

## The concept of evaluation of agrotouristic farms' websites

### Koncepcja oceny witryn internetowych gospodarstw agroturystycznych

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**Abstract.** The concept of an audit of agrotouristic farms' websites prepared from the point of view of an engineer of web applications and websites optimization's practice was presented in the paper. It is a completely different approach from that which is presented in the global literature concentrated on survey or point evaluation of websites as well as using statistical methods to interpret the results.

The audit concept provides the cross-cutting assessment of a website in the range of preparing technique, presented contents and provided functionalities on the basis of selected, publicly available methods and tools. Some selected ones are all-purpose and can serve to evaluate any website. The example of an audit prepared for the website of one agrotouristic farm was also presented in the paper.

The real value of the audit is the list of audit recommendations implementation of which can significantly improve website's visibility in search results as well as increase the website's participation in attracting consumers.

**Keywords:** promotion of agrotourism in the Internet • efficiency • website performance

**Streszczenie.** W artykule zaprezentowano koncepcję audytu witryn internetowych gospodarstw agroturystycznych, przygotowaną z punktu widzenia inżyniera aplikacji internetowych i praktyki optymalizacji witryn. To zupełnie inne podejście od tego, które jest prezentowane w literaturze światowej, skoncentrowanej na ankietowej lub punktowej ocenie witryn oraz zastosowaniu metod statystycznych do interpretacji wyników badań.

Koncepcja audytu przewiduje przekrojową ocenę witryny w zakresie techniki wykonania, prezentowanych treści i udostępnianych funkcjonalności, w oparciu o wybrane, ogólnodostępne metody i narzędzia. Wybrane z nich są uniwersalne i mogą posłużyć do oceny dowolnej witryny internetowej. W artykule zaprezentowano także przykład audytu, który wykonano dla witryny internetowej jednego z gospodarstw agroturystycznych.

Prawdziwą wartością audytu jest lista zaleceń pokontrolnych, których wdrożenie może znacząco poprawić widoczność witryny w wynikach wyszukiwania oraz zwiększyć udział witryny w pozyskiwaniu klientów.

**Słowa kluczowe:** promocja agroturystyki w Internecie • efektywność • wydajność witryny

## Introduction

The Internet is one of basic channels of spreading information about products and touristic services. It revolutionized the way of presentation and sale of touristic offers. On the one hand, being the source of information it makes easier to plan a journey including tickets and lodging reservation and, on the other hand, it is often the main channel of communication of various touristic and hotel entities with a customer.

The Internet is also used in promoting agrotourism and rural tourism. For agrotouristic farms which start their business and are situated in less attractive location or in the place with increased competition, the website as well as promotional campaign in the Internet can provide market advantage (Jarábková, 2010).

Development and availability of new technologies generate changes in the way of using the Internet in everyday life which should not be ignored. Entities which use informative technologies in their business are even forced to monitor and follow them. Websites prepared in an archaic way and not updated note a slight number of visits and are placed in distant places in search results. So they do not fulfill their function. If they are going to serve for marketing purposes, such state should be prevented. Among others, there are optimization procedures dedicated to that task. However, before they are conducted, sensitive points of the website which need improvement should be determined (Egri and Bayrak, 2014).

The aim of the paper is to present the audit concept for websites of agrotouristic farms in engineering, practical and project terms.

## Materials and methods

Audit concept was elaborated on the basis of own surveys and project practice as well as review of the literature dedicated to the issues of evaluation of websites of agrotouristic farms and the other entities from the touristic and hotel field. Concept assumptions were presented in descriptive and practical forms on the example of the audit outline of a website of some agrotouristic farm.

The reference review was performed using Science Direct ([sciencedirect.com](http://sciencedirect.com)), AGRIS Database ([agris.fao.org](http://agris.fao.org)) and Google Scholar ([scholar.google.com](http://scholar.google.com)) which are ones of the biggest and most popular databases and search engines (Law et al., 2010). In searching process, such keywords as agrotourism website, agrotourism website quality, website evaluation, website measurement and also their various combinations were used. Moreover, cited publications that correspond to the topic of the paper were verified in found articles.

## Audit of websites and selected project norms

Overall, an audit is an independent evaluation of organizations, systems, processes, projects or products performed by independent experts. Subject to an audit is tested in terms of accordance with specified standards, models, control lists, legal regulations or norms accepted as a point of reference (Botha and Boon, 2003).

