

DIG-IT : THE GUIDEBOOK

A STEP-BY-STEP TUTORIAL ON

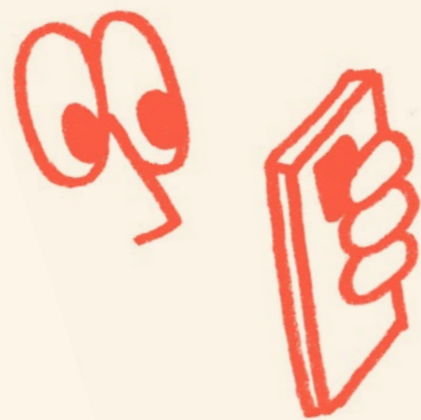
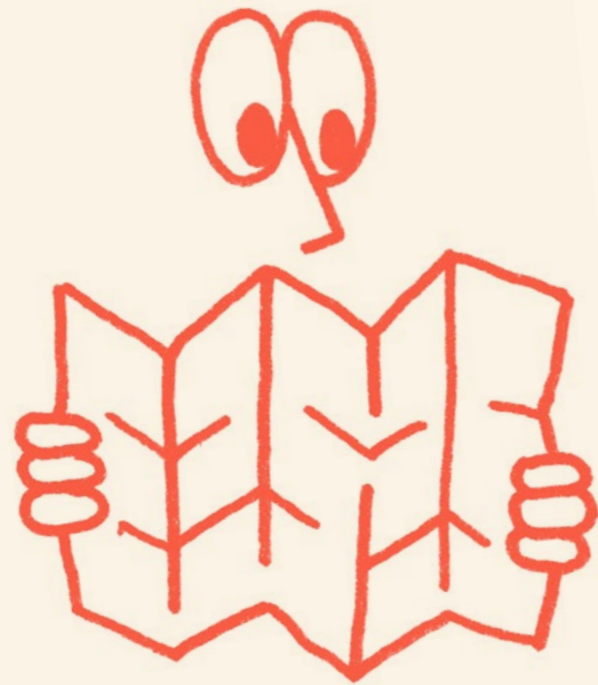
**HOW TO CREATE  
YOUR OWN WEBSITE  
WITH AN  
EMBEDDED MAP**

[www.use-it.travel](http://www.use-it.travel)



Co-funded by  
the European Union

# MAP MAKERS, WELCOME!



## **A new USE-IT era starts here.**

We create cool maps (since 2005), but now we aim to also let travellers enjoy our cities' content online (by 2025). We are digitising USE-IT: we DIG-IT!

Let's perform some online "mapgic" to spread our USE-IT city's cool vibe and good values not only on paper, but also digitally.

In this guidebook you will find ready-to-use information to easily but surely **create your own website with an embedded map**. Thanks to our digitising project, dedicated

seminars and hackathon, we have learned about web builders, mapping tools, and experimented with several prototypes to inspire us along the way and help you save time – and money – in dealing with your USE-IT map going digital.

**Here are the basics to consider**, introduced in a cool and fun way that should remind you of some great paper maps.

We hope you will also USE-IT to go **ONLINE!**

From the Internet with mappiness,  
The DIG-IT team

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## STEP ONE

# STARTING FROM SCRATCH

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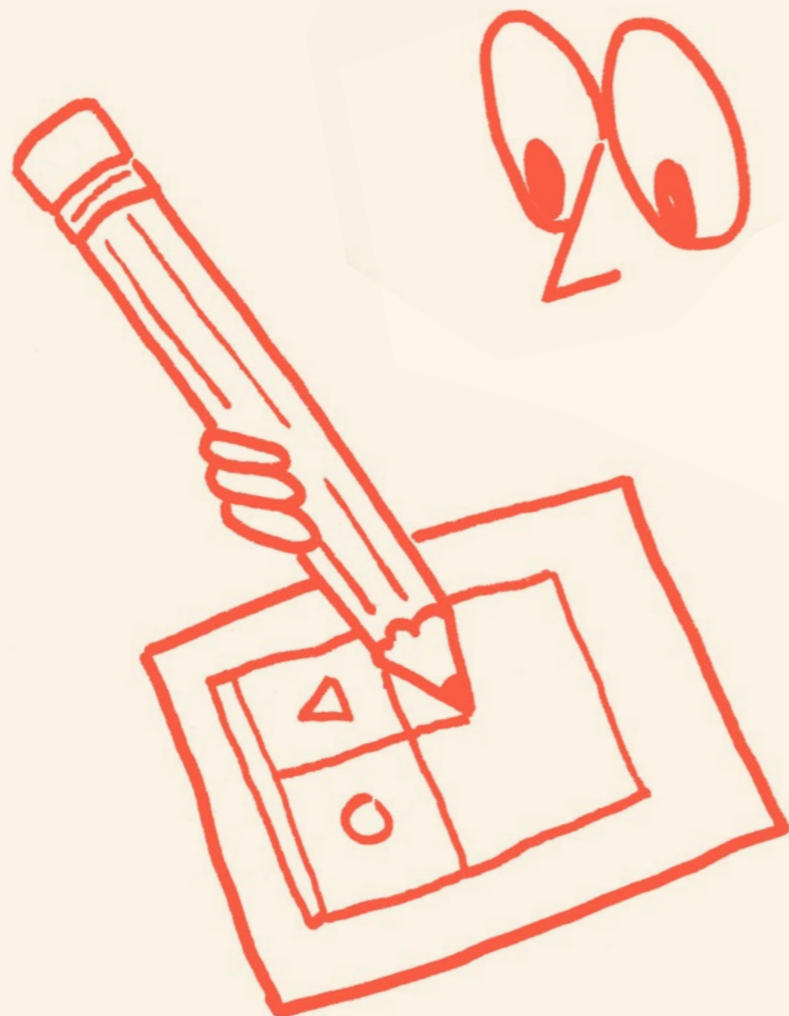
Surprisingly (maybe), when you start thinking about creating a website, your first step will not be with your laptop. We highly recommend you to start with your favourite (map) material: paper.

Express your creativity, go wild with ideas, cut extracts from your paper map to illustrate your prototype.

In this chapter, we will deal with #branding! #personas! #inspiration! #mock-ups! #tools! to get a clear outlook of your (in-progress) website!

# 01

## FIRST... PAPER!



## EXPECTATIONS

You are going online (yes!) but first, **close your laptop, take a sheet of paper and DRAFT** what existing content you want to share online; what you have, and what you need.

### ORGANIZE YOUR CONTENT

→ **About your organization:** the team, how to contribute, how to support your initiative, activity report, contacts...

→ **About your values:** which keywords about what you do and how you do it must be seen, the USE-IT values about a paper map, the USE-IT code about places mentioned in the map.

→ **About official items:** the USE-IT Europe logo, your brand identity if you have one, your sponsors' logo...

### ONLINE MAP ITEMS

Let's now focus on your main asset, make your map go digital!

What part of your paper map, which ITEMS do you want to share online? What data from your recommended places do you want on screen?

- Special icon**
- Location addresses**
- Title of the focus**
- Your caption**
- A dedicated tag**
- Your paper color theme**
- City buildings**
- Transportation network**
- ...



## 01

## PERSONAS

Before you embark on the journey of building your own website or other web solution, it is important to **understand your users!** A commonly used (and very useful) tool is creating **proto-personas**. In short, in this exercise **you imagine your users, you try to be very specific with who they could be, and you try to imagine when they would they encounter your product.**



For example, you can think of Lizzy, who's a 30-year-old solo-traveller from the UK going to visit Nicosia or Cécile, a 27-year-old traveller from Lyon, who goes to visit Olsztyn on her Interrail Eurotrip! To do that, you can fill out the templates produced by the Board of Innovation:

## PERSONAS TEMPLATE

Here, you can find a good explanation of the tool:

## ABOUT PROTO PERSONNAS

**Typical USE-IT travellers** are between 18 and 30 years old, very interested in alternative places and the people in it, often travelling on a budget, and looking to meet people and really interact with the city. They are interested in looking further than the tourist classics, and want to be mindful about how they travel. Think of a character with those traits and what that person would like!

## CUSTOMER EMPATHY MAP

Once you are done with the personas, we are going to make assumptions about what they feel, what they do, what their environment looks like. To do that, you can use another template made by the Board of Innovation: the customer empathy map.

## EMPATHY MAP TEMPLATE

This exercise allows you to **understand who you are designing for** and when you're a bit 'in your users' shoes', further steps will become much easier! If you struggle to understand what this all is about, see this video:

## HOW TO CREATE AN EMPATHY MAP

# 01

## DEFINITION OF THE NEEDS

Before we dig in further, make sure to think well of what **the problems and needs of your users** are. Make as many personas and customer empathy maps until you realise you cannot think of anything more. Talk to your friends who visit your city, what are they looking for, what are their problems, and what do they need to enjoy their visit as much as possible?

For example, a person needs to eat (well), sleep (well), find their way around and preferably see a little of the city. But the USE-IT traveller personas might also have additional needs, like party, buy souvenirs, try specific local foods, or even have a calm place to catch up on some work e-mails if they are travelling for longer.

And, of course, different types of people have different types of needs. Think of the extroverts, the introverts, the able-bodied, people with a disability, the jocks, the nerds, the 18-year-olds, the 30-year-olds, etc. **This way, you can have a balanced end product, that different groups of people can use!**

### PROBLEM STATEMENT

Once you feel that you cannot find anything to add, proceed with the next steps.

### OBJECTIVES AND INDICATORS

This next statement might not be rocket science, but: in order to execute a project you need to plan it well. Think of what will be your **milestones** as a team, by when do you want to have your project done, what resources you might need. Think of what would be your measures of **quality** of delivered work at each step (will it be having a spreadsheet of all places? Will it be coming up with extra features to improve your solution? Or maybe you want to have a 'baguette list' for where to get the best baguette in Nantes?).

You can also set indicators for how many people you want your website to **reach**. For example, 100 people a month, or depending on what you think works.

# 01

## CONCEPT CARD

The exercises you did in the previous steps should allow you to map problems that your digital product will help solve and needs it will fulfill! Using the information you gathered, you will be able to fill out one last template – the concept card.

This tool was also developed by the Board of Innovation to help designers sum up their ideas for what their product is actually for.

### CONCEPT CARD TEMPLATE

When filling out this template, think of the people that you envisioned when creating proto-personas and the customer empathy map.

