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**MINISTERO  
DEL TURISMO**  
REPUBBLICA ITALIANA

# Italia.it Content Guidelines

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## 1 Tone of voice

Italia.it adopts a direct tone of voice, with a hint of humour. A nod to the Italian way of being, always able to stand out from everyone: enjoying life. Tourists are urged to experience everything Italy has to offer, every moment of daily life, “the Italian way”, the simplicity of which is reflected in a simple, straightforward style. Texts should always be concise: short sentences that are easy to read, even by distracted eyes.

## 2 Editorial conventions

### 2.1 Titles

Section titles on the website must always be preceded by a tag describing the content of the section.

*E.g., Destinations, events, etc.*

Whenever possible, we prefer to start titles with a number, to make them eye-catching and easy to read.

*E.g., 10 places in Florence that only Florentines know.*

Even the most descriptive texts, both in form and content, should always promote an authentic experience of Italy, because when it is experienced “the Italian way”, everything becomes even more unique.

*E.g., Experience the birthplace of the Renaissance in the most authentic way and every experience will be a work of art.*

### 2.2 Paragraphs and titles in the body of the text

The first “paragraph” must be of a standard length (60 words, 3 lines) so that it can easily fit in content template boxes or in social media posts.

The text should be divided into paragraphs and, where possible, broken up with headings that describe the specific topic that will be covered. We work with keywords (Dining at Lake Como) and try to make the text and title as catchy as possible.

### 2.3 Bold font style

We use bold font style sparingly to emphasise target keywords, secondary keywords and LSI keywords

provided, as well as to highlight relevant text in the passages, to facilitate the reading experience.

## 2.4 Quotation marks

We use only double quotation marks (“”), never single quotation marks (”). We use them for the names of activities (“Stories of Ferrara”) or the titles of creative works (“Star Wars | Attack of the Clones”), as well as any direct quotations.

## 2.5 Quotations and direct speech

Quotations can be used when they add useful meaning to the text. When including quotations, make sure to correctly cite the original author. In general, preference should be given to speech paraphrasing the content.

## 2.6 Acronyms

Acronyms should always be written in capital letters and without full stops (UNESCO). They should only be written out in full in brackets if they are not common knowledge.

## 2.7 Capital letters

Capital letters are used for proper nouns (Ludovico Ariosto, Lake Como) but not for common nouns (castle, lake, etc.). We do not use apostrophes where there are accents (È not E').

## 2.8 Hyphens and dashes

Dashes, i.e., the mathematical minus sign next to the zero key on a standard English keyboard, can be used when necessary. They should not be used for compound words (weekend, not week end or week-end).

## 2.9 Numbers and figures

We prefer the use of numerals over written numbers (3, not three). Years are always written in numbers: the 1960s (not: the 60s), the 1900s (not: the '900s).

## 3 Things to watch out for

Grammatical errors, typos, repetition of words or, on the other hand, missing pieces of sentences within texts should always be corrected.

In curation, fact checking is not required, but it is always important to pay attention, and if something/a fact does not add up, we must check it or omit it.

We always write in the clearest possible language without including trivial information. We must avoid slang expressions, idioms and overly technical terms.

In descriptions of cities and monuments, and of course in editorial articles wherever possible, we must always explore the concept of experiencing Italy “the Italian way”, i.e., a way of visiting *as a local*, a less touristic and more refined experience, as a true travel connoisseur.

## 4 SEO

The content of the pages should not simply be duplicated from existing texts; they must be revised, with regard to the topics to be covered, and populated with the target keywords, secondary keywords and LSI keywords provided.

The target keyword and secondary keywords should indicate the main content of the page. LSI keywords should be included in the textual and descriptive part relating to individual cities.