The audit of a website examines whether it complies with obligatory project standards and users' expectations. It is usually performed in order to reveal sensitive points of the website which need to be improved. In principle, it can be carried out on technical or marketing bases and wide-ranging functionality and usability by means of methods and tools the use of which allows to determine website's compliance with accepted model (Zhou and DeSantis, 2005).

Technical standards for websites' creators are established among others by World Wide Web Consortium (W3C), the international organization that associates various entities from around the world. HTML (HyperText Markup Language) specifications that contain permissible HTML markers and the form of their record as well as Web Content Accessibility Guidelines (WCAG) which are principles that concern creating internet services for disabled persons can be classified to known standards being elaborated by W3C.

Whereas selected guidelines in relation to creating websites are precisely described and provided, the other ones are a closely guarded secret. Among others, such problems of building websites and working in and around them which can influence their place in search results can be included in this group.

## Surveys of agrotouristic farms' websites

Analysing scientific papers that concern surveys of websites of entities active in the sector of tourist services, it can be concluded that in the years 1996–2016: hotel websites, restaurant websites, lodging websites, destination websites which include regional tourism authority/organization websites, attraction websites, destination management/marketing organization/system websites and national tourism organization websites as well as many big entities from the tourist-hotel business branch were tested most often. Generally, these websites were evaluated in terms of presented contents, provided functionalities and usability with use of various research methods and tools (Buhalis and Law, 2008; Law et al., 2010; Ip et al., 2011).

Also websites of agrotouristic farms did not avoid this evaluation. Beldona and Cai (2006) tested 50 websites of the farms from the United States of America. They assessed 23 parameters that characterise promotion contents, interactivity and tools. In conclusion, they showed that evaluated websites had static character and played insignificant role in farms' promotion. They also pointed out that improving websites' quality and more effective using the Internet can support development of tourism in rural areas. Havlíček et al. (2013) evaluated 60 websites of agrotouristic farms from Czech Republic on the basis of the content quality criterion (content, completeness, currency). They compared surveys performed in 2009 (Havlíček et al., 2009) with analogical ones from

2012 and they revealed that general quality of websites of Czech agrotouristic farms increased insignificantly and only in the range of presented contents quality. Platania (2014) assessed websites of agrotouristic farms located in Sicily (Italy) using eMICA model (Doolin et al., 2002). He applied information completeness criterion and was awarding points for its individual elements. Points were also awarded for website's functionality and interactivity. The sum of points was the basis for qualifying the website to the proper stage of development (according to eMICA model). Platania (2014) showed that in the set of tested websites, there were mainly these with low level of interactivity. Moreover, most of them carried out an informational role only. Zopounidis et al. (2014) verified the content of agrotouristic farms' websites including their presence in the pages with: information about the service, price list, contact data and also a contact form, a guests book and others. Next, they used statistical methods to prepare websites' ranking.

Surveys of agrotouristic farms' websites and the other entities that provide accommodation services in rural areas are also conducted on the basis of customers' opinions. On the grounds of semi-structured interviews with users of websites that present rural tourism accommodations, Herrero and San Martín (2012) revealed that usability of a website is the main and direct factor which influences the intention of its using to book a service. They also proved that interactivity and navigability which make users browse a website are of considerable significance. San Martín and Herrero (2012) researched the process of accepting new information technologies by the users of agrotouristic farms' websites. They assessed five factors: performance expectancy, effort expectancy, social influence, facilitating conditions, and innovativeness which in their opinion could influence the intention of booking accommodation in agrotouristic lodgings via the website.

Król and Bedla (2014) noticed that websites of agrotouristic farms that dispose of a great number of accommodation places and at the same time conduct small gastronomy, trading or supply services in the range of organizing mass events i.e. carry out comprehensive economic activity, have got professional and expanded websites with numerous functionalities. On the other hand, the farms for which tourism is only the additional form of earning usually have websites prepared in an amateur way. Król (2015c) was searching for relations between the technique of performing agrotouristic farms' websites and their visibility in search results. He stated in conclusion that the technique of preparing a website is less significant than quantity and quality of the content it presents. He showed that content quality is one of the main factors that condition website's visibility in search results. In turn, Król and Bedla (2015) tested 300 websites of agrotouristic farms from Poland and revealed that only a small part of them was adapted to mobile devices.