**Describe who your product is for** (e.g. travellers coming to Olsztyn for a few days, aged 18–30 or backpackers trying to explore Vienna in a non-mainstream way). **Then describe what their problem is**, this is where the Customer Empathy Map

comes in handy. Finally, the last three steps will allow you to **specify your ideas and set your own measures of success.**

## EXTRA FEATURES

**What bonus experience could you add to animate your creation with a must-do feature?**

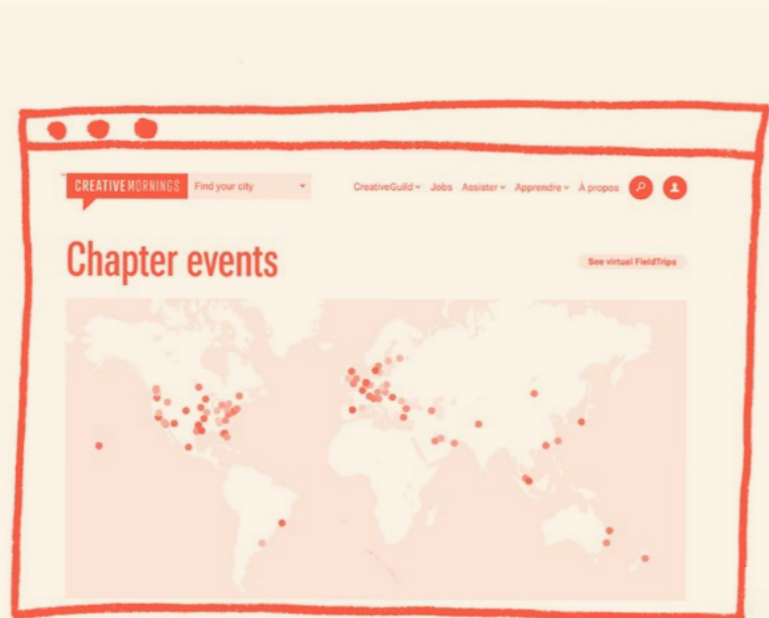
An extra opportunity to get interactions with your audience? The cherry on the top of the landing page of your new website with embedded map.

A good start when developing the extra features is looking at your target audience needs. You could do a survey, but if you do not have the means to do that, imagine your persona's needs at very particular situations during the day / their stay in your city. Try to find an extra feature to your map or website, that would help to solve the problem that your persona is having. After that, you can look into the most creative way to present it and into the technical solution.

Another approach is looking at your map and the extra value you believe it has that you did not manage to expose in the map itself (through showing the points). How can you present it in an interactive way? For this, also see the part about how to make your map fit the USE-IT vibe!

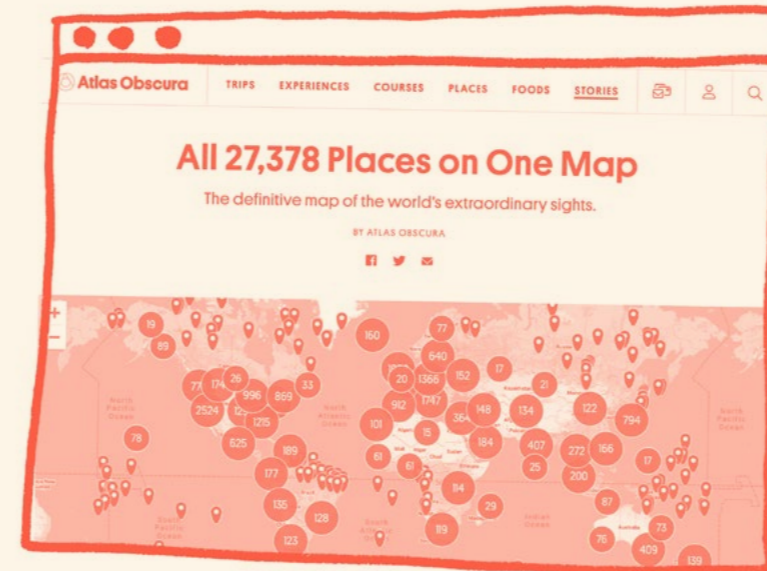


## 01

INSPIRATIONAL  
EXAMPLES

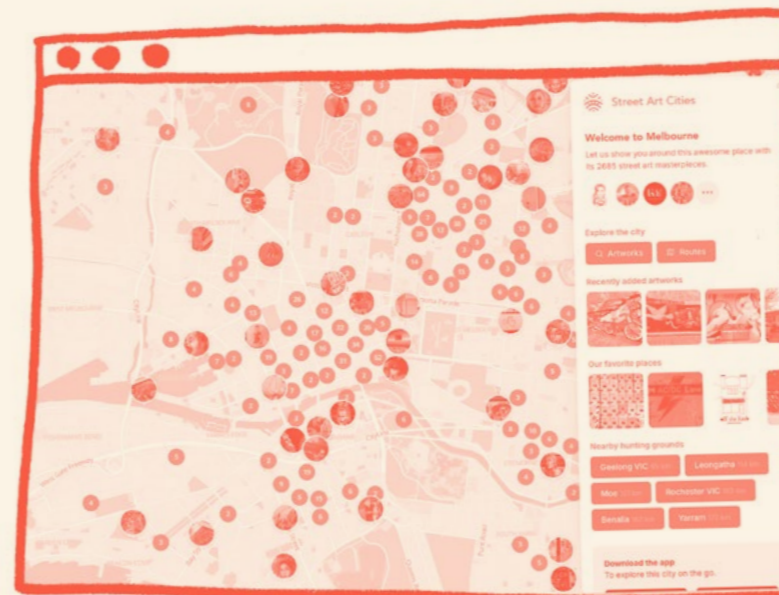
→ **Creative Mornings** stands as a global network of breakfast talks and meetups tailored for the creative sector. Its website features an interactive map pinpointing chapters worldwide. Each chapter boasts its dedicated page, hosting video recordings of past talks, registration for upcoming events, and the chance to connect with fellow community members.

CREATIVEMORNINGS.COM



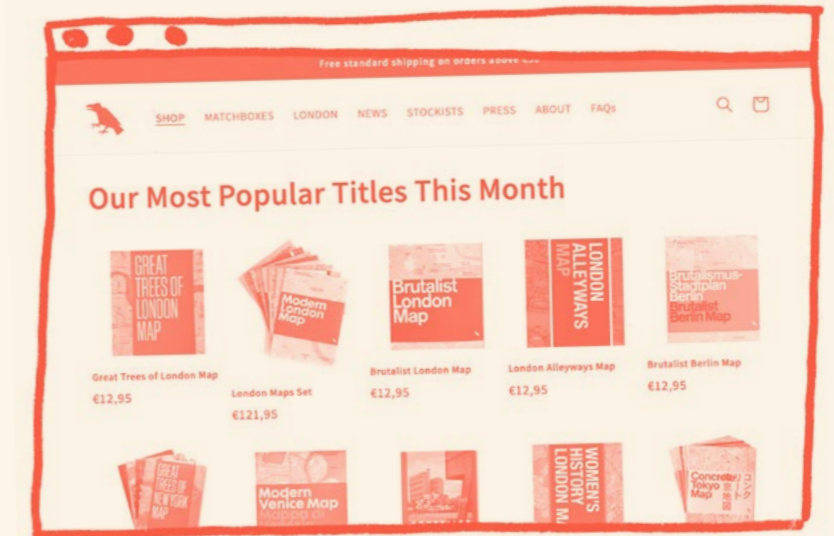
→ **Atlas Obscura** showcases quirky, bizarre, and fascinating places waiting to be explored.

ATLASOBSCURA.COM



→ **Street Art Cities** gathers an online map info for street art hunters.

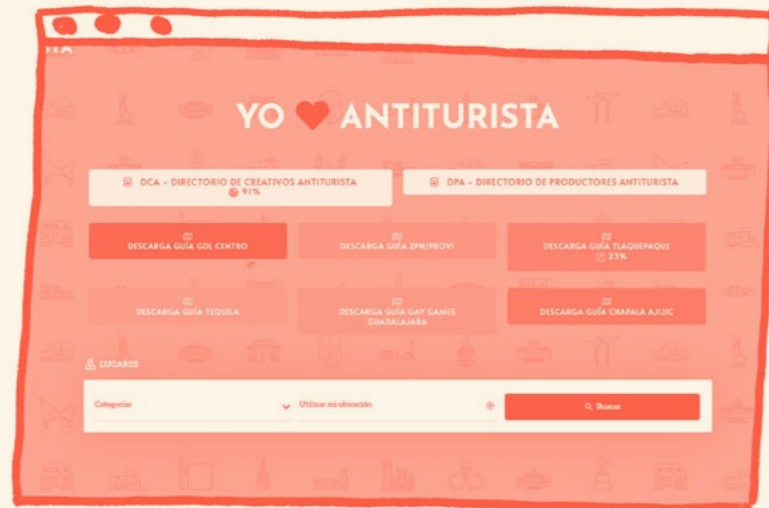
STREETARTCITIES.COM



→ **Blue Crow Media** is an independent publisher producing paper maps covering a wide array of themes, notable for its aesthetic appeal, combining visual representations of their paper maps with detailed content pertaining to each map's theme.

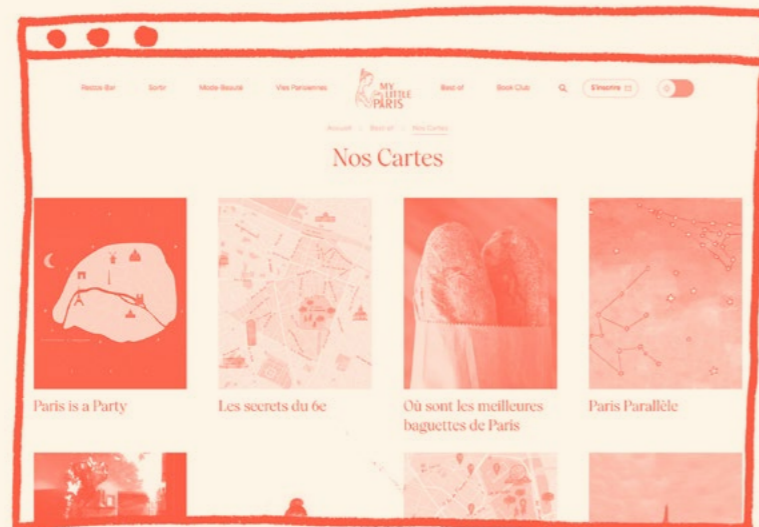
BLUECROWMEDIA.COM

## 01



→ **Mexican alternative tourism map** recommends the best spots to enjoy the country

ANTITURISTA.COM



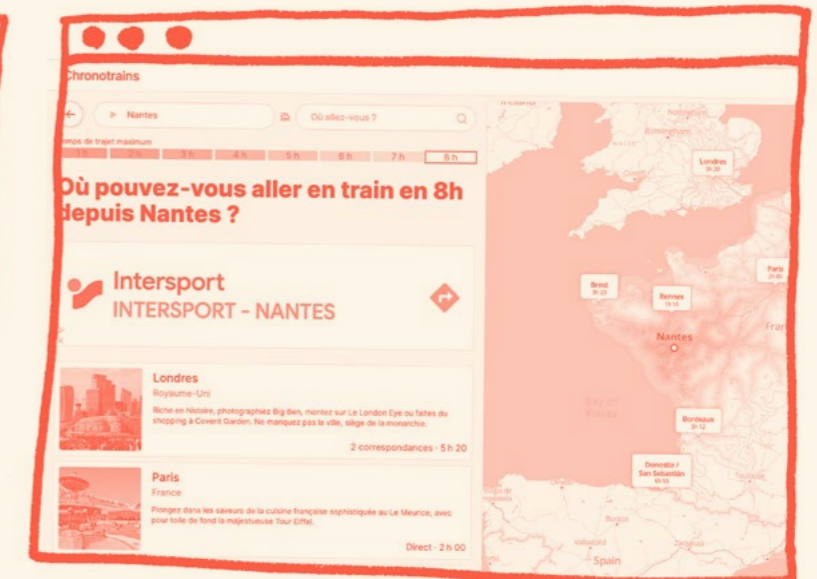
→ **Radio Garden** is an interactive map platform for radio across the world, connects in realtime.

