MAKING TOMORROW BETTER

Taking Digital Action in the Performing Arts

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Module 1: Assessing your digital footprint

Arts Council of Ladysmith and District Ladysmith, BC

Created and presented by Inga Petri, Strategic Moves November 26, 2019 10 am to 12 noon



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.

We acknowledge that we are on territory of the Coast Salish Peoples, including the territories of the Snuneymuxw, Stz'uminus, Hul'qumi'num Treaty Group.

In Whitehorse, Yukon I am 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 between the 14 Yukon First Nations and the Governments of Canada and Yukon.







https://DigitalArtsNation.ca/ How-to tutorials Digital News Digital Playbook

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Atlantic Presenters Association



Introductions



- 1. Your name
- 2. Your involvement in arts and culture
- 3. What is one thing you like about being online?

How do you get from here to there?





Our work is simple











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

How does someone looking for your events locate them online?

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

Live demonstration of doing these searches on Google and seeing how new Google Events works



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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



Google Events





Instruction



Write down the things that

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

These are your action items





Step 1: On your mobile, 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?
- Encouraging them to go further?

Task 2: Improve your relationship with Google MAKING TOMORROW BETTER

Step 4: Go back to Google search box

Step 5: Type in the category your organization is a part of, e.g. theatre Vancouver, music venues Nanaimo, choir Victoria, gallery Vancouver Island, painters Ladysmith

Question:

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

Your Digital Assessment

What are you noticing about high and low scores?

Record scores

https://www.surveymonkey.com/r/MBT1_BC



Where do you focus?



Improve First Impression



TELL YOUR STORY

Making Tomorrow Better, Today



- 1. Write your web content with all its uses intended and automated in mind!
- 2. Consider what audiences need to know and what they want to know.
- 3. Think mobile /small screens first.
- 4. Build your brand intentionally (on the web: ease, simplicity, speed matter always).
- 5. Think digital presence overall and integrate various types of sites.
- 6. Make Google your friend.
- 7. Get help when you need it.

(Mostly) Traditional SEO

- URL (uniform resource locator) = web address
 - Use words not acronyms or numbers
- URL page names
 - Each service / product / experience on own page
 - Use relevant keywords
- Title tags
 - Appears on browser tab
 - Search engine uses them as the header in search listings
 - Facebook does, too
- 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
- Code content for discoverability structured data meta tags (schema.org)

Fast load times (no high res images, no autoplay videos) SSL (secure socket layer) Sitemap.xml and robot.txt

https://technicalseo.com https://search.google.com/search-console/about



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DigitalArtsNation.ca





LET'S STAY IN TOUCH

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