Websites of agrotouristic farms are most often surveyed for content completeness and range of provided functionalities and interactivities. These features were usually scored and the websites were classified according to accepted taxonomy. There are less studies on technical aspects of websites' performance quality which could answer the question whether the owners of agrotouristic farms "keep pace" with technological changes and invest in websites that meet the technical and project standards.

## The audit concept of an agrotouristic farm's website

The audit concept of an agrotouristic farm's website assumes evaluation of selected parameters of a website in some fundamental ranges: realization technique; content (including functionalities' number and type); website performance; marketing; website accessibility; geo-information and also purpose conversion (effectivity). In every range, the research issue can be distinguished. This, in turn, can be estimated using various research methods and tools. The complete audit provides evaluation of the whole website and not only its main page. The final report that includes characteristics of a website and the list of audit recommendations is the result of the audit.

The audit consists of numerous stages. First, it projects identifying website's performance technique and then its evaluation. In that range, validation of syntax correction of HTML and CSS (Cascading Style Sheets) codes is one of basic tests. This survey can be performed by means of tools recommended by W3C and is accompanied by identification of declaration/definition document type (DTD). It informs about a standard in which a website's creator will work. Next, identification of the way of content management and responsiveness take place. These tests are performed using internet applications. Their result can be verified through the analysis of website's source code. Subsequently, the audit projects characteristics of domain's selected parameters including subscriber's determination, verification of its history and optionally so called "authority" through, among others, testing selected measures from the range of so called SEO-metrics, for example Trust Rank, Moz Rank, Alexa Rank (Baeza-Yates et al., 2007. Murphy et al., 2007).

Further, the audit projects testing content quality (uniqueness, currency, trivia, naturalness), completeness including keywords density, diversity (multimediality), structure and format (content formatting and large number of hyperlinks), quantity (by synthetic measurement of content to code ratio) and completeness and structure of meta-information (using test applications). Functionalities' number and kind are also identified in the area of content. Content completeness evaluation is performed on the basis of own criteria. It is also possible to use one of numerous point methods.

The audit's next stage is automated measurement of selected parameters of website's efficiency including: its time of loading in a browser's window and identification of resources that extend this time, size of website's component files and identification of external and internal links as well as testing website's availability depending on location (Dickinger and Stangl, 2013).

In the range of the audit of parameters which were in a simplified form described as "marketing ones", recording of the website's place in search results (for selected keywords) and occurrence of so called "social plug-ins" were projected.

The audit also involved verification of the website's availability for visually impaired persons (according to WCAG 2.0 guidelines) with use of test applications and expert evaluation<sup>1</sup>. Moreover, the audit projects identification of geo-information

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<sup>1</sup> The audit of website's availability for disabled persons was provided only in the basic range in view of the fact that entities that conduct commercial activity are not bound by legislation in the European Union to provide website's availability for disabled persons (in contrast to websites of public institutions).

usage form and range according to guidelines offered by Król and Bedla (2016) and also the analysis of websites' usage statistics (Palmer, 2002; Plaza, 2011).

The optional test of website's usefulness using test applications and users as well as website's classification according to the accepted category proposed e.g. by Doolin et al. (2002), Król (2015a) or Teo and Pian (2004) were projected in the last stage of the audit.

The research range and subject and also selected research methods and tools were presented in Table 1 together with examples of their uses in evaluation of internet websites of entities from the market of hotel and touristic services with particular reference to agrotouristic farms' websites.

**Table 1.** Evaluation criteria for an agrotouristic farm's website

**Tabela 1.** Kryteria oceny witryny internetowej gospodarstwa agroturystycznego

Evaluation range	Evaluation subject	Research method	Exemplary research tool	Usage examples*
Preparing technique	Code accordance with W3C standard	Automated measure, test application	The W3C Markup Validation services	Król (2015a)* Król (2015b)* Król and Bedla (2015)*
	Document type definition DTD		The W3C Markup Validation services	
	RWD	Automated test performed in a browser's window	Test applications: Mobile Friendly Test – Google Developers Responsivetest.net Chrome Mobile/RWD Tester	
		Test with use of mobile devices	Not applicable	
	Content management way	Identification of content management way	Test application: Seomastering.com Webspeed Intensys	
Web domain	Domain's kind	Point evaluation	Evaluation sheet	Baeza-Yates et al. (2007)
	Subscriber's identification	Automated identification	Test application: WHOIS Search	Król and Bedla (2014)*
	Domain's history	Automated measurement, test application	Test application: Internet Archive: Wayback Machine	Murphy et al. (2007)
	Domain's prestige	Automated measurement, test application	Test application: Seoaudyt Clearsense Seomastering.com	