## 5 Short text content curation example

<https://emiliaromagnaturismo.it/it/eventi/2031/raccontare-ferrara>

<p><b>Stories of Ferrara</b> <b>Guided tour of the historic centre of Ferrara</b></p> <p>“Raccontare Ferrara” (Stories of Ferrara) is a guided tour, with guaranteed departure, of the historic centre of Ferrara, the capital of the Renaissance and a UNESCO World Heritage Site.</p> <p>The guided tour takes place outdoors, starting from the Castello Estense, the symbol of the city, from which you can admire Corso Ercole I d'Este, the street that, as straight as a sword, joins the Castello Estense to the north gate of the city walls, crossing the Erculean Addition commissioned by Ercole I d'Este, Duke of Ferrara, and built in 1492 by Ferrara-born architect Biagio Rossetti.</p> <p>The tour continues to the medieval square, where you will find the Romanesque-Gothic Cathedral dedicated to St George and the Palazzo Marchionale, formerly the Este residence and now the Town Hall. Through the ancient streets of San Romano and Delle Volte, we reach the picturesque Jewish Ghetto with its synagogues, still a reference point for the Jewish community in Ferrara.</p> <p>Enjoy a calm and relaxing stroll through the exceptionally well-preserved historic centre, recognised as a UNESCO World Heritage Site. Here, the story will unfold, covering the Este family, the stories of the Court and the charm emanating from the life and works, in different centuries, of Ludovico Ariosto and Giorgio Bassani.</p> <p>Meeting place: Courtyard of the Castello Estense near the large well or, if it's raining, under the porticoes. Time: 14.45 Duration: 2 hrs</p> <p>Advance online booking required. Payment on location.</p>	<p><b>Discover the secrets of the city with “Raccontare Ferrara” (Stories of Ferrara), a guided tour like no other</b></p> <p>If you want to visit Ferrara, and discover its secrets and special sites, the place to start is the Castello Estense. If you have 2 hours to spare and want to treat yourself to an unparalleled experience, “Raccontare Ferrara” (Stories of Ferrara) is a guided tour that gives you the opportunity to explore the city centre and enjoy the beauty of this Renaissance capital and UNESCO World Heritage Site.</p> <p>It starts from the heart and icon of Ferrara, its castle, before continuing along Corso Ercole I d'Este, the street that cuts the city in two, straight as a sword, through the Erculean Addition, until you reach the north gate of the walls.</p> <p>The medieval square is not to be missed! Here, you will find the Romanesque-Gothic cathedral dedicated to St George and the Palazzo Marchionale, formerly the Este residence and now the Town Hall. As you walk through the ancient streets of San Romano and Delle Volte, we reach the picturesque Jewish Ghetto with its synagogues, still a reference point for the Jewish community in Ferrara.</p> <p>Enjoy an invigorating walk through the exceptionally well-preserved historic centre, accompanied by tales of times gone by and charming stories from the life and works, in different centuries, of Ludovico Ariosto and Giorgio Bassani. This is the perfect place to pause to enjoy the peace and culture of Ferrara and fully appreciate this UNESCO World Heritage Site.</p> <p>Meeting place: courtyard of the Castello Estense near the large well or, if it's raining, under the porticoes. Time: 14.45</p>
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The guided tour takes place outdoors in compliance with current prevention regulations

Duration: 2 hrs



Covid-19.	<p>Advance online booking required. Payment on location.</p> <p>This guided tour takes place outdoors in compliance with current anti-Covid-19 regulations.</p>
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## 5.1 What I did

- Descriptive title emphasising the experience
- Engaging introduction that sets the mood and invites the reader in
- Accessible, clear and fluid vocabulary
- A pleasant conclusion

## 6 Long text content curation example

<https://www.italia.it/it/lago-di-como-tra-natura-e-charme>

English version: <https://www.italia.it/en/lake-como-nature-and-fascination>

<p><b>Lake Como, between nature and charm</b></p> <p>Elegance, slowness, good living: this has always made the entire lake area a popular destination among the most discerning travellers. With or without Oscar awards.</p> <p>While in ancient times it was Italian literature that brought Lake Como its notoriety, thanks to Alessandro Manzoni and his “The Betrothed”, it owes its new, somewhat unexpected publicity to cinema. Along the shores of the lake - or on some of its “branches”, as it were - scenes from the blockbusters “Star Wars   Attack of the Clones” and “007 Casino Royale”, to name but a few, were filmed... And as if that weren’t enough, George Clooney chose Villa Oleandra (Laglio) as his favourite residence, making Lake Como a dream destination for travellers from all around the world today. In our small part of Italy, we have always appreciated the hills and mountains that envelop the waters of this blue pearl in an almost geometric interplay - a generous gift, just like the products that this charming corner of northern Italy has to offer. Last but not least, travellers who love active holidays, between water, land and sky, will find endless opportunities to try their hand at their favourite sports on Lake Como. Or, better still, learn new ones!</p> <p><b>Landing on the lake</b></p> <p>Glide over the lake on the Como–Brunate funicular, or climb down the 143 steps of the spiral staircase of</p>	<p><b>Experience Lake Como like a local, amid unexpected landscapes and sites of pure beauty</b></p> <p>3 keywords: elegance, slowness, good living. A holiday on Lake Como invites you to experience the charm of suspended time.</p> <p>Once it was Alessandro Manzoni, today it is Hollywood. Lake Como surprises, inspires and soothes, effortlessly making you fall in love with it at first sight. Maybe it’s the unique play of light, the breathtaking landscape or the charming residences set like gems along the shores of the lake.</p> <p>Or perhaps it’s the blue waters and green mountains that encompass them. Scenes from the blockbusters “Star Wars   Attack of the Clones”, “007 Casino Royale” and the recent “House of Gucci” were filmed here, to name but a few. George Clooney spends his family holidays here, within the lake-view walls of his Villa Oleandra (Laglio). Millions of travellers from all around the world flock here to feast their eyes and clear their minds. And if you’re looking for more than just stunning landscapes, Lake Como also offers excellent food and wine products capable of satisfying the most refined palates. A playground for extreme sports enthusiasts, it is ideal for people who love active holidays. Between water, land and sky, Lake Como offers endless opportunities to try your hand at sports, even for the first time. The only problem is you will never want to leave!</p>
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the Voltiano Lighthouse in San Maurizio, which offers fantastic views of the Lake and the Alps. However, according to many, nothing beats

