

From assessment to focused action

Contact East
Charlottetown, PEI



Atlantic Presenters
Association

MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

Created and presented by
Inga Petri, Strategic Moves
September 26, 2019
10:30 am to 12 pm

We acknowledge that we live, work, meet and travel on the traditional territories of Indigenous peoples that have cared for this land now called Canada since time immemorial.

Today, we are meeting on the traditional and unceded territory of the Abegweit Mi'kmaq First Nation.

In Whitehorse, Yukon I am honored and grateful to live and work on the Traditional Territories of the Ta'an Kwäch'än Council and Kwanlin Dün First Nation, self-governing nations that negotiated modern treaties (2002; 2005) under the Umbrella Final Agreement (1993) between the 14 Yukon First Nations and the Governments of Canada and Yukon.



Upcoming Workshops

26 SEP

Digital Assessment: How to radically improve your digital

🕒 2019-09-26 @ 10:30 AM (ADT) - 2019-09-26 @ 12:00 PM (ADT)
📍 Charlottetown, PE

17 JAN

How to build a powerful web presence now

🕒 2020-01-17 @ 09:30 AM (MDT) - 2020-01-22 @ 05:00 PM (MDT)
📍 Yellowknife, NT

21 MAR

Taking Digital Action in the Performing Arts

How to build a powerful web presence now!

🕒 2020-03-21 @ 09:30 AM (ADT) - 2020-03-29 @ 05:00 PM (ADT)
📍 Prince Edward Island

<https://DigitalArtsNation.ca/>

How-to tutorials
Digital News
Digital Playbook



Canada Council
for the Arts

Conseil des arts
du Canada

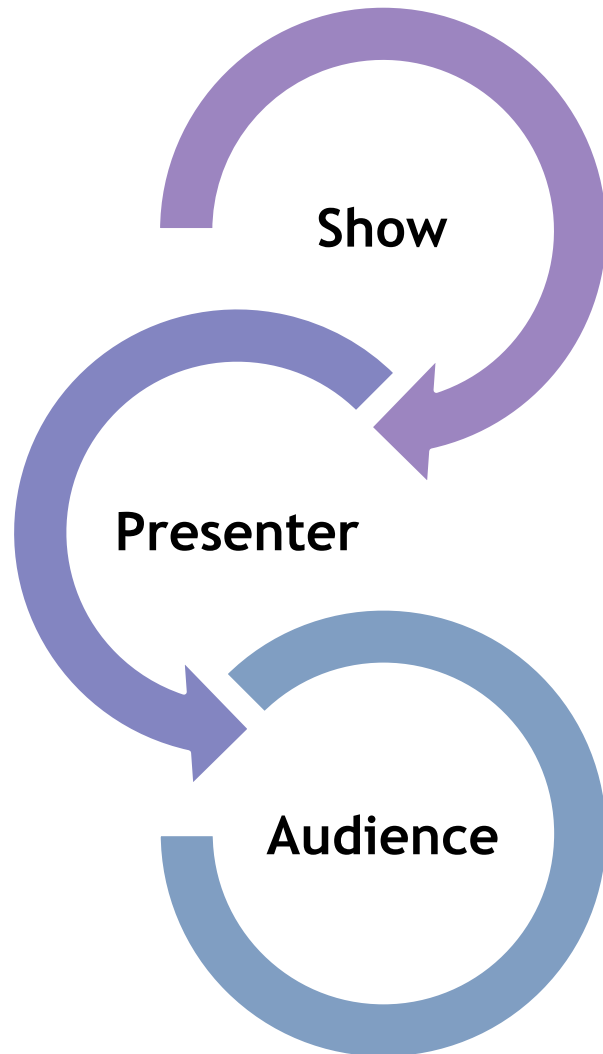
Where do you make the all-important **first impression** online?

How does someone looking for **your events** locate them online?