**Table 1. cd.**  
**Tabela 1. cont.**

<b>Evaluation range</b>	<b>Evaluation subject</b>	<b>Research method</b>	<b>Exemplary research tool</b>	<b>Usage examples*</b>
Content	Content quality, quantity, uniqueness, currency	Point evaluation Statistical methods	Evaluation sheet	Król i Bedla (2014)* Beldona and Cai (2006)* Havlíček et al. (2013)*
	Content completeness			Zopounidis et al. (2014)* Platania (2014)*
	Diversity, multimediality			Schmidt et al. (2008) Li i Wang (2010)
	Structure, formatting (headlines, bolding, colouration)	Automated measurement, test application	Test applications: Websppeed Intensys, Website Grader, SeoSiteCheckup	
	Relation of content to code	Automated measurement, test application	Test application: Websppeed Intensys	Król (2015a)* Król (2015b)* Król (2016)*
	Metainformations	Automated measurement, test application	Test applications: Websppeed Intensys, Website Grader, SEO Web Page Analyzer, SeoSiteCheckup	
Website performance	Website's download time in a browser's window	Automated measurement, test application	Test applications: PageSpeed Insights – Google Developers, Chrome DevTools, Websppeed Intensys	Plaza (2011)*
	Size of website's component files			
	Code's minification			
	Number of links to external resources	Automated measurement, test application	W3C Link Checker, Seomastering.com, Seoaudyt, Clearsense, Ranksignals.com	Egri i Bayrak (2014)
	Graphic files compression		Test applications: PageSpeed Insights – Google Developers	

**Table 1. cd.**  
**Tabela 1. cont.**

<b>Evaluation range</b>	<b>Evaluation subject</b>	<b>Research method</b>	<b>Exemplary research tool</b>	<b>Usage examples*</b>
	Website's availability depending on the location	Automated measurement, test application	Test applications: Uptrends.com, Site24x7.com	
Social media	Occurrence of social media components, so called social plug-ins	Automated measurement, test application	Test application: SeoSiteCheckup	Platania (2014)*
		Point evaluation	Evaluation sheet	
Website visibility	Websites' place in search results	Automated measurement, test application	Test application: Gspot Intensity	Qi et al. (2008)
		Point evaluation	Evaluation sheet	
	Backlinks	Automated measurement, test application	Test application: Rank Signals, Backlink Watch	Killoran (2013)
Website accessibility	Content availability for disabled persons	Automated measurement, test application	Test applications: Functional Accessibility Evaluator (FAE), WAVE Web Accessibility Tool	Xiong et al. (2009)
		Expert tests	Evaluation sheet	Król (2016)*
		Tests with participation of disabled persons	Evaluation sheet	
Geo-information	Data presentation on an internet map	Point evaluation	Evaluation sheet	Król and Bedla (2016)*
Website usability	Comfort of using functionalities	Automated measurement, test application	Test applications: ClickHeat	Kline et al. (2004), Zhou and DeSantis (2005)
		Tests with users' participation	Surveys, interview, observations	Herrero and San Martín (2012)*, San Martín and Herrero (2012)*, Bevanda et al. (2008)



**Table 1. cd.**  
**Tabela 1. cont.**

Evaluation range	Evaluation subject	Research method	Exemplary research tool	Usage examples*
	Graphical layout, first impression	Tests with users' participation	Automated measurement, e.g. eye tracking Surveys, interview, observations	Kim and Fesenmaier (2008)
Purpose conversion Efficiency	Statistics of using an individual website		Test application: Google Analytics	Plaza (2011)
	Statistics of using any website	Automated measurement, test application	Test application: SimilarWeb	Palmer (2002)
	Purpose realization	Statistical methods	Evaluation sheet	Schmidt et al. (2008) Li and Wang (2010) Dickinger and Stangl (2013)
Interactivity and functionality	Possibility to perform specific activities in the website. Number of functionalities	Tests with users' participation	Evaluation sheet interview Semi-structured interview	Herrero and San Martín (2012)* Bevanda et al. (2008)
Performed function Development study	Technical level of a website	Automated measurement, test application Point evaluation	Evaluation sheet	Król (2015a)* Król (2015b)* Teo and Pian (2004) Doolin et al. (2002)

\* papers that present agrotouristic farms' websites surveys

Źródło: Opracowanie własne  
Source: Author's study

## The example of an audit of agrotouristic farms' websites

### Website's selection and its visibility in search results

The audit was carried out on 1 February 2017 for a randomly chosen internet website of the agrotouristic farm called "Borówna" (borowna.pl). Only the main page of the tested website was audited and selected tests were restricted to the basic range.

