeze and the fresh air of a green space that reaches as far as **Piazza Vittoria**. Vomero Hill stands in the background.

After so much aerobic exercise, you will need to replenish your energy. Along the bustling **Via Partenope** you can stop for a drink, choosing from the many bars and clubs that bring the street to life, or tuck into a more satisfying pizza (Sorbillo's pizza is top notch).

On the **Mergellina** side, you can stay at one of the many chalets. Finally, behind the Castle, you will find traditional fish restaurants in the **Borgo Marinari**. The choice is yours.

The title of the article identifies the place

The title of the first paragraph indicates the first stage of the itinerary

Precise advice is given on when to begin the walk: with specific indications of the kilometres to be covered and how to travel them.  
The list of stages is specific and detailed

Interesting information and useful tips that not everyone knows are provided



The route to cover is described in a detailed and specific way, with details of the journey, enhanced with tips and advice.

Each point of interest along every stage is indicated in bold to make them more visible.

# Practical examples of tone of voice application - ITINERARIES



## Cycling and ebiking: spoilt for choice

Valle D'Aosta, an ideal destination for those who love outdoor sports, from trekking to two-wheelers. With its 1,000 km of itineraries between unpaved paths or asphalted roads, cycling in the Aosta Valley is a guarantee for those who love to ride with stunning views of lakes, torrents, waterfalls and small villages where they can stop for refreshments with excellent local products.

You can choose bolder mountain biking routes or opt for ebike routes by selecting the route best suited to your training level.

### 1. A ring from La Thuile for 75 km of beauty

Start from La Thuile if you feel trained and ready to tackle 75 km of beauty. Pass Colle Piccolo San Bernardo and La Rosaiera: a mixed route that also includes unpaved sections and technical passages.

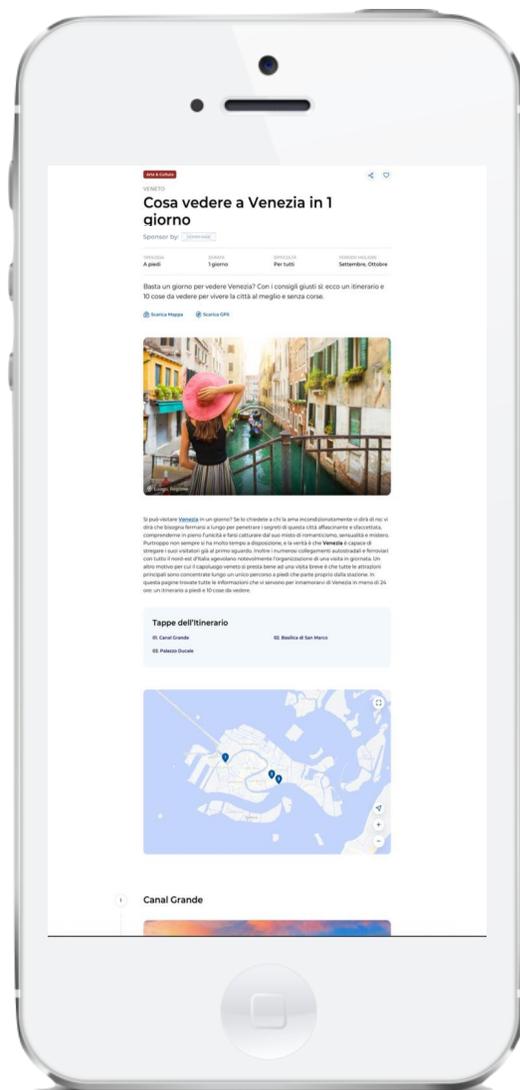
The title does not identify the place, it is too generic

The place is only presented in the first paragraph, where the bicycle and ebike routes are also introduced. However, total km available in the region are included, but not the total of the individual route that can be taken.

The first stage is described in brief, without presenting tips and advice useful to a user who has never tackled the route.



The route to be covered is not described, it is only briefly introduced. There are no tips and advice, and the stages to be covered are not described.



- **Do not insert links in the opening lines**
- **Do not insert links to generic category pages**
- **Do not insert external links**
- **Do not insert links to event pages**
- Being “Long Form” content, each paragraph must have a maximum of 4 links per 800 characters.
- Links inserted in the copy must point to content of interest (internal to the site) and/or the pages of destinations covered in the paragraph and not used within other on-page components. They must be relevant to the topics covered in the itinerary and consistent with any related details
- **Links to external sources should be limited** as much as possible. *External links* may only be used if they provide information that is highly relevant to the user and if they refer to information that is not available on the website.