RADIO.GARDEN



→ **What3words** considers that street addresses are not accurate enough to specify precise locations, such as building entrances, parks and many rural areas, so they divided the world into 3 metre squares and gave each square a unique combination of three words to find and share exact locations.

WHAT3WORDS.COM



→ **Where to get to in 8 hours by train** (Europe) initiates where you can travel by train in Europe in less than 8 hours.

CHRONOTRAINS.COM



→ **My Little Paris** is a French medium that offers magnificent theme maps to enjoy the French capital.

MYLITTLEPARIS.COM



# 02

## GATHER MATERIALS

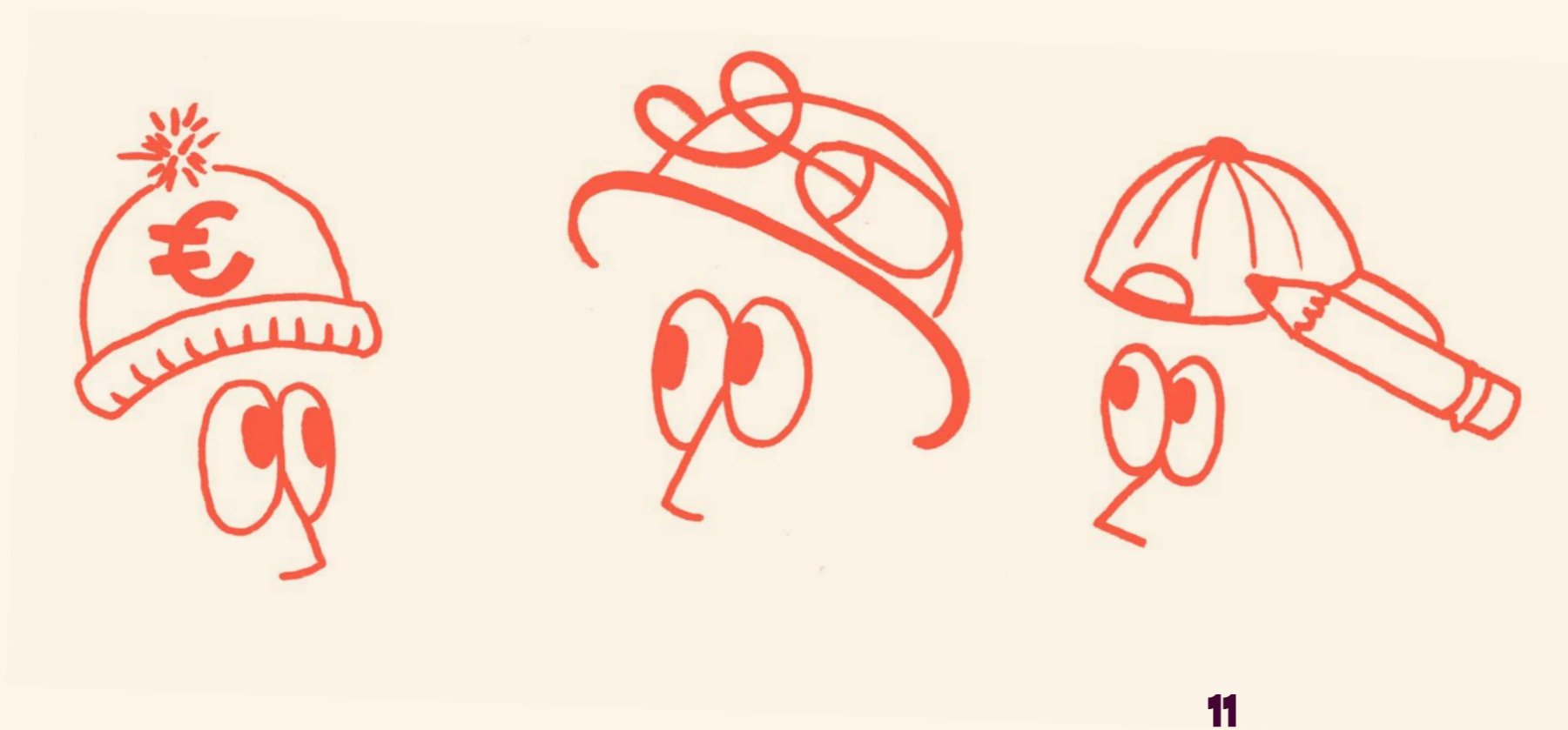
## HUMAN RESOURCES

Whether you are a website user and not a creator (yet!) or a little geek writing code eyes closed, please consider **the several hats you need to fit to create and maintain a website with an embedded map.**

You can be solo or a full team to do the job. Every scenario is manageable (yes even on your own! This is also why the guidebook exists).

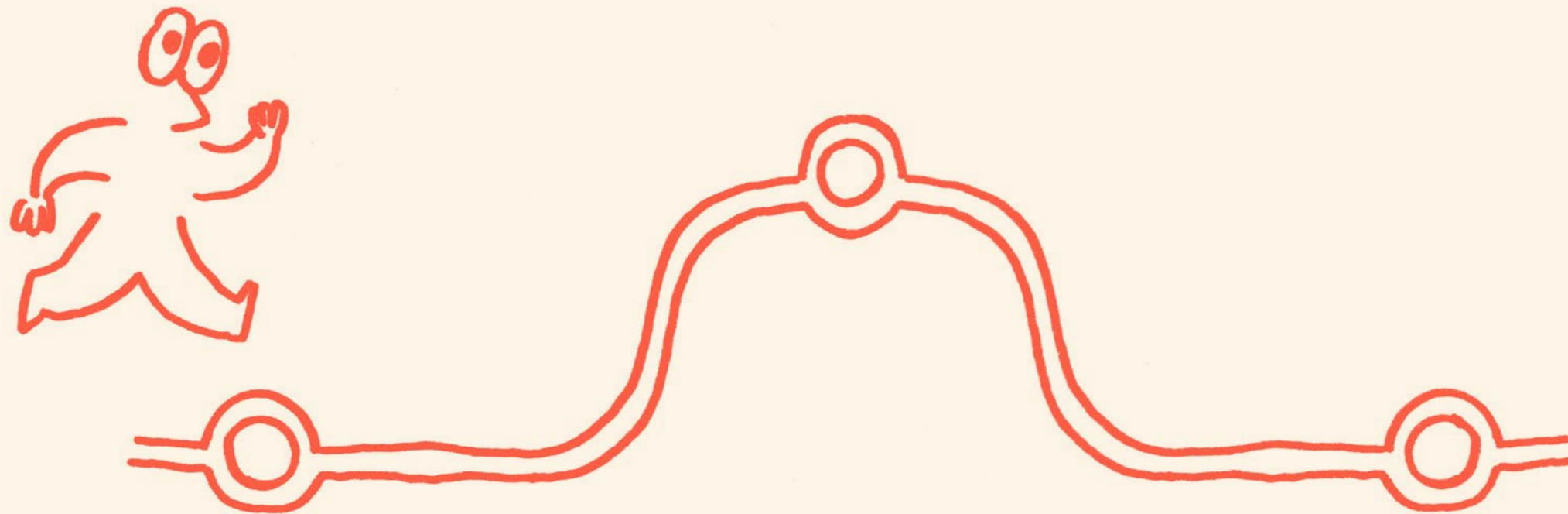
Pick your hat(s)!

- **Copywriter**  
(content creation)
- **Content collector**  
(database superhero)
- **Treasurer**  
(subscription manager)
- **Magician**  
(integrator from theory to live)
- **Caretaker**  
(middle and long term consistency guard)



# 02

## TIME RESOURCES



→ **Today**

You are managing how to go from that **idea** in your head to screens with a website with an embedded map.

→ **Tomorrow**

You transfer your ideas **on screen** and play with web builders. In a few breaths/hours/days: your creation is **live**, online, winking at the wwworld.

→ **After tomorrow**

**Keep track** of your content and your yearly subscriptions for that gem to stay an asset for you, your team, your mission.

# 02

## MONEY RESOURCES

Building a website requires a domain name, a hosting, a web builder, and many other technology. Luckily, three companies below provide all-in-one services! Purchasing and subscribing one of these services will get you everything you need to start building and running a cool website!

### ALL IN ONE TOOLS

#### → **WordPress**

**FREE TIER:** Ad-supported, no custom domain and limited features

**PAID TIER:** ≈ €25/month (creator)

[WORDPRESS.COM](https://wordpress.com)

#### → **Elementor**

**FREE TIER:** Elementor offers a free plugin, yet you already have to have a WordPress running, and thus have to have separate hosting.

**PAID TIER:** ≈ €10/month (basic)

[ELEMENTOR.COM](https://elementor.com)

#### → **Wix**

**FREE TIER:** Ad-supported, no custom domain, and limited features

**PAID TIER:** ≈ €29/month (core)

[WIX.COM](https://wix.com)

### CUSTOM YOUR PATH

#### → **Hosting**

Hostinger, GoDaddy, BlueHost, etc...

**AVERAGE PRICE:** \$7 - 14/month (per hosting - up to 100 websites)

All of these provide WordPress for free with hosting. Prices range around \$10 per month, however, you can run more than 10 websites in most of the common hosting providers.

#### → **Domain registration**

Available with every hosting provider

**AVERAGE PRICE:** \$10 - 20/year (per domain). If you wanna have own website, you gonna need to register your domain(s). Which you can do with every hosting provider, usually .com

.travel /.io are more expensive domains than .net /.online for example.





# 02

→ **Web builders pluggin for WordPress** (Elementor)  
**AVERAGE PRICE:** \$2.75 - 4.90/month (per 1 website). If purchasing Elementor plugin bundle which you can use for 3 websites, and cost \$99/year, the average price for one website is pretty low. Technically the plan for \$199/year is even better value, with price of \$0,63/month per website :)

Wordpress builder is a free alternative to Elementor. Once you already have WordPress installed from your hosting provider, it should be technically free, or it depends which builder you wanna use.