The website takes the place on the first chart of search results of the most popular search engines for key phrases: “agrotourism Małopolska” and “agrotouristic farms Małopolska” (Tab. 2). The internet application “serps.com”, so called keyword position checker or free keyword rank checker, was used for verification of the website’s place in search results.

**Table 2.** The website’s place in search results for selected key phrases  
**Tabela 2.** Miejsce witryny w wynikach wyszukiwania na wybrane frazy kluczowe

Keywords	Search engine		
	Google	Bing	Yahoo!
agrotourism	Beyond the first hundred	Beyond the first hundred	Beyond the first hundred
Małopolska agrotourism	3	1	1
agrotouristic farm	Beyond the first hundred	Beyond the first hundred	Beyond the first hundred
agrotouristic farms Małopolska	2	1	1
rural agrotourism Małopolska	Beyond the first hundred	Beyond the first hundred	Beyond the first hundred

Source: Keyword Rank Checker, Serps.com (01.02.2017)

Źródło: Keyword Rank Checker, Serps.com (01.02.2017)

## Evaluation of performance technique and verification of an internet domain

The tested website was created on the basis of the content management system called “Drupal” (Open Source CMS). The official icon of Drupal system depicted on the chart of the search engine as well as, more importantly, records in the website’s code in the form of metainformation (`<meta name="Generator" content="Drupal 7 (http://drupal.org)"/>`) point to that. This fact was also confirmed by the test application “seomastering.com”. So, the website prepared in such a way takes somewhat technical features of CMS system itself which in that case was prepared in HTML5 standard (declaration DTD: `<!DOCTYPE html>`).

Validation of code’s syntax correctness (of the main website) performed by means of the internet application recommended by W3C (Markup Validation Service) revealed 8 syntax errors of HTML code and 56 syntax errors of CSS (Tab. 3).

The first digital copy of a website archived in the web archive Wayback Machine comes from 1 March 2014 and from that time its graphical presentation was not changed. The “borowna.pl” domain was registered in 2006 (precisely on 7 September at 16:05:16) and from that time its subscriber (a natural person) remains unchanged. It is a national domain of the highest level (ccTLD)<sup>2</sup>.

<sup>2</sup> Data connected with a subscriber of national domains can be usually found by means of national registers of internet names. In Poland, the domains register PL is conducted by the Research

The tested website is not prepared in RWD technology. Objects that compose the website do not change their position fluently, they are not grouped or covered, they do not adapt to the screen of a device which displays them.

**Table 3.** Number of code's syntax errors

**Tabela 3.** Liczba błędów składniowych kodu

Validator	Kind of test	Number of syntax errors/ number of warnings
W3C Markup Validation Service	Syntax correctness HTML	8/1
W3C CSS Validation Service	Syntax correctness CSS	56/100

Source: W3C validation results (01.02.2017)

Źródło: Wynik walidacji według W3C (01.02.2017)

## Content evaluation

The modified method of point evaluation of Król and Bedla (2014) was used for content evaluation. From among proposed by researchers evaluation criteria, only these were left which can be evaluated as "appearing" or "not appearing" excluded subjective and arbitrary evaluation (Tab. 4).

**Table 4.** Point evaluation of the tested website. Substantial content, basic information

**Tabela 4.** Ocena punktowa badanej witryny. Zawartość merytoryczna informacje podstawowe

Evaluation area	Rating system
Farm's description ("about us")	1
Offer description	1
Attractions description	1
Price list	1
Access description	1
Access map	1
Contact details	1
Pictures gallery	1
Foreign-language version	1
Multimedia materials	0

and Academic Computer Network (in Polish: Naukowa i Akademicka Sieć Komputerowa, in Polish short: NASK), the research institute established in Warsaw.