# Practical examples of tone of voice application - EVENT



## MATTERHORN CERVINO SPEED OPENING

On **5 and 6 November 2022**, the alpine skiers will compete in the four downhill races in Zermatt/Cervinia, the opening stages of the speed sport season. The first absolute novelty is the **involvement of two nations**, but the organisers have more surprises in store.

For the first time in a Ski World Cup race, **spectators will be able to see two-thirds of the descent**, including the border crossing, from the finish area. The first part of the race, which runs from the start between the arrivals of the two Plateau Rosa ski lifts to the Italian border, can be followed from the ski slope. In addition, a Public Viewing Zone in Testa Grigia is planned.

The different ticket categories for the 'Matterhorn Cervino Speed Opening' events will be sold in **advance online on a 'first come, first served'** basis. Based on the capacity of the lifts and of the finish area, the maximum number of spectators was limited to 6,000 per race.

The title identifies the event

The intro gives practical information on dates and outlines the event

The special features of the event are highlighted, to indicate which are the highlights and what not to miss. The information is precise and uncluttered.

Practical information on how to participate in the event is provided.



Clear and simple information is provided about the event, highlighting what makes it special and what makes it stand out.

Practical information cannot be lacking to enable everyone to participate:  
The language is informed, simple and friendly.

# Practical examples of tone of voice application - EVENT



YAN GOGH: AN ARTIST, A GENIUS, A MAN

If it is possible to trace the life of a man through what he has left for posterity, this is even more true if that man is Vincent Van Gogh.

An exhibition, perhaps the most eagerly awaited exhibition of the year, tells us about the life of the great painter from his works. Born in Holland on 30 March 1853, Vincent van Gogh was an artist of extreme sensitivity and a tormented life: famous are his fits of madness, his long stays in the psychiatric hospital of Saint Paul in Provence, the episode of the severed ear, as well as the epilogue of his life, which ended on 29 July 1890, at the age of only thirty-seven, by suicide with a pistol shot to the chest in the fields of Auvers.

From his passionate relationship with the dark landscapes of his youth, to his devoted study of the land and its workers, we find figures living in harsh conditions, such as sowers, potato gatherers, weavers, woodcutters, women intent on domestic tasks or fatigued from carrying sacks of coal or digging the ground – attitudes of awkward gentleness, expressive faces, with fatigue understood as their inescapable destiny.

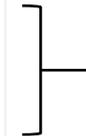
The exhibition in Rome, through no less than 50 works from a prestigious museum, aims to show Van Gogh's greatness and intense relationship with truth.



The title does not identify the event



The intro does not give any practical information about the dates on which the event will be held.



The paragraph focuses on the author giving important information about him, but the language does not reflect the TOV: sentences are long and articulate, not straight to the point.



Again, the language does not reflect the TOV: sentences are long and articulate, not straight to the point.



No specific information is provided, so the user's perception is of high-level, non-precise and detailed information.



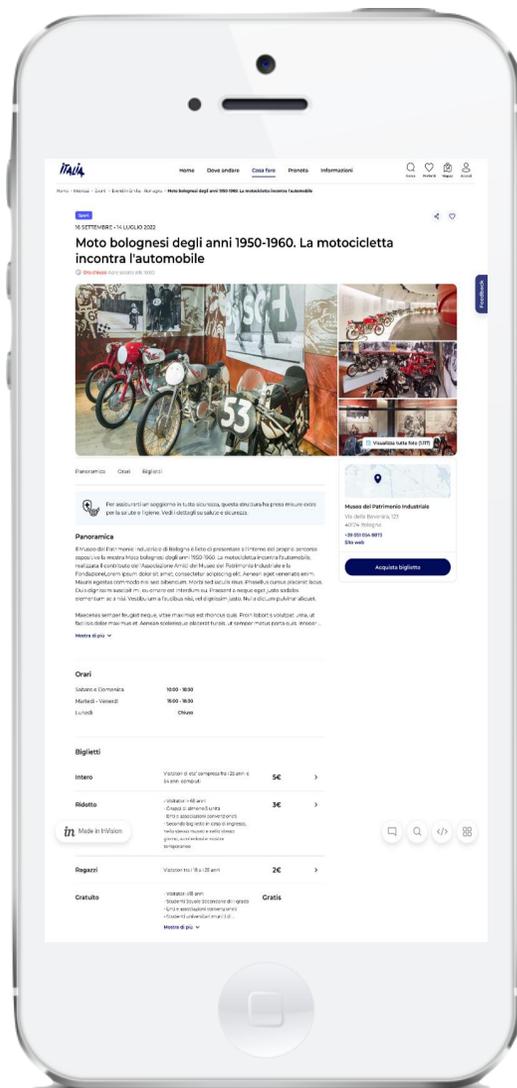
The information provided is not precise: it lacks the practical and fundamental clues to contextualise the event, such as the dates and location.