## MAP BUILDERS

It is difficult to compare map builders per price, as with any other digital tool, each of the map builders have different set of features but here are a few guidelines to get an overview.

### → **MapMe**

**FREE:** Not available.

**BASIC:** €24/month for 40 locations only.

**PRO:** €49/month for 400 locations, no teamwork, does not have multi-select categories

[MAPME.COM](https://mapme.com)

### → **Mapotic**

**FREE:** Ads, 50 locations only, no collaboration.

**BASIC:** €19/month for 500 locations, no ads.

**PRO:** €49/month for no places limitation and team collaboration

[MAPOTIC.COM](https://mapotic.com)

# 02

## DIGITAL X PAPER MAPS

USE-IT maps have always been printed on paper and distributed all throughout the cities and Europe. With that, we have reached a lot of people and hearts. Having the paper map in your hands, looking at the artwork, and keeping it in your pocket as your little square travel companion has been great, of course. Keeping this experience alive is still very valuable to us, but **we think the map friend in one pocket can work together with the digital friend in the other.**

However, the distribution is labour intensive, of course, and people don't always find it easy to access our maps online the way they are presented right now. Paper maps cost more to send and are not easy to consult before the trip begins. This is why **we saw, in the old app, that especially a lot of people from the**

**USA used our online tools to plan ahead.** They might still try to find a paper map later, of course, but they could use our digital tools to start the fun early.

From the research within the FUND-IT project, we know that **funders also ask how you are going to reach your target audience.** Often, they ask about digital possibilities to grow your reach, connect with a more international group of people and maybe post about updates, events, showing the map and the city to the world. Up until the DIG-IT project, we as USE-IT did not always have an answer to this, but now, we do. If you use this guidebook to build your own, USE-IT approved website, **we can show that we are not only a network that stands for quality on paper, but also for quality online.** Quite the efficiency!

### CONTENT

On the website for your local USE-IT projects, you can publish all kinds of information, like:

- **Contact information**
- **Events**
- **Former editions** and their makers
- **Updates for map content**
- More information on your **sponsors**
- **FAQ section**
- **Accessibility information**
- **Weather updates**
- **Mobile-friendly design** for your map
- User **reviews and testimonials**
- **Walking tours** or **audio tours**
- **Discounts and budget tips** that are time-dependent or temporary, so you wouldn't put them on your map
- Tips for **(temporary) things to do** in your city
- **CV's for map makers** (to show yourselves, you never know what could come out of it)
- Updated list of places to find the paper map

# 02

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- Photos of **your working process**
- **Blog posts** on your city
- Photos of **people using your map**, for promotion
- **A playlist** to go with your map
- **A game or interactive feature**, like 'find all gnomes in the city' in Wroclaw, for example, or a simple quiz that generates tips for travellers
- Whatever **other fun content** you would want!

You can really use it as a promotional tool for your map project, but also for your team. USE-IT is not only a fun project, but also a great way to gain work experience. And if you have it, flaunt it!

For users, having easier access to your map online can help in situations where they can not reach a paper map, when they are out in the night, in the rain, or planning their trip. We believe, also based on our community research, that people will still want paper maps as mementos, for the artwork, to pass along to friends and to read on a lovely terrace somewhere, but might use the digital tools for quick access to some information.

## STEP TWO

# LET'S PLAY! LET'S BUILD!

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Ready to create some ma(p)gic online?

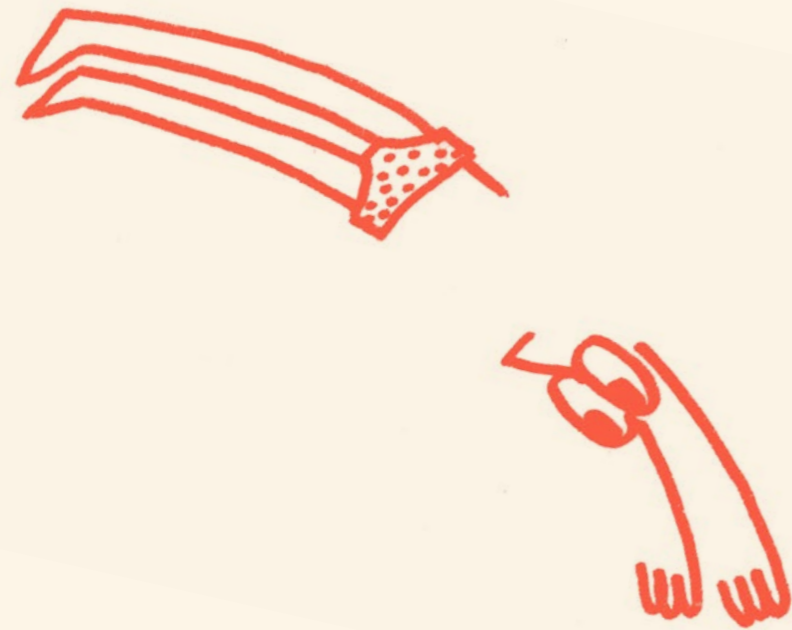
This chapter offers you ready-to-use info about  
#definitions! #process! #guidelines! #database!  
#features! #resources!

Also included, the precious feedbacks of 4 minimum  
valuable products (or website projects) created during  
a dedicated hackathon. Have a look at our betatest work!  
Check our do's and don'ts to save time and get the most  
of your digital solution development.

We hope that they will inspire you for your creation :)

# 01

## CREATE A WEBSITE



# WWW

## WEB DOMAIN & HOSTING

Welcome aboard the DIG-IT express! We will be taking you to your dream destination: **a digitized version of your city's paper map!** Our first stop will be the fascinating realm of web domains, which you will need for your digital map's website.

First stop: Domain Avenue.

### WHAT IS A DOMAIN?

Think of a domain as **your online home address**. It's the unique identifier to type into web browsers to find your website. Just as every house on your street has its own address, **every website on the internet has its own domain name**, which is also referred to as a **url**.

### HOW TO CHOOSE A DOMAIN

→ **Reflect your purpose:** your domain should reflect the essence of your project. Consider incorporating keywords related to your city or the word 'USE-IT'.

→ **Keep it simple:** aim for a domain name that is easy to remember, type, and pronounce. Avoid complicated spellings or obscure words that might confuse your audience.

→ **Stay on brand:** USE-IT has a distinct brand identity, try to incorporate it into your city's domain. Consistency across the USE-IT networks' domains can enhance recognition and trust. For consistency within the network, consider [www.use-it-\[yourcity\].travel](http://www.use-it-[yourcity].travel)



# 01

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→ **Consider extensions:** domain extensions, such as .com, .org, or .net, can influence how your website is perceived. While .com is the most popular and widely recognized, explore other options that align with your project's goals. The website [use-it.travel](https://use-it.travel) is a good example of this.

→ **Check availability:** once you have brainstormed potential domain names, use a domain registrar or search tool to check their availability. Most web builders allow you to purchase a domain on their platform, but you can also use dedicated services such as [porkbun.com](https://porkbun.com). If your desired domain is taken, get creative with variations or consider alternative extensions.

→ **Create a monopoly:** secure variations of your domain name by registering common misspellings or related domains to redirect traffic to your primary website.

Remember, your domain name is more than just a web address – it is your digital identity and the gateway to your online presence. Choose wisely, and let your domain name pave the way for your map's success in the digital world.

## WHAT IS A WEB HOSTING AND SERVER?

Think of hosting as renting space on the internet where you can **store your website's files, data, and content**. It's like leasing a plot of land to build your house. **With hosting, your website becomes accessible to anyone with an internet connection.** Hosting providers offer various plans and services tailored to different needs, from basic shared hosting to more advanced options like dedicated or cloud hosting. When someone visits your website, their browser sends a request to the server, which then retrieves the necessary files and delivers them to the visitor's browser, allowing them to view your site.

Servers can be physical machines or virtual instances hosted in data centers around the world.

When you purchase a web builder (see next paragraph) like WordPress, Elementor, Wix, it includes hosting as part of the package. This means that not only do you get the tools to create and manage your website easily, but you also get the necessary space on the internet to make your site accessible to others. It simplifies the process for beginners by bundling both hosting and website building tools together. **For your first website, subscribing to one all-in-one service is a way to go!**

# 01

## WEB BUILDER & CMS

We are now arriving at Web Builder Boulevard, where we will explore the exciting world of web builders and CMS (Content Management System) – your one-way ticket to **creating stunning websites without the need for coding expertise.**

### WHAT IS A WEB BUILDER?

Imagine a ma(p)gical toolbox filled with everything you need to build a professional website – that is a web builder! It is **an online platform that empowers users to design, customize, and launch their own websites** with ease, using intuitive drag-and-drop interfaces and pre-designed templates. Most web builders will also get you started in terms of domain selection, hosting, and even analytics!

### ADVANTAGES OF USING A WEB BUILDER

→ **User-Friendly:** web builders are designed with simplicity in mind, making them accessible to users of all skill levels. You do not need to be a coding wizard to create a beautiful website – simply drag elements onto the page and customize to your heart's content.

→ **No Coding Required:** say goodbye to complex coding languages like HTML, CSS, and JavaScript. With a web builder, you can achieve professional-looking results without writing a single line of code. Most web builders allow you to simply select, drag, and click your webpage's elements.

→ **Speed and Efficiency:** web builders streamline the website creation process, allowing you to go from concept to completion in record time. With ready-made templates and built-in features, you can launch your website quickly and efficiently, without

sacrificing quality.

→ **Customization Options:** while web builders offer pre-designed templates for convenience, they also provide ample customization options to tailor your website to your unique style and brand. From color schemes and fonts to layout and functionality, the possibilities are endless.

→ **Cost-Effective:** compared to hiring a professional web designer or developer, using a web builder is a cost-effective solution for individuals and small businesses with limited budgets. You can create a professional-quality website at a fraction of the cost, with no ongoing maintenance fees.

### POPULAR WEB BUILDERS

→ **WordPress:** as one of the most widely-used content management systems (CMS) in the world, WordPress offers a powerful and flexible platform for building websites of all types. With thousands of

# 01

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themes and plugins available, you can customize your WordPress site to suit your needs.

→ **Wix:** known for its user-friendly interface and stunning templates, Wix is a popular choice for beginners and experienced users alike. With Wix, you can create a professional website with ease, thanks to its drag-and-drop editor and extensive feature set.

→ **Elementor:** a popular WordPress page builder plugin, Elementor offers a seamless website building experience with its intuitive drag-and-drop editor and advanced design capabilities. With Elementor, you can create pixel-perfect designs and fully customize every aspect of your website.

## CHOOSING THE RIGHT WEB BUILDER

→ **Features and Flexibility:** when you evaluate different web builders, consider factors such as template variety, customization options, and integrations to find the platform that best suits your needs.