**Lake Como from every angle**

You cannot say you have visited Lake Como without

<p>the views you can enjoy from a boat: enchanting from every angle! And guaranteed to be a hit on every social network!</p> <p><b>Bellagio, Menaggio and Cernobbio: luxury living</b></p> <p>Exclusive residences, home to international jetsetters: these three iconic locations have so much more to discover and experience. Many itineraries criss-cross the territory (on foot, by mountain bike or by horse) offering magnificent views around every corner, among noble villas and churches from every era.</p> <p><b>Dining at the Lake</b></p> <p>Anyone looking for authentic flavours can centre their exploration of Lake Como around “tasting” - let yourself be guided on a day-long journey through magical places and delicacies. From classic risotto with perch, to endless temptations for the palate, to eat and also to drink, with excellent wines.</p> <p><b>Fortresses by the water</b></p> <p>Water is a precious commodity: this was also known by the lords who came to rule these lands with their fortresses over the centuries. Fortifications that tell of an “analogue” life, of which we know little today, still stand tall, testifying to the strength and ingenuity displayed by people over the centuries. Guided tours and immersive experiences: choose “your” fortress - it's sure to be magic.</p> <p><b>An adventurous farewell among the clouds</b></p> <p>Before saying goodbye to this corner of Italy, it is a must to climb the Legnone (for experts) or Legnoncino (accessible for everyone) mountains, following the marked trails: once you arrive at your destination, an unparalleled panorama will open up all around you. From the forests below you to the lake that reveals its sinuous shapes when admired from above.</p>	<p>admiring it from above: you can take the funicular railway to Brunate or climb down the 143 steps of the spiral staircase of the Voltiano Lighthouse in San Maurizio. However, nothing beats the views you can enjoy from a boat: enchanting from every angle - your Instagram will thank you!</p> <p><b>Bellagio, Menaggio and Cernobbio: the 3 pearls of Lake Como</b></p> <p>Exclusive residences, home to international jetsetters: these three iconic locations offer you the chance to breathe in the true essence of this location. Explore the narrow alleyways and head to the lake on foot, by mountain bike or by horse. Around every corner, you will find unexpected glimpses of noble villas and churches from every era.</p> <p><b>Dining at Lake Como</b></p> <p>Visitors seeking authentic flavours are sure to find what they are looking for. There is a “tasting” route, which lasts a whole day, that will take you on a discovery of local delicacies in the most authentic eateries. From classic risotto with perch, to endless temptations for the palate, to eat and also to drink, with excellent local wines.</p> <p><b>Luxury residences and fortresses by the water</b></p> <p>Water is a precious commodity: this was also known by the lords who came to rule these borderlands with their castles over the centuries. Today, guided tours of these fortresses by the water offer immersive experiences, so you can discover a world that no longer exists but is still very much alive.</p> <p><b>Trekking at Lake Como and breathtaking scenery</b></p> <p>Whether or not you are a walking enthusiast, climbing the Legnone (for experts) or Legnoncino (accessible for everyone) mountains, following the marked trails, is a must. Surrounded by forests, once you reach your destination you can admire an unparalleled panorama.</p>
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## 6.1 What I did

- Emphasis on details
- Removed excessively colloquial expressions
- Updated quotations
- Fixed h2

REMEMBER! Idioms may not always be understood by everyone

## 7 Short text content creation example

<https://www.comune.fi.it/comunicati-stampa/inaugurato-allisolotto-il-murale-dello-street-artist-petani>