While practical information cannot be lacking, the language used also does not reflect the TOV: sentences are long and complex, not simple and direct. In addition, there is no bold typeface, which is useful to simplify reading.

# Interlinking management: EVENTS



## EVENTS



- On the event pages, it is possible to insert—if not already present in the box on the right of the page—the **link to the official event website**;
- The recommended wording to use for external links is as follows:
- for **tickets**: “For event information and ticket costs, [visit the official website](#)”
- for **times**: “To find out more about the event’s days and times, [visit the official website](#)”

# Practical examples of tone of voice application



Titles should be **concise: short periods that can be read at a glance.**



As the categories are very broad, one has to keep the headlines high and **not go into specifics.**  
For example, the MOUNTAIN section contains articles about all the activities one can do there, from skiing to spas to hiking trails, so one must **remain general.**

## WHAT TO DO



ARTE E CULTURA

### Tra musei e bellezze a cielo aperto



I tratturi del Molise

A Torino, nel Museo Nazionale del Cinema, un gioiello dentro l...

5 scoperte avvincenti al Museo della Scienza e della Tecnologi...

7 città d'arte in meno di un'ora di treno da Milano



MONTAGNA

Tra itinerari, piste da sci, parchi naturali e terme incantate

Scopri di più



## WHAT TO AVOID



L'ITALIA DEI MUSEI

### Poli museali, siti archeologici, gallerie d'arte dove immergersi nella bellezza



I tratturi del Molise

Roma: i Fori Imperiali

Monte San Giorgio, per un viaggio nel mondo di 230 milio...

A Torino, nel Museo Nazionale del Cinema, un gioiello dentro l...



MONTAGNA

Scopri gli itinerari più belli per trekking indimenticabili.

Scopri di più



# Multimedia content (1/2)

The images depict **moments of everyday life**. The treatment is **real**, with close-ups that bring the user closer to Italian **authenticity** and **originality**. The image quality is high (send images horizontally and with the highest resolution available).

Moments are transformed into experiences that stand out in the midst of nature or architectural and artistic riches.

## DO NOT DO

- ⊗ No vintage, black and white, grainy or artefactual treatments
- ⊗ No posed subjects, in-camera looks and set subjects.
- ⊗ No busy cities.  
No pollution-related elements.  
No waste or refuse.  
No plastic or derivatives.
- ⊗ No photos that are too bright or dark.  
No grainy photos.  
No photos with watermarks.



## COPYRIGHT

All photographs and videos submitted to accompany the article must be complete with:

- Credits
- Commercial use rights (in the case of time-limited rights, indicate the expiry date)

The Media House reserves the right to replace images that do not comply with the guidelines.

# Multimedia content (2/2)



Regarding the sharing of video content:

## WHAT TO DO

- Shorts format: 15 mins
- Long format: 60 mins
- Resolution: 1920x1080 (min. 720p)
- Safe area: 1530\*860
- Ratio: 16:9
- Stick font (preferably Montserrat)
- NO Voice Over
- Sharp transitions that rhythmically follow the soundscape.
- Size: 300 MB
- Formats: .mp4, WebM



The colours of the shots are **full and saturated**.



The subjects are always taken in **spontaneous poses**, in the style of **stolen shots**.



Accenture Song

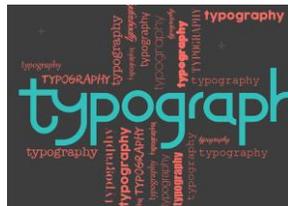
## WHAT NOT TO DO



No headline **superimposed** over the main subject.  
No **unreadable contrasts** border.