→ **Ease of Use:** test drive the user interface of each web builder to determine which one feels most intuitive to you. Look for platforms with user-friendly interfaces and helpful tutorials or support resources to guide you through the process.

→ **Scalability:** consider your future growth potential and choose a web builder that can scale with your city map project. Look for platforms that offer scalability options such as advanced plans or the ability to add additional features and functionality as needed.

→ **Support and Resources:** prioritize web builders that offer responsive customer support, comprehensive documentation, and a vibrant community of users. Having access to support resources can be invaluable when encountering technical issues or seeking guidance on website design.

With WordPress, Wix, and Elementor as your co-pilots, you will have the tools and creativity to bring your website vision to life in no time. So buckle up and get ready for the final destination of the DIG-IT express!

For extra info, find tutorials on YouTube.

## 01

# ANALYTICS

We have arrived at the next stop on our journey, the Analytics Tower.

## WHAT ARE WEBSITE ANALYTICS?

Imagine having a crystal ball that reveals insights into your website visitors' behavior, preferences, and interactions – that is precisely what website analytics provide. Website analytics tools track and analyze various metrics to **help you understand how users engage with your website**, what content resonates with them, and **how you can optimize their experience**.

## KEY METRICS IN WEBSITE ANALYTICS

→ **Traffic Sources:** website analytics tools show you where your traffic is coming from, whether it is through search engines, social media, referrals, or direct visits. Understanding your traffic sources helps you identify effective marketing

channels and optimize your promotional efforts.

→ **Page Views:** page views indicate the number of times a specific page on your website has been viewed by visitors. Monitoring page views can help you identify popular content, track user engagement, and optimize your website's navigation and layout.

→ **Bounce Rate:** the bounce rate measures the percentage of visitors who leave your website after viewing only one page. A high bounce rate may indicate that visitors are not finding the information they need or that your website's user experience needs improvement.

→ **Time on Page:** time on page indicates how long visitors spend on average viewing a particular page on your website. Monitoring time on page can help you assess the effectiveness of your content and identify opportunities to increase engagement.

→ **Conversion Rate:** the conversion rate measures the percentage of website visitors who complete a desired action, such as making a purchase, filling out a form, or subscribing to a newsletter. Tracking conversion rates helps you evaluate the effectiveness of your marketing campaigns and optimize your website for better results.

## POPULAR WEBSITE ANALYTICS TOOLS

→ **Google Analytics:** Google Analytics is the industry standard for website analytics, offering a comprehensive suite of tools for tracking and analyzing website performance. It provides insights into audience demographics, behavior, and acquisition channels, helping you make data-driven decisions to improve your online presence.

→ **Adobe Analytics:** Adobe Analytics is a powerful analytics solution that offers advanced features for tracking and analyzing website, app,



# 01

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and customer data. It provides real-time insights, predictive analytics, and robust reporting capabilities to help businesses optimize their digital experiences and drive growth.

→ **Matomo** (formerly Piwik): Matomo is an open-source analytics platform that offers full control over data privacy and security. It provides customizable dashboards, event tracking, and heatmaps to help you understand user behavior and optimize your website for better performance.

## USING ANALYTICS TO DRIVE SUCCESS

→ **Set Goals:** define clear objectives for your website, such as increasing traffic, improving engagement, or boosting conversions. Use website analytics to track progress towards your goals and identify areas for improvement.

→ **Measure Performance:** monitor key metrics regularly to assess your website's performance and identify trends over time. Use analytics data to identify strengths and weaknesses, prioritize optimization efforts, and make informed decisions to drive success.

→ **Optimize User Experience:** use insights from website analytics to optimize your website's user experience, content, and design. Test different variations, implement best practices, and continuously iterate to improve usability, engagement, and conversion rates.

→ **Stay Informed:** keep up with industry trends, best practices, and emerging technologies in website analytics to stay ahead of the curve. Attend webinars, conferences, and online courses, and engage with analytics communities to learn from peers and experts in the field.

With Google Analytics, Adobe Analytics, or Matomo as your trusted advisors, you will have the insights and tools to navigate the digital landscape with confidence and drive success for your digital map.



## 02

KEEP THE  
USE-IT VIBEVALUES &  
COMMON  
SECTIONS

As with all USE-IT projects, your website should be in line with the values of USE-IT Europe. This is what makes us a network, and we love to show the world that we are one happy family with the same happy values. ♥

As it says on our website, the values USE-IT has, are really simply put in this sentence:

**USE-IT is a no-nonsense tourist info for young people.** USE-IT maps, likewise websites, are **made by young locals, not commercial, free, and up-to-date.**

For us, these values are what unites us and that makes them very important. Our target group is the young (at heart), meaning that everyone can use them, but we write

for the group of travellers from 18 – 30. Our other values mean:

→ **USE-IT is made by locals:** we do not work with travel journalists but with local people.

→ **USE-IT is not commercial:** nobody pays to be included on the map.

→ **USE-IT maps are free:** nobody pays for the map, we do not sell it.

→ **USE-IT is for young people:** not meant to please everybody, only a specific target group (18-30 or people who feel that age).

→ **USE-IT is up-to-date:** new editions are made every 18 months.

USE-IT is not a trendy guide, it is about the life and soul of the city. Check out these documents:

[USE-IT STYLE GUIDE](#)

[START MY OWN USE-IT](#)

# 02

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This doesn't mean that you do not have a lot of freedom as a local team. When you make sure these values are at your core too, you can find ways to make it fit your city as much as you want it.

It would be great if **your USE-IT website matches the style of your map**, using the lovely work that many designers and illustrators do and give it an even bigger platform online! Think of all the small illustrations on your map as resources for your website as well. If your illustrator agrees, of course.

As a reminder of the sections we include in every map, here is a list:

- **Act like a local**
- **5 minutes of history**
- **Local tips**
- **Tourist info**

You can use these as a reminder of what kind of content we share as USE-IT. One thing we do really ask you to include, is the representation of

**USE-IT as a European network and link to the main website.**

Also be sure to include the **USE-IT logo**, if you are a member.

## KEEP THE VIBE

Reading a USE-IT map feels like a talking cricket a friend whispering on your shoulder, telling you what to see/do/eat. If we can do it on paper, we can do that online! Let's duplicate this loving, supporting presence on your website to help people make the most of it and enjoy your digital solution.

→ **About your map:** pimp the layers with your printed copies colors, customize the icons, put tags that help a young traveler find their favorite places within your selection.

→ **About your text:** keep your tone direct, cool, like talking to a friend, giving the cities' keys to one another, sharing your best spots secrets, being understandable by anyone.

→ **About your website overall design:** play with the design to have a fresh, dynamic framework, with no ads and no nonsense.

# 03

## DESIGN



## SKETCH YOUR NAVIGATION PAGES

**Figma is a super user-friendly design tool**, like photoshop, that supports collaboration on projects from idea to prototype. Here are some basic tips you should know:

→ **Interface Layout:** sidebar for layers, top menu for design controls, and right sidebar for properties.

→ **Vector Networks:** use Figma's unique vector networks for complex shapes without breaking them into separate objects.

→ **Components and Styles:** create reusable components and styles for efficiency; changes to originals update everywhere they're used.

→ **Real-time Collaboration:** multiple users can edit simultaneously, seeing each other's changes live.

→ **Plugins:** enhance functionality with plugins for additional features like animation and integration with tools like Slack.

## PICK YOUR MAP LAYERS

**Map layers are digital representations of physical maps in the virtual world** (so, non-clickable content, just like your paper map). Map layers serve as the ground for the data layer which sits just above it (everything clickable in a digital map).

# 03

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## **HOW TO PICK THE BEST MAP LAYER FOR YOUR PROJECT?**

When selecting map layers, consider relevance, clarity, consistency, and performance to create dynamic and informative maps that captivate your audience. Different maps require different map layers (surprise surprise), hiking maps might benefit from using map layers with relief, where city maps need a map layer with detailed city information.

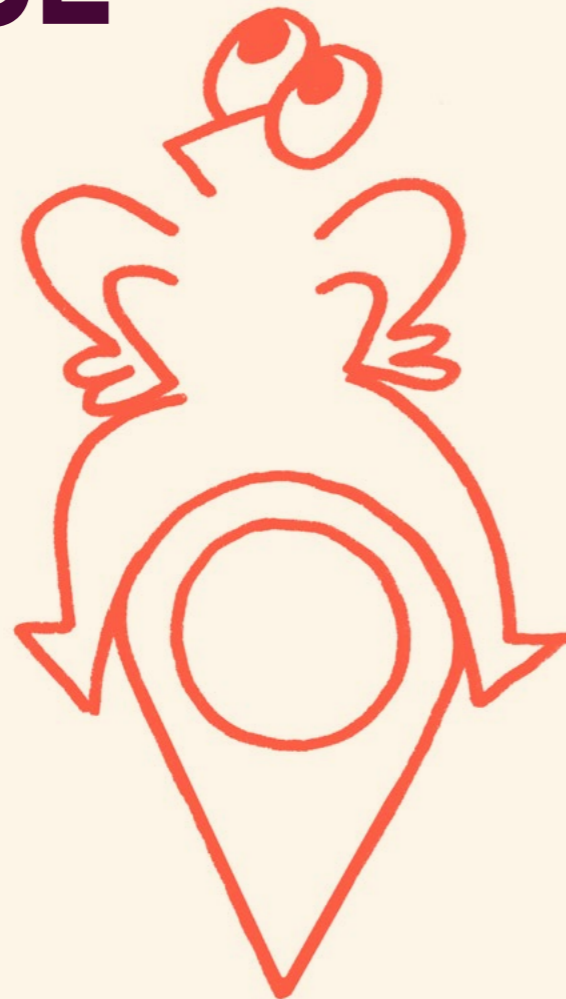
## **WHERE TO LOOK FOR MAP LAYERS?**

Choose a map layer provider - Google, Esri, Mapbox, Maptiler, Openstreet maps etc. These providers offer a diverse range of map layers tailored to different needs and preferences, ensuring you find the perfect fit for your digital cartographic endeavors.



# 04

## GENERATE YOUR DATABASE



### PLACES aka POI

POI stands for “Point of Interest” in mapping terms. It refers to **specific locations** or landmarks that are located in the map, in the form of the data layer, which sits just above the map layer.

They are often marked with distinct **icons or symbols** to make them easily identifiable, and they play a crucial role in helping users navigate and discover relevant information on digital maps.

#### DIFFERENT TYPES OF POI

→ **Marker**: traditional POI and the most common one, showcases exact location on the map

→ **Polygons**: ideal to visualize area rather than just the location (can be used to showcase an entire area of a park)

→ **Routes**: visualization of a specific track, in the form of a “line” (such as a route travelers can follow while exploring city)

Typically, for a USE-IT map, your POI are the locations you recommend on your map.