**Table 4. cd.**  
**Tabela 4. cont.**

<b>Evaluation area</b>	<b>Rating system</b>
Contact form	0
Booking form	0
Guests book/comments system	0
Personalization possibility	0
Internet paying	0
Bank account number	1
Social plug-ins	1
Privacy policy (cookie)	0
Final evaluation	11

*Source:* Author's study (01.02.2017)

*Źródło:* Opracowanie własne

Tests prepared by SeoSiteCheckup application allowed to reveal lack of the website's description and keywords i.e. lack of tags "description" and "keywords" which should be placed in its headnote. The analysis of the source code showed existence of 13 external links each of which led to the present website (no broken links). No outgoing links were identified. Hyperlinks that were leading to nonexistent resources were noted on the other websites.

According to Rank Signals test (ranksignals.com), there are only 5 active backlinks located on the other websites and leading to the tested service, 4 of which are situated on the pages of websites' catalogues and 1 on the webpage of a touristic association.

Implementation of Google Analytics code's structure in the website was verified by means of ClearSense test. According to the ClearSense algorithm, relation of the content (text) to the code amounts only 5%. These results are close to those obtained by means of Webspeed Intensys application. According to its logarithms, this relation amounts about 8%. Contents presented on the page are formatted with headnote tags H1 and H2.

## Performance test

In PageSpeed Insights test, the website obtained 82 points per 100 achievable ones in the performance range in desktops ("desktop" test) and 69 points in the performance range in mobile devices ("mobile" test). According to the proposed point scale (Tab. 5), it is a good result.

According to SeoSiteCheckup test, website's performance i.e. rate of loading in a browser's window is satisfactory though 20 references to resources which can delay loading of the website in a browser's window were identified (it corresponds with PageSpeed Insights tests results). Finally, the website in SeoSiteCheckup test obtained 72 points per 100 achievable ones.

**Table 5.** Website's performance according to PageSpeed Insights test**Tabela 5.** Wydajność witryny według testu PageSpeed Insights

Performance in desktops	0–19	20–39	40–59	60–79	80–89	90–100
Technique	Very bad, website to be reconstructed	Bad, website to be reconstructed	Poor, many elements should be improved	Satisfactory, many elements should be improved	Good	Very good
Efficiency in mobile devices	0–19	20–39	40–59	60–79	80–100	
Technique	Very bad, website to be reconstructed	Bad, website to be reconstructed	Satisfactory, many elements should be improved	Good	Very good	

Source: Author's study (01.02.2017)

Źródło: Opracowanie własne

## Website accessibility

The website in question was prepared except facilities for visually impaired persons. There is lack of tools that allow to change contrast or enlarge font's size on the page. There is no search engine and a page's map (Tab. 6). According to tests performed by means of Functional Accessibility Evaluator (FAE) internet application, many elements of the website should be adapted to WCAG 2.0 demands including alternative descriptions of graphical files.

**Table 6.** Facilities for visually impaired persons noted during accessibility audit**Tabela 6.** Udogodnienia dla osób niedowidzących odnotowane podczas audytu dostępności

Web accessibility criteria	Contrast*	Font size**	The location of accessibility icons		Site map	Search engine	Other facilities
			Typical	Typical			
Facility presence (1/0)	0	0	Not applicable	Not applicable	0	0	0

\*The ability to change the contrast

\*\*The ability to change the font's size

Source: Author's study on the basis of Król's method (2016)

Źródło: Opracowanie własne na podstawie pracy z 2016 r.

## Geoinformation

The evaluated website differently presents the access route to the farm. There are geographical coordinates of the object, route's text description and maps prepared both in the raster (static) form and dynamic one were placed at the website's pages (Tab. 7). In the process of the geoinformation audit, "a broken link" which was going to lead to the access route map prepared in PDF file (for printing) was identified.

**Table 7.** Identification criteria of maps placed within websites – evaluation table  
**Tabela 7.** Kryteria identyfikacji map zamieszczanych w ramach witryn internetowych – tabela oceny

Evaluation criterion	Characteristics of map			
Static map (raster)	1			
Map's implementation technique	jQuery			
Map's form	Own explanatory map (digital sketch drawing), fragment of touristic map			
Data source	Google Maps	Bing Maps	OpenStreetMap	Other
	0	0	0	1
Dynamic (interactive) map	1			
Maps' hanging technique	Reference to Google map			
Data source	Google Maps	Bing Maps	OpenStreetMap	Other
	1	0	0	0
	Detailed characteristics			
Own objects	Point	Linear	Polygons	Other
	1	0	0	0
Other techniques	Leaflet	jQuery	Gmap3	Other
	0	0	0	0
Other forms of geoinformation	Lack			

Source: Author's study on the basis of Król and Bedla's taxonomy (2016)

Źródło: Opracowanie własne na podstawie Król i Bedla (2016)

## Usage statistics

According to the measurement performed by means of SimilarWeb application, the website was displayed 2,815 times in the period from July to December 2016 (Tab. 8). In the last month for which measure statistics were accessible (i.e. in December 2016), users displayed the website 371 times and spent about 6 minutes at its pages browsing 4 pages on average.