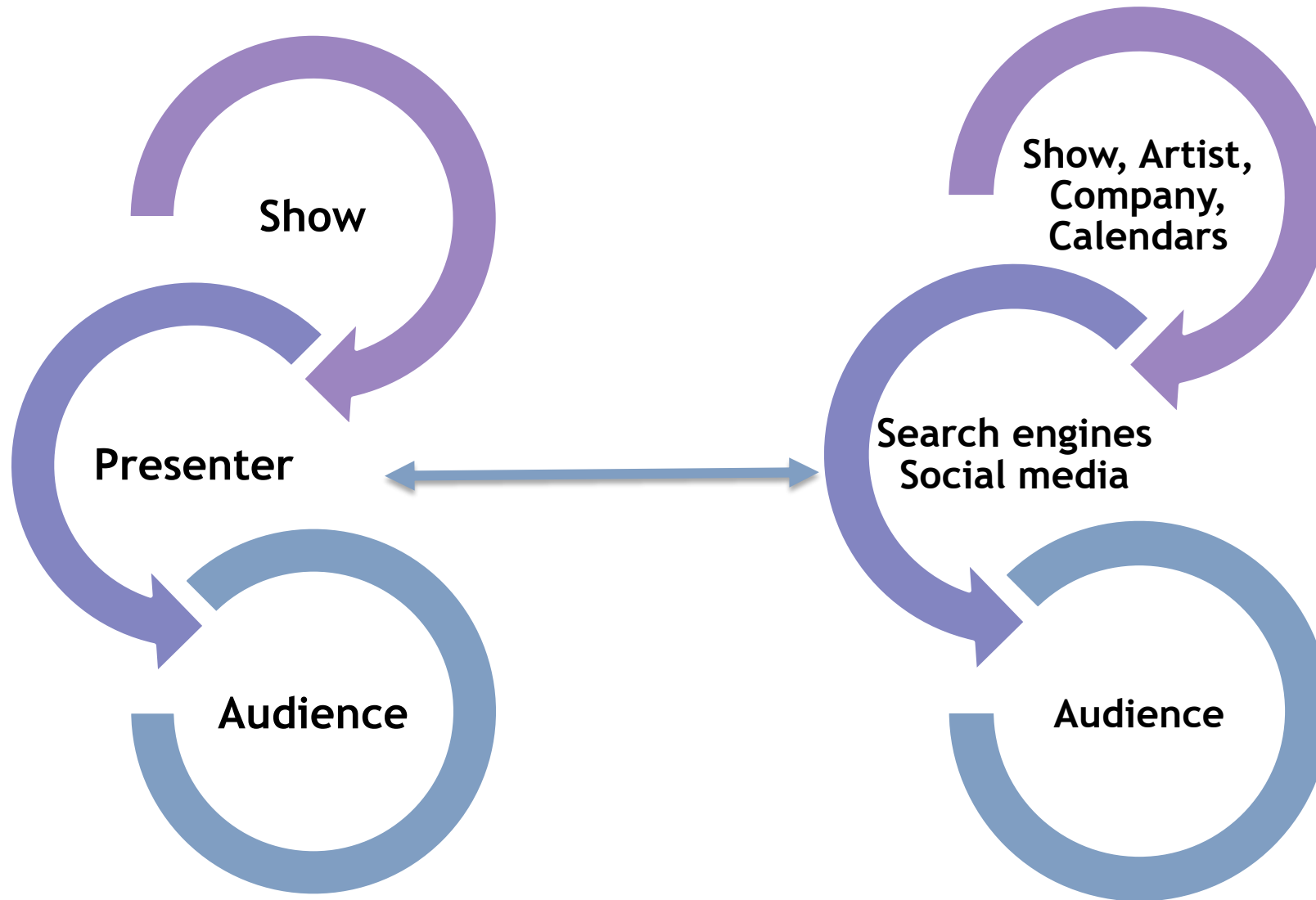
What does someone looking for **what's on in your town** do?

Our work is simple

**MAKING
TOMORROW
BETTER**



... “the how” has been changing





Instruction

Write down the things that

- Aren't working well
- You want to improve
- You want to talk about more

These are your action items

Task 1: Improve your relationship with Google



Step 1: On your mobile/tablet/laptop, open web browser

Step 2: Go to Google

Step 3: Type your organization's name in the search box

Question:

Is the information you see...

- Accurate?
- Important?
- Useful to a web user?