### FILTERS & CATEGORIES

**Mapping Categories & Filters are a crucial part of digital maps.** They help users to easily navigate and decide which type of content they are looking for.

→ **Categories** empower users and map creators to organize the data based on shared characteristics (eg. restaurants, monuments, parks etc.), categories should be well-defined, so that one POI falls just under one category, so that it is easy to understand for map users. Further

# 04

differences can be made by using sub-categories/attributes which can add more context to each POI, good example of a simple data structure can be following:

→ **Main category:**

Food & Beverages

→ **Sub-category/Attributes:**

Restaurant, Cafeteria, Bar etc.

Sub-categories are powerful as they add more relevant context, if you realise that one attribute is extremely common, and might have higher priority than others, it might be a good idea to consider making it as Main category.

To your POI, you can add the following attributes:

→ **Long text / Description**

→ **Websites & other links**

→ **Images & Videos** (usually in the form of embedded link from YouTube or Vimeo)

→ **Select / Multiple-select** (these are import as additional filters)

→ **Filters** enables users to refine their map view by selecting a specific category in the navigation or select/multiple-select attribute in the advanced filters. Filters are usually generated automatically, however, only to data that can be filtered. For instance, since description is going to be unique to each location, it is not something that can be filtered.

## LOCATION DATA

Each point of interest must be **represented geographically** to be displayed on the embedded map. There are two possible ways how to determine location, either by **latitude and longitude coordinates** (exact), or by address (less accurate, danger of misspellings and not finding the correct address).

### OPTION 1: LAT/LONG COORDINATES

Latitude + longitude in the (Decimal degrees) format:

Example:

→ Latitude – eg 50.120740

→ Longitude – eg. 14.469517

### OPTION 2: ADDRESS

Address in the correct format:  
Road/Town/Postal Code

You can easily convert an address into GPS data:

GEOCODING CONVERTER

## DATABASE CREATION & UPDATE

Database creation is heavily connected to your categories and attributes, as described in the previous chapter. In order to create a proper and standardized database you should have specified categories and sub-categories.

# 04

Once that is done, you can start populating the database, usually **spreadsheet is a good start**. In order to make a mapping database, it should have also additional data columns, below is an example of “database” spreadsheet.

- Column 1 “**location\_ID**” - important for import reference, without ID you can not easily maintain and update your database
- Column 2 “**time\_created**”
- Column 3 “**creator**”
- Column 4 “**longitude**”
- Column 5 “**latitude**”
- Column 6 “**name**”
- Column 7 “**category**”
- Column 8 “**sub\_category\_1**” / “**sub\_category\_2**” / ...
- Column 9 “**and so on**”

## UPDATES

Database updates can be done by multiple approaches, let's define the 3 most common ones:

→ **Manual update in CMS:** once you populate your CMS, you can technically just manually update it within it, which means that you do not need any database update outside of the CMS.

→ **Manual import update:** manual imports requires to maintain the database in its original source (such as spreadsheet) and everytime you want to update it, you just do a new import to the CMS and that updates existing locations (based on “location\_ID”) or creates those that are not existing yet, not having “location” id might result in duplicities in your CMS.

→ **Automated dabase (live connector):** more convenient approach, where data connector is created that does the import automatically in a period of time (once every hour/day/week/month...).

# 05

## EMBED YOUR MAP



## MAPPING TOOLS

Map building tools (like MapMe or Mapotic) enable users to create, customize, and share interactive maps. They provide intuitive interfaces and a range of features for adding markers, layers, and other geographical elements to maps.

These tools are designed to simplify the process of working with **geolocation data**, allowing users to create engaging map-based applications and visualizations with ease.

→ **PROS:** Usually these tools are pretty easy to use and maintain. Also, since they are build for mapbuilding, they usually consist of mapping CMS.

→ **CONS:** Lack of custom features.

→ **PRO TIPS:** Most of the map builders are using its own content management system, that is specifically designed for geolocational

data, so it can be used as pretty easy to use database. Which can be used as a source for custom built mapping front end through API connector.

## EMBEDDING

Map embedding is the process of **integrating interactive maps into websites**, allowing users to view and interact with them directly within the site or app interface.

The easiest way how to embed a map is to use **iframe**, which you can do with any website/map - just be cautious when embedding an entire website, some functions might not be working in embeded format.

Example of iframe code (it is really simple):

```
<iframe src="https://www.
domain.com/" width="100%"
height="500" style="border:
1px solid black;"></iframe>
```



## 05

Once prepared, just paste it to a shortcode widget in web builder, or to the part of the website you want the embed to be visible. For more details, you can read this tutorial:

HTML IFRAME TAG

## ICONS

Map icons are **symbols used on maps to represent points of interest**, in the form of markers. They help users quickly identify locations and understand map information.

Sometimes these symbols can be only represented in the main category tag, and each POI can have a different symbol or picture, in this scenario the main representation of the category can be done only by color.

→ **NB**: Not every mapping tool allows you to customize the icon. Choose

wisely your mapping tool if your want to focus on that, otherwise play with the (color) range of options of the tool, both is fine!

## MAP ANALYTICS

Analytics in the terms of maps is a problematic area, since is really hard to measure user activity on the map, especially when the map is embedded. However, there are at least couple metrics that you can monitored:

→ **Map Visits**: measures overall number of times map has been opened

→ **Location visits**: measures overall number of times location has been opened

Both of these do not measure precise number of unique visitors, but give an overall performance of your map in a period of time

→ Most map tools offer some type of GA4 tracking that can give more precise data while using the Google Tag Manager

Subsequently, maptile consumption (this happens whenever you are loading a screen with a map, or move around on the map and new maptiles are being loaded) is also a pretty good metric. Since it can measure “general” activity on the map.

# 06

## ADD EXTRA FEATURES



Extra features in general are usually not possible with existing map building tools, and are only possible while developing an own mapping front end. However, even in that scenario it adds complexity to the project, so **every additional feature must be considered carefully, and only essential features should be implemented.**

**Gamification features can increase user engagement** and can motivate people to be more active while travelling. Most commonly it consists in type of achievement “game” where people receive badges for number of visited places, time limited events or similar goals. It is also a clever tactic how to better distribute people from high density zones, such as city centers, to less known, but still cool locations.

Mapotic experience with gamification is pretty positive, however, at the end of the day it is not the main differentiator that makes digital maps more appealing, as end consumers

prefer maps with good content, rather than unorthodox features. So just make sure that every feature you consider, is truly important. :)

# 07

## RESOURCES

### ILLUSTRATOR COPYRIGHT

As said in the 'values' chapter, your USE-IT website is the most useful when it resembles your paper USE-IT work. Taking your paper map online is an exciting opportunity to share your favourite local spots with a broader audience around the world.

However, **it is crucial to be mindful of copyright issues.**

Before adding any distinctive features from your latest map release to your website or the online map, **make sure you have mentioned copyright royalties with the artist you collaborate with.**

If you are considering using the illustrations from the paper map for web purposes, you will need to either **amend the existing copyright contract or create a new one specifically for online use.**

This contract should specify which

illustrations can be used, as well as define the time period they are allowed for online display. Additionally, you may need to allocate **a new budget for this extended usage**, or make sure the illustrator is ok with it within the original budget. Remember to plan accordingly, set deadlines, and set reminders to remove the illustrations from your digital platforms once the authorized period ends.

### COOKIES

For the past few years, **obtaining consent for cookies on websites has become mandatory.** While cookies enable smoother navigation and personalized content delivery, they also raise concerns about user privacy and data security.

Cookies become relevant when your solution involves actions linked to user data. Most web builders (including WordPress) and analytics tools (like

# 07

Google Analytics) use cookies and employ varying levels of user tracking. Therefore, having a cookie banner is a reasonable default assumption. We highly recommend you to consider it!

## DIG-IT CATALOGUE

In the DIG-IT project, we had 12 months to focus on what we want for an online tool, what we do not want, how to do it easily, surely, efficiently – and with pleasure – we have collected everything we found and researched in a special resourceful catalogue.

Find everything you need to develop your skills, ideas about going online with focus on famous web builders, no-code and mapping tools, and even our first prototypes' drafts.

[USE-IT.TRAVEL/DIGIT](#)

## GITHUB

If you have people in your team who are skilled in coding and you choose a collaborative approach, GitHub will serve as an environment to work together. You can store (upload) and deploy (publish) your code there, you can suggest changes (work on “branches” – sub folders – and then merge them or not).

As a non-coding person, you can remotely observe the structure the coders are using, but probably you will not be able to collaborate there so much. To understand the purpose of it as an amateur, you can watch a good explanation in “Github for poets” Youtube series.

[GITHUB INTRO VIDEO](#)

## W3SCHOOLS

Get at ease while pimping web pages or exploring raw code with W3Schools, a popular online resource for learning web development.

With easy-to-understand tutorials, references, and examples, W3Schools covers a wide range of web technologies including HTML, CSS, JavaScript, and more, making it an invaluable resource for both beginners and experienced developers. Save the tab in your browser's favorites!

[W3SCHOOLS.COM](#)



## STEP THREE

# FEEDBACK FROM DIG-IT STUDY CASES

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In February 2024, a bunch of 15 (paper) map creators gathered in Wroclaw (PL) to enroll a special hackathon.

The goal: alongside with dedicated IT experts, create a digital solution to get their map digital.

The trigger: include an extra feature that enhances the map use online.

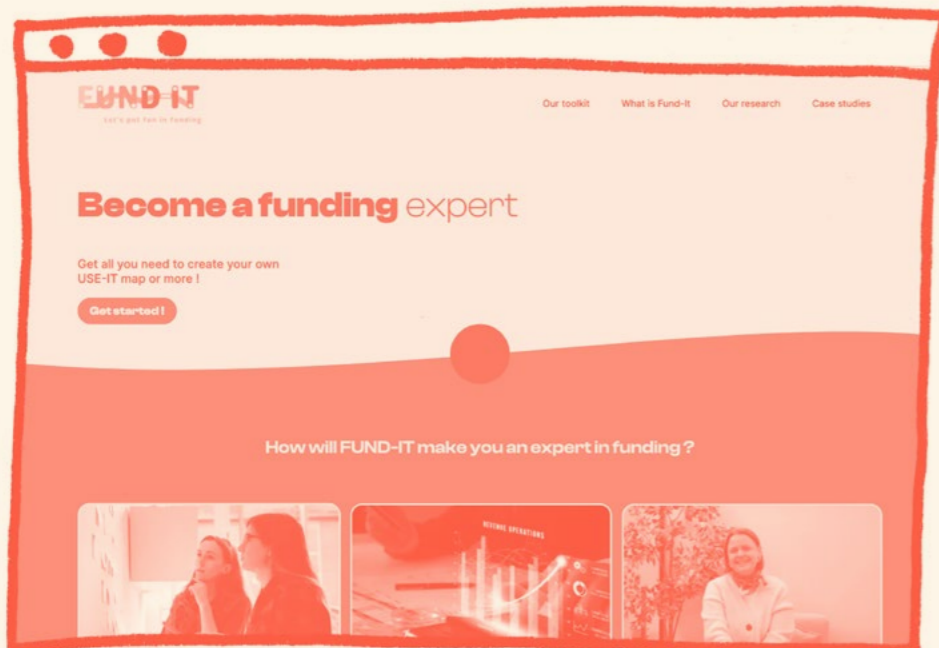
The results: 4 working prototypes with #fun!  
#gamification! #custompaths! #bucketpatterns!