**Table 8.** Number of displays of the website in the period from July to December 2016  
**Tabela 8.** Liczba wyświetleń witryn w okresie od lipca do grudnia 2016 r.

Month	July	August	September	October	November	December	Total
Number of displays of website	212	935	832	365	100	371	2815

Source: SimilarWeb statistics (01.02.2017)

Źródło: SimilarWeb statistics (01.02.2017)

Several technical details that need improving such as: a telephone's number (that should be coded so the users of mobile phones will be able to establish a connection "with one click") or a title tag (that should not get over 60 characters) were identified during tests as well. Text hyperlinks do not have titles which lowers their value while indexing a page by search engines. Information about using by the website cookie files which are created in recipient's device memory needs to be completed.

## Interpretation of results and audit recommendations

Four out of 8 identified syntax errors of HTML code result from lack of alternative description for graphical files presented within the website. It is one of most often made project errors. Alternative descriptions matter in ranking a website in search results and influence website's availability for people with sight dysfunctions. Every syntax error should be removed.

Mobile Friendly Test application recommended by Google identifies a website as "adapted to mobile devices". Tests performed with use of alternative simulators revealed that browsing a website on mobile devices is possible but can be significantly disturbed<sup>3</sup>.

Statistics of website's displays obtained by means of SimilarWeb application have only demonstrative value. A website's audit performed to the order is usually based on direct statistics, e.g. Google Analytics (when they are collected), to which the website's operator (administrator, editor, website's owner) has got access.

In the present form, browsing a website by visually impaired persons can be difficult. Adaptation of a website for people with sight dysfunctions testifies to its professionalism and can influence obtaining disabled tourists.

In the current state, the website performs its function, includes every important information, however, it is characterised by the low level of interactivity. Unique descriptions of attractions and vicinities, precise price list and website's English-language version deserve attention. Moreover, the website presents exact address data

<sup>3</sup> Results presented by web applications which carry out parametric evaluation of websites should be verified. They are the outcome of work of computer algorithms and must not always comply with the factual situation. In the described case, the testing application does not show the real image of the website in the mobile device. Fundamental difference consists in menu presentation which is not visible in a smartphone.

and an access route map edited in several alternative versions. It is also supported in social media. Some comments can concern website's graphical presentation which differs from modern patterns.

Automated tests as well as general evaluation of the website indicate that greater amount of text with keywords should be located in the main page. Moreover, increased activity in social media, e.g. with use of Google+, and also strengthening of links' exchange and inserting offers in professional portals are advisable. Furthermore, increase of website's interactivity through creating a contact form, a novelties' bulletin or a "guests book" (system of comments, recommendations) should be considered. Missing meta-information should also be completed. Although it was not proved that they influence the website's place in search results, they should appear in the website's structure.

## Summary

1. Presented example of the audit is only its simplified and shortened version. The complete audit is often an elaboration of over a dozen pages.
2. Distinguishing features of many agrotouristic farms are often unfinished or neglected websites. The complex audit allows to identify their sensitive points which can be optimized so that they could be more productive, useful and also optimized for search engines.
3. Presented measurements often have technical, engineering and project values. They can be helpful for SEO specialists and serve as one of the parameters that characterise website's optimization level for search engines.
4. Presented research methods and tools can be used in benchmarking surveys performed in the set of many websites.
5. Knowledge and using research methods and tools allows to perform measurements, and collect data. Their interpretation which needs interdisciplinary knowledge can cause some difficulties. Moreover, the range of the audit and conclusions that result from it are often based on the auditor's experience and project practice.
6. Real value of the audit is the written final report and the list of audit recommendations implementing of which can significantly improve the website's visibility in search results and also increase the website's share in attracting customers.
7. Presented audit is open to the public. It is some concept presentation of which invites researchers from all over the world to discuss development of the ways of evaluating websites of various entities including agrotouristic farms.



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