TIP: SCROLL DOWN
Do you control /
influence presentation
of your site on other
websites?

Task 2: Improve your relationship with Google



Step 4: Go back to Google search box

Step 5: Type in the category your organization is a part of, e.g. theatre Halifax, music venues PEI, shows Fredericton, performing arts St. John's

Question:

- Do you exist?
- How well are you positioned?
- How are web users encouraged to explore you further?

Task 3: Your relationship with Facebook



Step 1: On your mobile/ laptop, open Facebook

Step 2: Type the full url for your website in your status update window

Step 3: Add space with space bar and wait for preview to appear

Step 4: If no preview, post it to your page (you can delete it in a moment)

Question: Is the information you see...

- The same or different compared to Google?
- Accurate?
- Important?
- Useful to a web user?

Your Digital Assessment

What are you noticing about high and low scores?

MAKING
TOMORROW
BETTER

strategic moves
THINKING : BUSINESS

Created by Inga
ipetri@strategicmoves.ca
www.strategicmoves.ca

Self-Assessment of Your Digital Presence

Assign a score of 1 = poor/low to 5 = excellent/high for each statement. If an element does not exist enter 0. Once completed, add up the scores for each area.

strategic moves
THINKING : BUSINESS

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Area	Elements
Website Backend	Our website uses an off-the-shelf (free) CMS sy update without significant programming know We think mobile screen first in content develo a mobile app. We use a structured data / SEO plug-in / proce We integrate our social media feeds on our w We have defined 2 to 3 key actions we want v
User experience	We measure the degree to which our visitors We have created a coherent visual experienc Concise, evocative writing and works well wh Siri, Alexa and similar.
Amplifying	With one click users can share any web page From every page, users can connect with ou Users can easily subscribe to our eNews. Users can make a ticket purchase easily, qui
Cross platform	Brand imagery is used consistently across o Our brand story, who we are and what we Facebook, Twitter, Instagram, LinkedIn, Tri We have a Google account and are actively MyBusiness and events. We have set up accounts with relevant tra
SEO/SEM	The first impression our website makes in We built our website with search engine c keywords, title tags, meta tags, urls are sp Many appropriate sites are linking back to Our events show up in a Google answer b and tickets.
Social networks	We use the best social networks based o At least 80% of our social network posts We have a plan that outlines our strateg We are satisfied with the number and q
Analytics	We use social network paid posts/adver We advertise on/are featured on other We analyze social media campaign perf We use Google Analytics to track web s

Evaluating Your Scores

3) Review the results for each of the seven areas individually.

16 to 20	12 to 15	8 to 11	0 to 7
Areas (Write in, each of the seven areas under the score you gave it.)			
Congratulations! You are doing well.	You can dial it up.	You need to get serious about this.	You may be missing out.
Recommended Action			
Keep monitoring this area based on user feedback, analytics and stay current with web technologies.	Consider what actions you can take to improve your web performance further. What are the quick wins that would make the biggest difference?	Take one hour to evaluate this area, ask four web users for input. Write down what is working and what needs to change. Be specific. Then make an action plan with a time line and resources needed.	Take 90 minutes to thoroughly evaluate this area, including asking staff and web users for input. Commit to a plan within one month and implement it fully. Consider getting professional advice.

2) Review your overall result.

112 to 140	78 to 111	56 to 77	0 to 55
WOW! You have a well-constructed web presence that contributes to your bottom line.	You're above average score. Still, a few targeted actions could make a big difference to your success.	This below average score means you may be under-investing in your online presence and aren't seeing the benefits you want.	Your current web presence may do more harm than good. Get help!
Recommended Action			
Keep calibrating your web presence based on user feedback, ongoing analytics, stay current with new tools and widgets, and finally, stay up-to-date as web and mobile technologies evolve.	Focus on the two areas with the lowest scores first. Review your web and social network analytics to better understand web performance issues. Review your online communication framework and decide on remedial actions.	It's time to get serious about your web presence. Make a concerted effort to make improvements and ensure you measure web performance. Assign a person / team to be responsible for tending to your web presence.	Your web presence is your calling card. To build your organization also means having a focussed, compelling web presence. Consider reducing your online footprint temporarily as you build an effective web presence.