We manage to share with you the process of each in a simple way but mostly encourage you to browse them to take profit of our experimentations and help you with yours.

# 01

## HAVE FUN IN BROWSING YOUR MAP

WWW.FUNDIT-EU.COM



### WHAT — THE PROBLEM

The Figmaturtles team wants to produce **a platform that gathers all the funding tools** created and collected within the FUND-IT project to **help financing youth projects** with public funds.

### WHO — PERSONAS

This digital solution targets:

- USE-IT NGOs and volunteers
- young Project Promoters

### HOW — MAIN FEATURE PITCH

Generating **a progression tool** to help young people browse the dense website content. The viewer both reaches higher levels of knowledge on public fundings for projects linked to the youth and the page gives motivation with popping certification.

### THE PROCESS

#### O1. PAGES

**FIGMA** (design tool) + **Wordpress** (web builder)

**Direct transfer** from FIGMA to Wordpress (precious!)

→ **PROS**: hundreds of (free) useful features: pages indexation, plug in for progress bar...

→ **CONS**: not intuitive for basic text calibration (works with a theme to create and adjust on each page, not like a classic page).

#### O2. MAP DATABASE

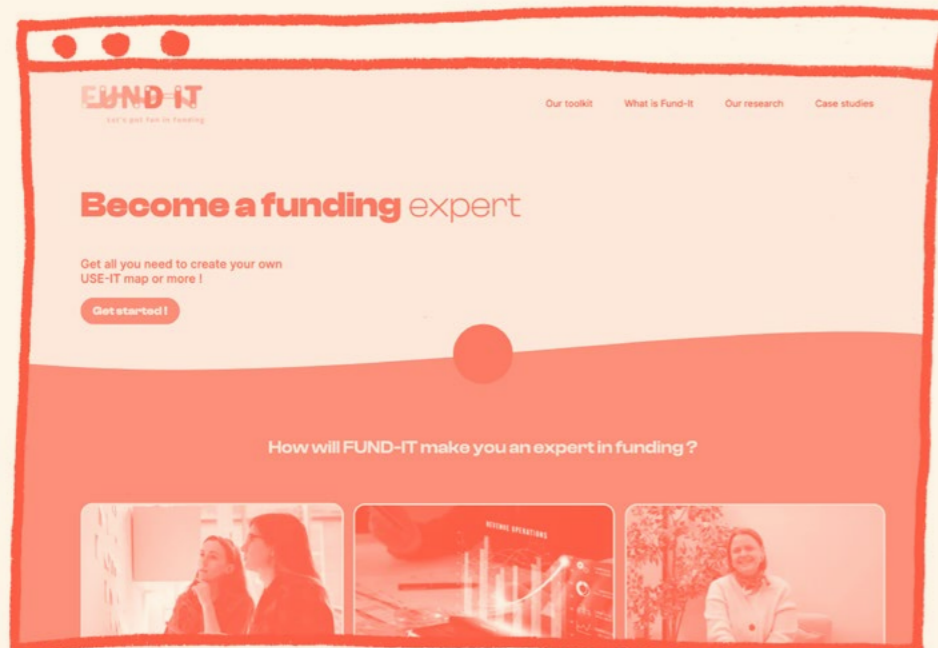
The database was made of a typical **Google Drive** spreadsheet

Transferred to **Airtable** which enables the add of various quick filters and categories

# 01

## HAVE FUN IN BROWSING YOUR MAP

WWW.FUNDIT-EU.COM



- ☑ Exported to **CSV format** to upload it into **Mapotic** mapping tool.
- **PROS**: good index card overview with images, categories, links
- **CONS**: no external files support (mp3, video) + could not embed the Mapotic map in the free domain of Wordpress

### 03. EXTRA FEATURES

**CALL TO ACTION**: when opening the main page, the viewer is invited to **answer to a quick form to personnalize its navigation** and give an overview of which part of the website gets the needed content.

**PROGRESSION BAR**: when people browses the website, **the progression bar filled itself** from 0to100% according to the visited content. **Congrats' badges and motivational sentences pop up** linked to the evolution cursor.

# 02

## GAMIFY YOUR MAP

DIGIT.COEN.AT



### WHAT — THE PROBLEM

The Goonekey team aims at **enhancing the map browsing experience** with stuff you cannot do on paper, but only online  
AKA **gamification!**

### WHO — PERSONAS

This digital solution targets:

→ people exploring the city with their phone in the pocket.

### HOW — MAIN FEATURE PITCH

Creating a quest of typical gems to consider closely, **a mix between a treasure hunt and Geocaching.**

### THE PROCESS

#### O1. PAGES

**raw HTML code** + CSS + Javascript.

Hostings and domains on a personal account.

→ **PROS:** custom-made solution

→ **CONS:** need to be geeky

#### O2. MAP DATABASE

13 places were determined as Points of Interest. The database content was collected to find GPS coordinates and then imported into **Mapotic** tool.

→ **PROS:** Mapotic database is good to store all the data and save time regarding storing the data elsewhere. The SQL/text/hardcode components transfer automatically in the HTML file of the datapoints.

→ **PROS:** Anyone can enter the data with little technical knowledge and the Mapotic tool uses the data to put points on the map.



# 02

## GAMIFY YOUR MAP

[DIGIT.COEN.AT](https://digit.coen.at)

### 03. EXTRA FEATURES

**GAMIFICATION:** when moving in the streets with the app, **your location makes you pick the selected places when you come around.**

Information about the collected item pops up and the mascot moves to congratulate you for finding the place.



## 03

# CREATE A PERSONALISED MAP

USE-IT.TRAVEL/CONFERENCE2024PRAGUE



## WHAT — THE PROBLEM

The Krizik team needs **a online platform with everything useful for the Prague conference participants** (both how to experiment the city as locals + event context).

## WHO — PERSONAS

This digital solution targets:

→ map makers coming to Prague for the event and wanting to explore the venue surroundings as locals.

## HOW — MAIN FEATURE PITCH

Orchestrating a puzzle to offer **a full potential experience** to anyone coming to Prague for the event with **location-based suggestions**.

## THE PROCESS

### 01. PAGES

Mock-up designed on paper (yes darling) with cut extracts from the paper map to have an overview of the what/where/how.

→ **PROS**: basic content already considered

### 02. MAP DATABASE

**BACK-END**: From a classic **Google spreadsheet**

Use of Appscripts that manages to transfer freely the data to **GeoJSON object code** (precious!)

**FRONT-END**: **Mobile-first approach**, predicated on the presumption that the majority of app traffic would originate from mobile devices.

## 03

# CREATE A PERSONALISED MAP

USE-IT.TRAVEL/CONFERENCE2024PRAGUE



User interface constructed with **React** (opensource framework) to get a mobile experience + **Maptiler** for the map basemap + **Map libre** styling object for the colors + **Bootstrap** for the responsive app + **OSM** for the metro lines display + **javascript library leafletjs.com** that enables components into a web application + deployment on **GitHub Pages** to get a collaboration tool + **free hosting**.

→ **PROS**: an open source and customised system, a comparison work to test/try/choose each tool according each components in terms of costs, performance, technical knowledge

→ **CONS**: many services linked

## 03. EXTRA FEATURES

**COMPUTER TO MOBILE**: the first extra feature is about offering a digital solution from computer screen to mobile screen (first work was for computer, but participants would be on mobile: responsivity need!)

**SPIDER**: from your exact location, **the website randers paths to the nearest points of interests near you**.

→ **PROS**: optimise the user experience with the recommended places

→ **CONS**: performance issue to keep an eye on + paths that would make sense (quality assurance test to pursue)

# 04

## UPGRADE YOUR MAP IN A WEB PROGRESSIVE APP

USE-IT-NANTES  
.WEBFLOW.IO



### WHAT — THE PROBLEM

The Czeszc Swiecie team focuses on giving its users **a not overwhelming bunch of information** to make them enjoy strolling in the city with good tips.

### WHO — PERSONAS

This digital solution targets:

→ travellers coming to Nantes, who cannot access to the paper map and/or have a limited time available to explore the city.

### HOW — MAIN FEATURE PITCH

Offering a mobile app with a both **a bucket list option and a random button.**

### THE PROCESS

#### 01. PAGES

**Adobe XD** (design tool) to keep the design + **Webflow** (web builder)

→ PROS: visual, easy to use

→ CONS: pages to recreate on Webflow (no direct transfer possible)

#### 02. MAP DATABASE

**Classic Google spreadsheet** for the POI content.

Search for GPS coordonates of every POI on the web.

Transfer to **Webflow in conjunction with Jetboost Map plugin** and Webflow-provided database

→ PROS: quick and easy to set up, no devops and little code-level work required



## 04

# UPGRADE YOUR MAP IN A WEB PROGRESSIVE APP

USE-IT-NANTES  
.WEBFLOW.IO



→ **CONS:** in the long run the upkeep of both Webflow and Jetboost might be more expensive than having it built by a developer

## 03. EXTRA FEATURES

**SURPRISE:** to **discover a place randomly.**

**BUCKET LIST:** to **generate its own to-do** while reading the recommended points of interests / sorting out the places categories you want to focus on.

→ **PROS:** add value to the web use of the content by shortlisting its targeted places

## STEP FOUR

# YOU ARE LIVE!

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Yeah! You are online. Congratulations!

The end is near but, last but not least, you still have things to consider for (such) a great online presence (like yours now).

Here we talk about [#SEO!](#) [#Maintenance!](#) [#Documentation!](#) to maximise your audience spread and help you optimise your website management. Today, and tomorrow!

# 01

## SEO BASICS



SEO, or Search Engine Optimization, is **the process of enhancing a website's visibility in search engine results pages** (SERPs). It involves optimizing various elements of a website to improve its relevance and authority in the eyes of search engines like Google, Bing, and Yahoo.

Key components of SEO include:

→ **Keyword Research:** identifying and targeting the terms and phrases users search for related to your business or content.

→ **On-Page Optimization:** optimizing content, meta tags, headings, and images to align with targeted keywords and improve relevance.

→ **Off-Page Optimization:** building backlinks (links leading from website A to B) from other websites to demonstrate authority and credibility to search engines.

SEO helps websites rank higher for relevant search results, increasing

organic (non-paid) traffic and visibility. By implementing SEO best practices, **you can attract more qualified leads and improve your online presence.** It is a work for a longrun, so it is something a webcreator should do while building a new website or updating existing one.