No **playful/template transitions**.



Avoid combining **too many different fonts**.



No videos that are **too bright or dark**.  
No **grainy** videos.  
No videos with a **watermark**.



No **vintage, black and white, grainy or artificial filters**



No **posed** subjects, looks to the camera or set subjects.



No **busy cities**.  
No **environments** related to pollution.  
No **waste or refuse**.  
No **plastic or derivatives**.



Avoid **text that is too large or too small** (mobile first).

# AGENDA

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**SEO Guidelines**

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# SEO: a guide to search engine optimisation

'On-page' (or 'on-site') SEO is defined as all optimisation activities **within the pages of a site**. Through these activities, it is possible to increase **relevance** and **position** in search engine results.

On-page optimisation consists mainly of two areas:

- Optimising the **HTML code** and **structure** of a site.
- Optimising the **textual** and **image content** of a site.

## What are the main objectives of these activities?

### Positioning for relevant keywords

**By inserting keywords** frequently searched for by users in our target group, we will be able to convert our work into clicks and site visits.

Otherwise, our pages will not appear in the SERPs of users who are searching for us.

### Increase the "Click-through-rate"

The Google results page provides users with a preview of our page.

The **Media House will optimise them** from a technical and editorial point of view so as to attract the user to click on our page.

### Retaining users on the website

One of the metrics used by Google to define the quality of a page is the **user dwell time on the site**. If this value is high, it means that we have **content deemed useful or interesting** by the user. Otherwise, this metric will help Google exclude useless or problematic sites.

### Generating relevant content

If a piece of content is of quality or high value to users, it will be **shared** by other **sites and/or social networks**, improving their ranking and attracting more traffic.

# SEO: checklist to follow for text production

1.

**Present the topic of the text into 2-3 target keywords**

Present the topic of the text into **2-3 main target keywords** that correspond to the **potential search intentions** that the copy produced might intercept (free tools to use are recommended in the next slides)

2.

**Insert target keywords in the text**

Enter the **target keyword** considered to be the main one in the **title of the article** and the other **keywords** in the first paragraph, in **bold**.  
The **Media House will finalise and revise the SEO optimisation** of the text.

3.

**DO NOT propose content copied and/or duplicated from third-party sites or other online sources**

Duplicate/copied content can cause **penalisation by Google**.  
Not submitting texts with these characteristics to the Media House is recommended.  
**The Media House will carry out checks on the freshness and originality of the texts received.**

# SEO How to use keywords within the content



## HOW TO OPTIMISE CONTENT

- Choose the main keyword and secondary keywords related to the content topic and place them within the text and headlines in a natural way within the discourse.
- The main title must effectively describe the content of the page.
- The main title of the content must contain the main keyword for which you want to position the page in search engines.
- Subdivide the text into paragraphs and insert secondary keywords where possible within the paragraph headings.

## DO NOT DO



Avoid keyword stuffing, i.e. the practice of repeatedly repeating a target keyword throughout the text to make it seem relevant.

### Main Title with **KEYWORD1**

Lorem ipsum dolor sit amet, **KEYWORD1** consectetur adipiscing elit. Praesent sed nisi ipsum. Suspendisse condimentum malesuada lacus, ut consectetur eros fringilla sed. Etiam posuere mi in tellus blandit ultricies. Nothing is easy. Curabitur efficitur dictum dui, eu elementum nibh consequat non. Vivamus **KEYWORD1** scelerisque erat at elit feugiat interdum. Sed interdum [link](#) met pharetra facilisis. Morbi blandit tempus lorem a hendrerit. In condimentum in quam vel egestas. Cras tincidunt iaculis lorem a vehicula. Sed nec neque sem. Nulla **KEYWORD1** convallis sed ante vitae porta.



### Subtitle with **KEYWORD2**

Nulla eget auctor eros. Nunc **KEYWORD2** molestie eleifend eros vel cursus. Duis quis risus mi. Quisque varius vulputate lobortis. Sed efficitur eros leo, non interdum purus semper eu. Sed sit amet quam eget sapien porttitor tincidunt eget at est. Cras quis sapien quam. Sed **KEYWORD2** sed ultricies diam, ut feugiat felis. Fusce dignissim elit id tellus viverra, a posuere eros ornare. Vestibulum condimentum est sed **KEYWORD1** sollicitudin commodo. Fusce id mauris turpis.