Where do you focus?

Improve First Impression

Search Engine Optimization

Social
Sharing

Search Marketing

Improve your urls, title
tags, meta data.
Quick load times

Know where data that
Google, FB etc shows
comes from

Google Account

My Business
Google Maps
Google Calendar

TELL YOUR STORY

Search

[All](#)
[News](#)
[Images](#)
[Shopping](#)
[Maps](#)
[More](#)
[Settings](#)
[Tools](#)

About 627,000 results (0.69 seconds)

Events

Today
Tomorrow
This week
This Weekend
Next Week
This Month
Next Month

11
AUG.

Ladysmith: Meat Draws
Sun., Aug. 11 – Tue., Aug. 13
Royal Canadian Legion Branch 171, 621 1st Ave
Ladysmith, BC

2
AUG.

Local Landscapes
Aug. 2 – 23
Ladysmith Waterfront Gallery, 610 Oyster Bay Dr
Ladysmith, BC

20
SEP.

The Human Condition Comedy Tour - Ladysmith, BC
Fri., 8:00 p.m. – 9:30 p.m.
Fox and Hounds, 11 High St
Ladysmith, BC

[→ Search more events](#)

[Learn more](#)
[Sending feedback](#)

Ladysmith Waterfront Gallery - Whats On Digest

<https://whatsondigest.com/venue/ladysmith-waterfront-gallery/>

Local landscapes can be city or natural. City landscapes are created by man offering places to live, visit, arts and culture, and places for recreation. Natural ...

Ladysmith & District - Whats On Digest

<https://whatsondigest.com/venue/ladysmith-district/>

Ladysmith & District. There were no results found. « Previous Events.
Can't find **what** you're looking for? Try this ultra-mega search! ... it searches everything

←

Google

📅

All events

📌

For you

📌

Saved

🎵

Concerts

🏴󠁧󠁢󠁥󠁮󠁧󠁿

Festivals

🎫

Free events

🎬

Shows

🍷

Nightlife

💬

Feedback

❓

Learn more

🔍

whats on ladysmith

✕

Today

Tomorrow

This week

This Weekend

Next Week

This Month

Next Month

Did you mean: [what's on ladysmith](#)

11


AUG.

Ladysmith: Meat Draws

Sun., Aug. 11 – Tue., Aug. 13

Royal Canadian Legion Branc...

Ladysmith, BC



2


AUG.

Local Landscapes

Aug. 2 – 23

Ladysmith Waterfront Gallery, ...

Ladysmith, BC



20


SEP.

The Human Condition Comedy Tour - Ladysmith, BC

Fri., 8:00 p.m. – 9:30 p.m.

Fox and Hounds, 11 High St

Ladysmith, BC



9


AUG.

Mamma Mia!

Fri., 8:00 p.m. – 10:00 p.m.

Chemainus Theatre Festival, 9...

Chemainus, BC



25


AUG.

Arts On The Avenue

Sun., 3:00 a.m. – 9:00 a.m.

Ladysmith Waterfront Gallery, ...

Ladysmith, BC



12


AUG.

Paint Nite: Sunflower Bouquet

Mon., 6:30 p.m.

Fox and Hounds, 11 High St

Ladysmith, BC




8

AUG.

Mamma Mia!


Tomorrow, 7:30 p.m. – 9:30 p.m.



2

AUG.

Local Landscapes



🔖

Save event

🌐

More Info

📍

Directions

🔗


Share

Details

🕒 Aug. 2, 5:00 p.m. – Aug. 23, 4:59 p.m.

📍 Ladysmith Waterfront Gallery
610 Oyster Bay Dr, Ladysmith, BC

Information and Tickets

 My Cowichan Valley Now

[MORE INFO](#)

Venue

Ladysmith Waterfront Gallery

4.5 ⭐⭐⭐⭐ 22 reviews

➔ [More about Ladysmith Waterfront Gallery](#)

See web results

MAKING
TOMORROW
BETTER

15

Google Events: Structured Data

Overview

- Structured data
- Article
- Breadcrumb
- Book
- Carousel
- Corporate contact
- Course
- Critic review
- Dataset
- Employer Aggregate Rating
- Event**
- Fact Check
- FAQ
- How-to
- Job Posting
- Livestream
- Local Business Listing
- Logo
- Media
- Occupation
- Place action
- Product
- Q&A
- Recipe
- Review snippet
- Sitelinks searchbox
- Social profile
- Software App

Event

☆☆☆☆☆

Mark up your organized events so that users can discover events through Google Search results and other Google products like Google Maps. You can add all types of events through markup – from performances by famous artists, to a neighborhood salsa class. Adding markup to your events makes it easier for users to discover and attend your event.

If you only have a few events on your website, you can use the [Data Highlighter](#).

Contents

- Region and language availability
- Example
- Guidelines
 - Technical guidelines
 - Content guidelines
- Structured data type definitions
- Troubleshooting

concerts in chicago

Today Tomorrow This Week This Weekend

20 Pitchspoon Music Festival 2018
Fri, Jul 20 – Sun, Jul 22
Union Park - Chicago, IL

21 The Adventures of Kira and Morrison
Sat, 7 PM
Snickerpark Stadium

22 Painting Class in the Studio
Sun, 12 AM
Union Park - Chicago, IL

22 Sunday Feasts with Friends
Sunday

Search for events

21 The Adventures of Kira and Morrison
Sat, Jul 21, 7 PM EDT
in 2 days
Snickerpark Stadium
100 West Snickerpark Dr, Snickertown, PA

The Adventures of Kira and Morrison is coming to Snickertown in a can't miss performance.
[Ticketstake.com](#)

Information and Tickets

Ticketstake.com [TICKETS](#)

DealHub [TICKETS](#)

Groupstoen [TICKETS](#)

Snickerpark Stadium
100 West Snickerpark Dr, Snickertown, PA

The Adventures of Kira and Morrison is coming to Snickertown in a can't miss performance.
[Ticketstake.com](#)

Information and Tickets

Region and language availability

We are excited to bring the event search experience on Google to more regions around the world. The experience is currently available in the following regions and languages.

Search engine optimization still useful

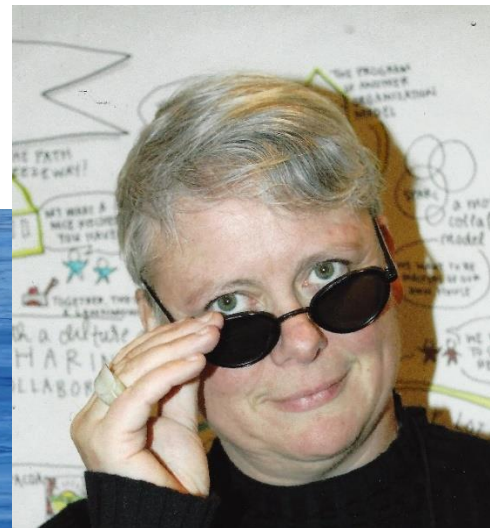


- URL
 - Use words not acronyms
- URL page names
 - Each service / product / experience on own page
 - Use relevant keywords
- Title tags
 - Appears on browser tab
 - Search engine, Facebook uses them as the header in search listings
- Code your content fully - structured data meta tags (schema.org)
- Image Alt tags
 - Use the “image ALT” text for keyword-rich descriptive text
- Description meta tag
 - This is a real summary sentence for a specific page
 - Search engines, and other sites, can use them in result displays
- Keywords meta tag
 - When a search engine cannot read your content, they may evaluate your keywords meta tag
- Fast load times
- SSL
- Sitemap and robot.txt
- <https://technicalseo.com>
- <https://search.google.com/search-console/about>

Making Tomorrow Better, Today



- Write your web content with all its uses - intended and automated - in mind!
- Consider what audiences need to know and what they want to know.
- Build your brand intentionally.
- Think digital presence, not merely website or Facebook page
- Make Google your friend
- Think mobile /small screens first
- Get help when you need it.



<https://DigitalArtsNation.ca>

Atlantic Presenters Association

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