

# ACTIVITIES REPORT

2022



# INTRODUCTION

We can say that the year 2022 was a year of stabilization and continuous improvement.

After the website redesign carried out in 2021 in terms of design and, more importantly, in terms of functionality, speed and ease of access and use, we had to understand how customers felt these changes and the points to be improved.

And, of course, always responding to the challenges that were placed before us.

Thus, 2022 was marked by

- creation of new courses and new content in Portuguese, Spanish and English;
- reinforcing the permanent security of the website. Through a dedicated server (exclusive to our project) and mechanisms to permanently update the control of access to our content and information.
- revision of pre-existing content in order to update it both in terms of new information and adaptation to new circumstances and in terms of layout and design.
- creation of new acquisition formats, mainly e-books, course bundles and gift vouchers.

We present a summary of what we have accomplished in 2022 and our projects for 2023.

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**THANK YOU FOR  
BEING WITH US ON  
THIS ADVENTURE  
AROUND THE  
FASCINATING  
WORLD OF HISTORY,  
ART, CULTURE**

# WERE ARE WE TODAY

**193**

online courses, course bundles  
and e-books

**591027**

website visitors

**7938**

total number of online course  
students

**161000**

followers on social networks

**68%**

return after taking the first  
course

**68**

origin countries of online  
courses participants

**125522**

newsletter subscribers

Our overall objective is to increase these numbers during 2023.

More students, more subscribers, more followers, coming from increasingly diverse locations.

But more important is that this growth is sustained in the satisfaction of all who accompany us in our project, guaranteeing its future and sustainability.

We will focus not only on the creation of content but also on the diversification of formats and types of offers.

# GOALS / RESULTS

## GOALS (January 2022)

- Creation of new courses in new areas and in complementary areas of knowledge
- Translation of a greater number of courses into English and Spanish and publication of courses by native authors of these languages.
- Attraction to the project of new participants and new authors, from different geographical areas and different areas of knowledge, through, in particular, greater implementation in social networks.
- Launch of new E-books that will allow access to the respective themes and content at a more affordable price
- Creation of more content packages (courses, short courses and e-books) that allow the acquisition of complementary knowledge at an affordable price.
- Development of new free content on the website and youtube.
- Extension to new markets through international platforms
- Maintenance of demanding and quality levels in relation to all published content.

## RESULTS (December 2022)

- During 2022, 64 new courses, course packages and e-books in new or complementary areas were launched.
- 2743 new students since the new version of the site was launched.
- Implementation of proactive security systems through a dedicated server, permanent monitoring and access blocking systems when necessary.
- Increase of followers on social networks with particular emphasis on Youtube and Instagram.
- Creation of Facebook and Instagram pages with content exclusively in English for greater outreach to international markets.
- Published over 334 new articles on the blog and 185 new videos on youtube.
- Created a new purchase system through gift vouchers that allows the purchase of courses and subsequent enrollment with student data different from the buyer's data.
- Possibility of purchasing through international platforms (Etsy and LearnDesk.us)

# ACHIEVEMENT INDICATORS

## ONLINE COURSES

### GLOBAL INDICATORS MEASURED FROM THE DETAILED ANALYSIS OF DATA FOR EACH COURSE

#### STUDENTS

In 2022, 1268 new participants enrolled in online courses

#### SATISFACTION LEVEL

Average level of satisfaction of the courses average of 4.7 (scale from 1 to 5)

#### KNOWLEDGE ASSESSMENTS

The average overall results of the knowledge assessment (assessment questionnaires) are between 85 and 100%. 99% pass rate.

#### ORIGIN OF THE PARTICIPANTS

There was an increase in students from Portugal, Spain, other EU countries, the USA, the Baltic countries and the Middle East.

There was a decrease in students from South America, especially Brazil and Argentina.



# ACHIEVEMENT INDICATORS

## ONLINE COURSES

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#### UNFULFILLED ORDERS

There was a decrease in unfinished or failed orders (customers who signed up and did not pay).

Probably as a result of clearer information and ease of registration with the new website.

#### CLAIMS

No formal claims were registered

#### OBSERVATIONS AND SUGGESTIONS

Requests for information or assistance were registered via e-mail, mainly related to access and registration. Answered and resolved within a maximum period of 24 hours





# CRITICAL ANALYSIS



It can be stated that the objectives were globally achieved and that the website redesign carried out in 2021 proved positive in 2022 both in terms of user comfort and results:

- increase in the number of users
- geographic expansion
- financial sustainability of the project

It is, however, important to look with a sense of critical analysis to the indicators presented and, in addition to the quantitative analysis, to understand the opinion and ideas of users and participants. That is why we systematically analyze the opinions and suggestions of customers, comments posted on the website and social networks or sent via email.

The analysis of these suggestions and opinions lead us to think that it will be useful for our participants to create short courses and e-books that meet very specific needs, namely auxiliaries in the areas of formal and informal education.

It will also be necessary to improve the thematic search mechanisms on the website both in terms of courses and e-books and free content. This need is directly related to the greater number of contents made available.

And it is on this path of dynamic creation that we will continue during the year 2023.

Always having as our primary objective quality, rigor in the contents, the focus on offering complementary content and lines of research and investigation.

# MEASURES TO IMPROVEMENT



## **he main lines of improvement to be implemented throughout 2023**

- Creation of new courses in new areas and in complementary knowledge areas
- Creation of courses and e-books of shorter duration and responding to specific needs of clients
- Translation of a greater number of courses into English and Spanish and publication of courses by native authors of these languages
- Attraction to the project of new participants and new authors, from different geographic zones and different areas of knowledge.
- Increased promotion in the South and Central American markets with a focus on course packages and e-books.
- Creation of more content packages (courses, short courses and e-books) that allow the acquisition at a more affordable price.
- Development of new free content on the website and Youtube.
- Making it easier to do thematic research on the website.
- Maintenance of the levels of exigency and quality for all content published.

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**THERE IS ONLY ONE WAY  
TO A PROJECT'S SUCCESS:  
LISTENING AND FEELING  
OUR AUDIENCES.**

**AND RESPOND TO WHAT  
THEY TELL US BY  
CONTINUOUSLY IMPROVING**

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CITALIARESTAURO.COM

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# HAVE QUESTIONS OR SUGGESTIONS?

SEND US AN E-MAIL TO

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