# 02

## TIPS FOR WEBSITE MAINTENANCE

Whether you are a seasoned web developer or a novice website owner, keeping your online presence fresh and relevant can be a time-consuming task. Fortunately, with the right tools and resources, **you can automate many maintenance tasks, saving time and ensuring your website stays in top shape.**

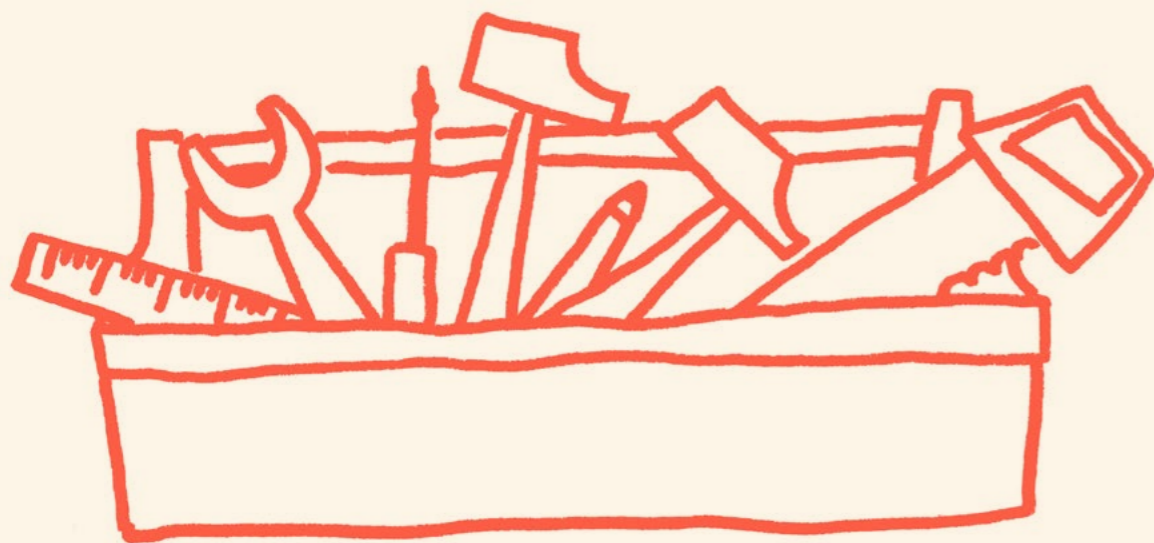
### AUTOMATING CONTENT UPDATES

One of the most crucial aspects of website maintenance is keeping your content fresh and engaging. Regularly updating your content not only keeps your audience coming back for more but also improves your search engine rankings. Automating content updates can streamline this process and ensure your website remains relevant.

**WordPress offers a range of plugins and tools to automate content updates.** Plugins like **“Post Scheduler”** allow you to schedule content updates in advance, ensuring a steady stream of fresh content without manual intervention. Additionally, WordPress’s built-in

revision system makes it easy to revert to previous versions of content if needed.

For those using Elementor, a powerful page builder plugin for WordPress, similar automation options are available. **Elementor’s “Scheduled Posts” feature enables you to schedule updates to specific sections of your website,** giving you full control over when and how your content is published.





# 02

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## TOOLS FOR MAINTENANCE TASKS

In addition to content updates, maintaining your website involves various other tasks, such as optimizing performance, monitoring security, and managing backups. Several tools and resources can help automate these tasks, allowing you to focus on creating compelling content and engaging with your audience.

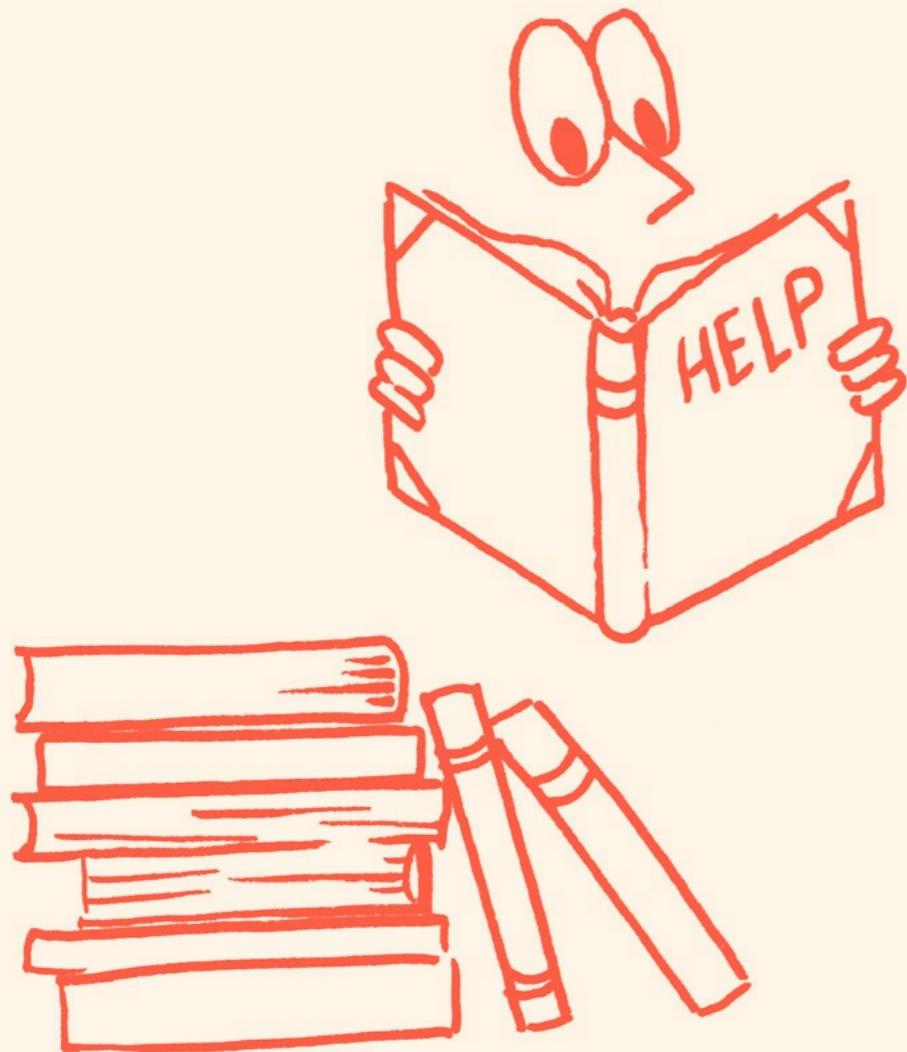
→ **Yoast SEO:** a comprehensive SEO plugin for WordPress that helps optimize your content for search engines. Yoast SEO offers features like content analysis, XML sitemap generation, and social media integration, all of which can be automated to improve your website's visibility online.

→ **Jetpack:** another popular WordPress plugin that offers a suite of tools for website management and security. Jetpack's automated features include real-time backups, malware scanning, and downtime monitoring, ensuring your website stays secure and available to visitors at all times.

→ **WP Rocket:** a caching plugin for WordPress that improves website performance by optimizing page loading times. WP Rocket's automated caching and minification features can significantly enhance your website's speed and responsiveness, leading to better user experience and higher search engine rankings.

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## DOCUMENTATION



Proper documentation not only helps you **remember and maintain a robust digital infrastructure** but also enables you to seamlessly **onboard new team USE-IT city members**. Let's briefly review some of best practices for documenting a POI database, content management system (CMS), and websites, ensuring clarity and efficiency in our development process.

### DOCUMENTING YOUR POI DATABASE

→ **Schema Design:** Start by documenting the structure of your POI (Point of Interest) database, including tables, fields, and relationships.

→ **Data Dictionary:** Create a data dictionary that defines each table and field in your database, along with data types, constraints, and descriptions. This document serves as a reference guide for understanding the purpose and usage of each database component.

→ **Show Do's and Don'ts:** Sometimes showing is better than telling. Give examples of proper data entry, and contrast it with examples of improper entries, and why they result in system breaks.

### DOCUMENTING YOUR CONTENT MANAGEMENT SYSTEM (CMS)

→ **System Architecture:** Describe the architecture of your CMS, including server configuration, software stack, and deployment process. Use diagrams or flowcharts to illustrate the flow of content from creation to publication.

→ **User Roles and Permissions:** Document the roles and permissions assigned to different users within the CMS. Define user roles such as administrators, editors, and contributors, along with their respective capabilities and access levels.

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→ **Content Workflow:** outline the content workflow within your CMS, from initial creation to final publication. Document the stages of content review, approval, and publication, along with the roles and responsibilities of each user involved in the process.

### DOCUMENTING YOUR WEBSITE

→ **Site Structure:** document the structure of your websites, including navigation menus, page hierarchy, and content organization. Create site maps or navigation diagrams to visualize the layout of your websites.

→ **Design Elements:** describe the design elements used in your websites, such as color schemes, typography, and branding guidelines. Provide guidelines for maintaining visual consistency across all pages and sections of the websites.

→ **Functionalities and Features:** document the functionalities and features implemented on your websites, such as search functionality, interactive maps, and user registration forms. Include descriptions, usage instructions, and screenshots or demos where applicable.

### BEST PRACTICES FOR DOCUMENTATION

→ **Consistency:** maintain consistency in your documentation format, terminology, and structure to ensure clarity and readability.

→ **Accessibility:** make your documentation easily accessible to team members by storing it in a centralized location, such as a shared drive or project management tool.

→ **Version Control:** use version control systems like Git to track changes to your documentation over time and facilitate collaboration among team members.

→ **Regular Updates:** keep your documentation up to date with changes to your systems, tools, and processes. Schedule regular reviews and updates to ensure accuracy and relevance.

By following these best practices for documentation, you can effectively communicate the structure, functionality, and usage of your digital infrastructure to your USE-IT team members. Remember, clear and comprehensive documentation can make or break your digital map project. So happy documenting, map makers!

# HOPE THIS GUIDEBOOK HELPED YOU CREATE AN AMAZING WEBSITE!



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.TRAVEL**

**DIG-IT – or how to make USE-IT rocks the Internet and app stores (again)** – is an Erasmus+ grant landed for the USE-IT European network for 2023-2025. This 3-year-long project aims at ensuring that the USE-IT network cool vibe and good values are not only paper but also (re)accessible digitally.

The DIG-IT project commits our European youth to create an online environment that suits our users, with cool features and 24/7 from everywhere screen access. DIG-IT result will eventually enable us, serial

map makers, to get an internal tool and info space with everything needed to create a map, our own local city website and to help interactions within our network and maintain USE-IT Europe ONLINE with durability.

This guidebook is a key item of this process, released in year two. We hope its content will help you create your website, with an embedded map inside, as smooth and as soon as possible.

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