Check-in

Volare e viaggiare

Travel Blog
🇬🇧 Media Kit

About me

My name is **Stefano Bagnasco,** I live in a little town in the Northern Italy. I like to define myself as "*with one foot in Italy and the other one in the world*".

I have studied Graphic Design in Milan, Philosophy in Genoa and last year I lived several months in Madrid to attend a Master's program in Digital Marketing. I write and speak in Italian, Spanish and English.

Travel and **flight** are definitely my biggest passions.

Since the autumn 2015 I have been working on my travel blog and its social media channels. I do so professionally in order to enhance the relevance of a website that was born in April 2013 just as a *hobby*.

The Blog

Its name, **Check-in**, sounds familiar for those people used to flying. Indeed, it is the process necessary to obtain the boarding pass.
Apart from that, "check-in" means "**registration**" so that I use the hashtag *#checkin(…)* to collect the articles, photos and videos related to certain topics.

Any examples?
#checkinScozia, #checkinLiguria, #checkinMadrid, #checkinSaragozza, #checkinCostaBrava and #checkinGalizia.

This **travel blog** it is specialised in specific destinations:
- **Scotland**
- **Spain**
- **Liguria** *(Italy)*

The characteristic of every trip is to only **make use of public transport** to reach all the cities and attractions.

Anyway, this fact really does not exclude the interest in any other countries (for that reason there is a separate blog category).

"Check-in" goes English

The **English version of the blog** is now live.

This means a lot because it allows **to write and to speak to a wider audience** across all over the world.

Initially, the articles translated from Italian to English will mainly regard **Scotland**. As always, these will be shared on the social channels connected to the blog.

Overall, the **Scottish destinations** visited during my trips **will be promoted in Italian as well as in English**, reaching an important number of people interested in this country.

You can visit the english website at **http://checkinblog.it/en**

Social relevance

The social media are vital for sharing and promoting all the blog contents to a wider audience.
Besides that, social pages are used:
- **during** the travel, with *live updates* and *reports* of what have been seen;
- **after** the travel, with articles and photos/videos.

In both cases a specific *hashtag* is used before, during and after the travel in all the contents related to it.

Check-in is on the most important social medias, with an increasing number of followers and interactions*:
- **Facebook:** 3.495 fan (posts in Italian and Spanish)
- **Instagram**: 9.544 follower (posts in English)
- **Twitter**: 1.247 follower (posts in Italian, English and Spanish)
- **Google+**: 1.167 fan (posts in Italian)

Updated on 1st March 2017

Data and statistics

As for social media channels, figures from Google Analytics* show the same positive tendency.
Especially since March 2016, when the last version of the website was launched with a new and *mobile friendly* layout in order to create a better *user experience*.

Sessions: 38.711 *(+6,06%)***
Users: 33.033 *(+5,53%)*
Page views: 47.498 *(+5,62%)*

The **83,4%** of users arrive from **Google organic search**, the **81,52%** are **Italian** (Milan, Rome, Turin and Genoa), the **11,21%** are **Spanish** (Madrid, Barcelona, Zaragoza and Valencia) and the **2,89%** are from **UK and USA** (London, Edinburgh, San José and Norwood). The **53,10%** are from *mobile*, the **36,03%** from *desktop* and the **10,86%** from *tablet*.

*Period 1st December 2016 -28th February 2017
** Compared to the previous period (1st September-30th November 2016)

Concerning the **Facebook audience**:
- **63%** women e **37%** men;
- **Genoa** is the city with most fan, followed by Rome, Milan, Turin and Naples;
- **ages, 11%** between 25-34, **14%** between 35-44, **16%** between 45-54 and **12%** between 55-64.

The Top articles about Scotland*

- **Musica scozzese da viaggio** (*http://checkinblog.it/musica-scozzese-viaggi/*)

Page Views: 1.492
Avg. Time on Page: 04:15

- **5 castelli da vedere in Scozia** (*http://checkinblog.it/5-castelli-da-vedere-in-scozia/*)

Page Views: 557
Avg. Time on Page: 06:17

- **Tour isola di Skye** (*http://checkinblog.it/tour-isola-di-skye-scozia/*)

Page Views: 541
Avg. Time on Page: 07:23

- **Dean Village e Stockbridge** (*http://checkinblog.it/dean-village-e-stockbridge-edimburgo/*)

Page Views: 432
Avg. Time on Page: 05:32

*Period 1st December 2016 -28th February 2017

Collaborations

Zaragoza TURISMO

G!
Costa Brava
Pirineu de Girona

HOTEL EUROPA
FIGUERES

l'hostalet De Cadaqués

moventis
en movimiento desde 1923

ScotRail
SCOTLAND'S RAILWAY

THE RANALD
METRO HOTEL

ARGYLL
& THE ISLES

Scottish citylink
Connecting
Scotland

ASVA
ASSOCIATION OF
SCOTTISH
VISITOR
ATTRACTIONS

West Coast
Tours

ALCALÁ
Una experiencia única
ALCALÁ DE HENARES, Ciudad Patrimonio de la Humanidad

Contacts

If you want **to collaborate with me** these are my useful contacts:
- http://checkinblog.it (*blog*)
- stefano.bagnasco@hotmail.com (*personal email*)
- check-inreport@hotmail.com (*email 1*)
- info@checkinblog.it (*email 2*)

These are "Check-in" **social channels**:
- https://www.**facebook**.com/checkinblog
- https://**twitter**.com/Checkin_blog
- https://www.**instagram**.com/estebanbagna88/
- https://**plus.google**.com/u/1/b/112379524664492101843/+CheckinblogIt/
posts

From the 31st December 2015:
"**Check-in di Stefano Bagnasco", VAT N. IT 02492990060.**

From September 2015 I am member of **AITB - Associazione Italiana Travel Blogger**. Our aim is to **recognize the activity of Travel Blogging as a profession** based on speficic responsabilities and a code of conduct.

You can find my AITB profile on:
http://travelbloggeritalia.it/blogger/stefano-bagnasco/