### Subtitle with **KEYWORD3**

Nulla eget **KEYWORD3** auctor eros. Nunc molestie eleifend eros vel cursus. Duis quis risus mi. Quisque varius vulputate lobortis. Sed efficitur eros leo, non interdum purus semper eu. Sed sit amet quam eget sapien **KEYWORD1** porttitor tincidunt eget at est. Cras quis [link](#). Sed sed ultricies diam, ut feugiat felis. Fusce dignissim elit id tellus viverra, a posuere eros ornare. Vestibulum condimentum est sed **KEYWORD1** sollicitudin commodo. Fusce id mauris turpis.

# SEO Recommended free tools for keyword selection

Google Trends



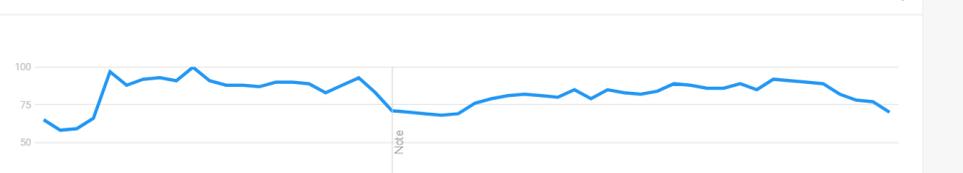
Google Trends Explore

● milano  
Search term

**Google Trends** shows the popularity of a topic over time and can be used to understand the time of peak interest and related searches

Link to the tool:  
<https://trends.google.it/>

Interest over time

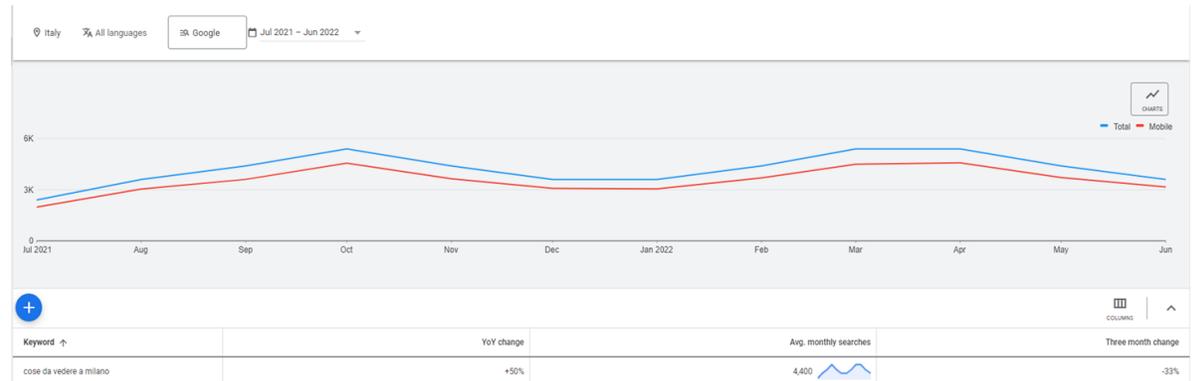


Google  
Keyword Planner

**Google Keyword planner** shows average monthly search volumes and new related keywords.

(usable with activation of a free Google ads account)

Link to the tool: [https://ads.google.com/intl/it\\_it/home/tools/keyword-planner/](https://ads.google.com/intl/it_it/home/tools/keyword-planner/)



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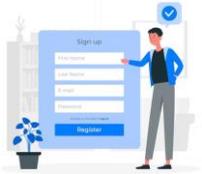
4

SEO Guidelines

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Data transmission via TDH022

# Data and content transmission via the TDH022



## Registration

1

The user, responsible for a particular Region or Partner, registers on the API Catalogue on TDH and subscribes to the APIs of interest



## Authentication

2

The user authenticates via certificates to make the API call



## API call

3

The user values, by means of an API call\*, the fields of the swagger (indicated in the previous slides - template) used for the transmission of data/content from the regions or partners to the TDH



## Data Reception and Content

4

The TDH receives data/content transmitted by the regions or partners



## Upload to CMS

5

The data/content received from the regions and partners is uploaded to CMS. The content will then be moderated and published by the Media House.



*\*More details in technical documents  
An attendant will be available to handle requests for assistance.*



*Thank you*



Finanziato  
dall'Unione europea  
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MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA