



# 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:** 1.360 follower (posts in Italian, English and Spanish)
- **Google+:** 1.195 fan (posts mainly in Italian)

*\*Updated on 1st September 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:** 68.266 (+13,37%)\*\*

**Users:** 55.970 (+9,62%)

**Page views:** 87.246 (+17,1%)

The **81,9%** of users arrive from **Google organic search**, the **81,89%** are **Italian**, the **7,14%** are **Spanish** and the **6,41%** are from **UK and USA**.

The **58,35%** are from *mobile*, the **32,04%** from *desktop* and the **9,61%** from *tablet*.

\*Period 1st June -31st August 2017

\*\* Compared to the previous period (1st March 2017-31st May 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 **13%** between 55-64.



# The Top articles about Scotland\*

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

*N. di Pagine Viste:* 2.673

*Tempo medio di permanenza sulla pagina:* 06:42

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

*Page Views:* 2.183

*Avg. Time on Page:* 06:08

- **Musica scozzese da viaggio** (<https://checkinblog.it/musica-scozzese-viaggi/>)

*Page Views:* 1.627

*Avg. Time on Page:* 05:21

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

*Page Views:* 1.023

*Avg. Time on Page:* 04:00

- **Things to do in Perth** (<https://checkinblog.it/en/things-to-do-perth-scotland/>)

*Page Views:* 966

*Avg. Time on Page:* 02:37

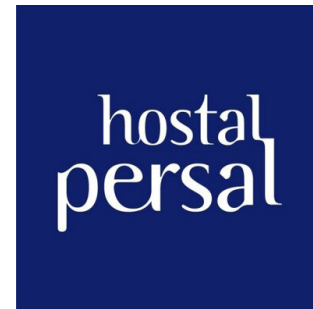
*\*Period 1st June -31st August 2017*



## Collaborations









# Contacts

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

- <https://checkinblog.it> (*blog*)
- [stefano.bagnasco@hotmail.com](mailto:stefano.bagnasco@hotmail.com) (*personal email*)
- [check-inreport@hotmail.com](mailto:check-inreport@hotmail.com) (*email 1*)
- [info@checkinblog.it](mailto:info@checkinblog.it) (*email 2*)

These are "Check-in" **social channels**:

- <https://www.facebook.com/checkinblog>
- [https://twitter.com/Checkin\\_blog](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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