



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 <https://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:** 3.565 fan (posts mainly in Italian)
- **Instagram:** 11.5k follower (posts in English)
- **Twitter:** 1.330 follower (posts in Italian, English and Spanish)
- **Google+:** 1.189 fan (posts mainly in Italian)

**Updated on 1st June 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: 60.215 (+55,55%)**

Users: 51.057 (+54,56%)

Page views: 74.502 (+56,85%)

The **81,7%** of users arrive from **Google organic search**, the **83,84%** are **Italian** (Milan, Rome, Turin and Genoa), the **8,90%** are **Spanish** (Madrid, Barcelona, Zaragoza and Girona) and the **3,56%** are from **UK and USA** (London, Boston, Edinburgh and San José). The **53,27%** are from *mobile*, the **36,70%** from *desktop* and the **10,03%** from *tablet*.

*Period 1st March -31st May 2017

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

Concerning the **Facebook audience**:

- **64%** women e **36%** men;
- **Genoa** is the city with most fan, followed by Rome, Milan, Turin and Naples;
- **ages**, **11%** between 25-34, **14%** between 35-44, **17%** 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: 1.448

Avg. Time on Page: 03:53

- **Cosa vedere a Edimburgo** (<https://checkinblog.it/cosa-vedere-a-edimburgo-scozia/>)

Page View: 1.318

Avg. Time on Page: 05:59

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

Page Views: 1.014

Avg. Time on Page: 06:24

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

Page Views: 938

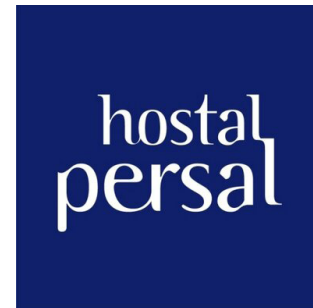
Avg. Time on Page: 04:27

**Period 1st March -31st May 2017*



Collaborations







"Check-in di Stefano Bagnasco", VAT n. IT 02492990060.

Contacts

If you want **to collaborate with me** these are my useful contacts:

- <https://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 specific responsibilities and a code of conduct.

You can find my AITB profile on:

<http://travelbloggeritalia.it/blogger/stefano-bagnasco/>



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