<p><b>Street artist Petani's mural inaugurated at Isolotto</b></p> <p>04 February 2022</p> <p>This afternoon saw the inauguration of the mural by street artist Fabio Petani in Piazza dell'Isolotto. This ribbon-cutting ceremony was attended by local youth policy councillor Cosimo Guccione and by president of District 4 of Florence and of the sports and youth policy commission Marco Burgassi. Flowers and plants “bloom” on the external surfaces of the building that houses the new public toilets, as well as the market logistics of Alia Servizi Ambientali waste management service, which opened last May. The whole district is unique in that its streets and squares are named after plants and trees: Via delle Magnolie (Magnolia street), Via delle Acacie (Acacia street), Via degli Abeti (Fir Tree street), Viale dei Pini (Pine Tree street) and Via delle Mimose (Mimosa street), for example. This was what inspired this artist, thanks to the curated project promoted by Street Levels Gallery, strongly supported by District 4 and shared with the Municipality's youth policy department, to depict a “Erbario Figurato” (“Figurative Herbarium”).</p> <p>"A work designed to fit perfectly into this place," said Councillor Guccione, "with “Erbario Figurato” we have welcomed to Florence a great artist like Fabio Petani, who has shown talent and research skills by choosing flowers and plants, to which many of the streets of Isolotto are dedicated. In this way, the mural has a strong connection to the environment and the space where it was created. In addition to making a historic square, so important to our city, even more beautiful”.</p> <p>“The grey service hut in the square has now also become an additional element of beauty. We were very eager to have it”, explained presidents Dormentoni and Burgassi, “and the artist was perfect because he interpreted our idea of referring to the names of the streets of the historic Isolotto in the best possible way. Street art is gaining popularity in our neighbourhood and in the square after the mural depicting our roots dedicated to Fabiani and La Pira. We are certain that we are on the right track for an increasingly beautiful and colourful city that is open to artists, to youth and to innovation”.</p> <p>“The topos of this work”, they explain at Street Levels Gallery, “is fully in line with the identity of</p>	<p><b>Discover Isolotto in Florence, where the district's public baths are flourishing once again thanks to Fabio Petani's Mural</b></p> <p>Florence, Isolotto district, beginning of February 2022. The new public toilets blossom again in an explosion of colours thanks to “Erbario Figurato” (“Figurative Herbarium”), the mural created by Piedmontese artist Fabio Petani and inaugurated in the presence of the local authorities. The project, curated and promoted by Street Levels Gallery, the Florence gallery dedicated to urban art, in collaboration with the Municipality of Florence, has a strong connection with the environment and space where it was created.</p> <p>Characterising the Isolotto district in Florence are streets and squares with names dedicated to flowers and plants, a poetic homage to the area's rural past. Here, Fabio Petani, an urban artist highly sensitive to the botanical, chemical and alchemical universe, becomes the most obvious choice. His site-specific works, which stand out from the architecture of major European and non-European cities, are characterised by the search for new ways to engage with the territory. A constant search that perfectly matches the architecture of Florence.</p> <p>Farewell to the grey service hut in the Piazza, and welcome to the “Figurative Herbarium”. With this mural, urban art becomes a means through which to promote cultural content, and in addition to making a historic city square even more beautiful, it aims to raise awareness of the highly topical issues of the environment and nature.</p>
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the artist, so sensitive to the botanical, chemical and alchemical universe and so capable of translating its fascination and purity”.



#### The artist

Fabio Petani was born in the summer of 1987, and with him was born the magical marriage of art, chemistry and nature. His studies in Literature and Philosophy in Turin brought his artistic research closer to the primal characteristics of existence, in an unyielding journey to resolve the dichotomy between esotericism and exact science. The visual narrative of the herbarium and world of plants is always accompanied by the nomenclature of an element, inviting humanity to transcend the essence of the natural world between poetry, specific weights and visionary forms. Petani's phytomorphic works resemble each other in the harmony of lines and volumes, in the elegance of soft colours, in the breaking up of their shapes, with fragments and geometric details. In the architecture of numerous Italian capitals and other international cities, including London, Bristol, Bordeaux, Munich and Kiev, the artist's floral compositions take root and develop, in the spontaneous search for new ways to enhance the territory. Fabio Petani describes his work as a contemporary botanical archive, an imaginary book without incipit and conclusion, as the organic complexity of the universe is boundless and its knowledge is atomic.

#### The Gallery

Street Levels Gallery is a company that provides urban art declination services, recognising this expressive practice as a vital contribution to the regeneration of the current commercial, social, cultural and human ecosystem. The company acts as a gravitational hub for artists - from the most advanced to the most promising emerging talents - professionals and practitioners, developing collaborations on several levels. Street Levels Gallery acts as an intermediary in the creation of works that are able to bring private and public spaces back to life, emphasising the use of the public spaces as a collective vehicle of cultural enjoyment. It also supports local companies in carrying out artistic projects, applying them to specific contexts and environments, also through the curation of temporary installations and exhibitions. The innovativeness of its proposal resides in the rewarding result that flexible co-planning between companies, the public and private sectors, and Third Sector entities can produce, with the win-win goal of urban regeneration.

## 7.1 What I did

- Used direct speech using quotation marks in a descriptive way
- Introduced each element of the text by briefly explaining it
- Offered food for thought that invites people to visit the location