

MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

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Module 2: Building / re- building your website

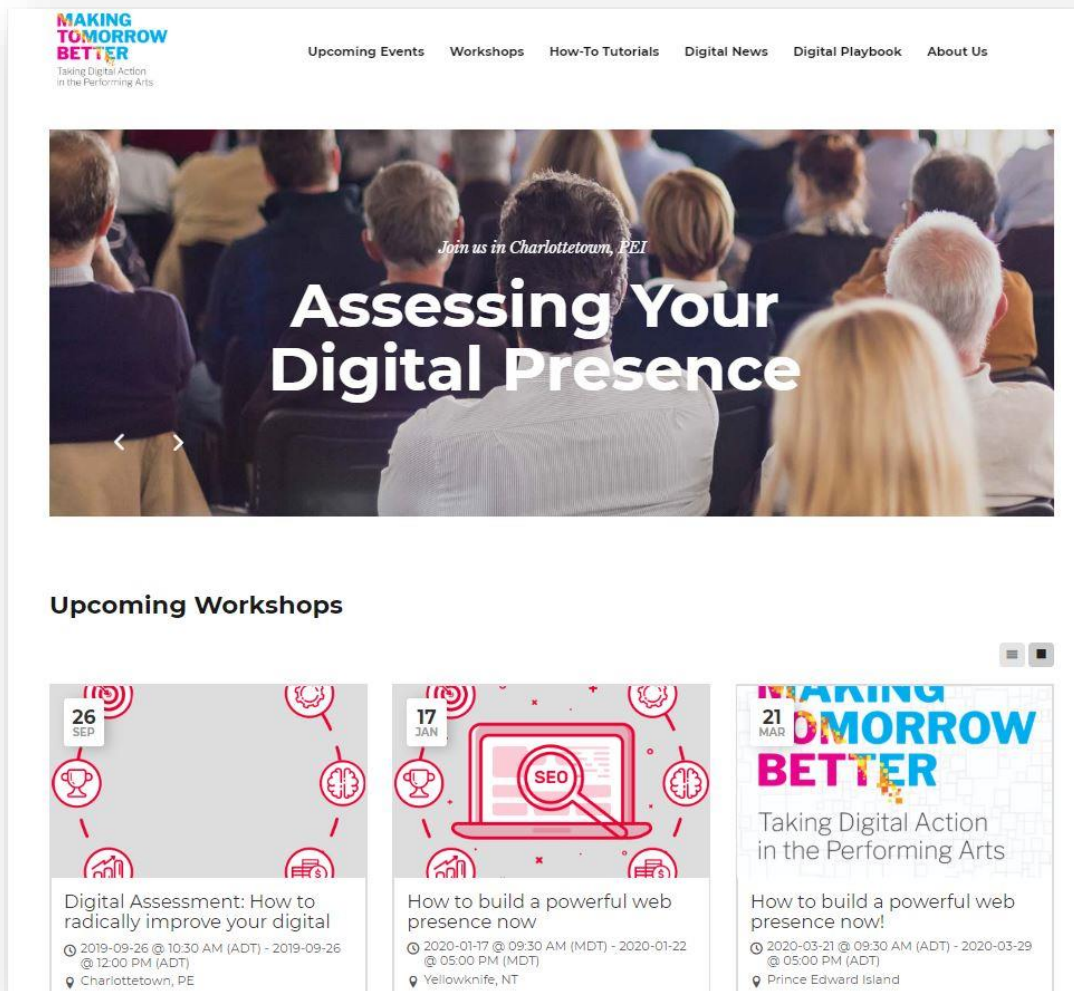
Arts Council of Ladysmith
and District
Ladysmith, BC

Created and presented by
Inga Petri, Strategic Moves
November 26, 2019
1 pm to 5 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.

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.



MAKING
TOMORROW
BETTER

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

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Canada Council
for the Arts

Conseil des arts
du Canada



Atlantic Presenters
Association

Introductions



1. Your name
2. Your interest in arts and culture
3. What is something you've been frustrated about when it comes to being online?



Groups of 3

What is a website and how does it work? Discuss!



What is a website?

Welcome: Brian Buckrell Art

About

Available Paintings

Sold Paintings - a selection

Gallery Representation

Purchasing Prints and Small Paintings

Upcoming Events Workshops

Location Photos

Brian's Blog

Brian's Facebook Page

Brian's Instagram Page

Contact Brian or be added to the mailing list

About



Brian retired from the University of Guelph (veterinary medicine) in 2001 and relocated from Ontario, with his wife Cathy, to Comox B.C., on Vancouver Island.

He began painting seriously in 2004 studying with acclaimed artists in Canada and the US. In 2007, he invested in full time study at the Jeffrey Watts Atelier in Encinitas California, drawing and painting from life. He continues to study with exceptional artists today.

Brian paints full time . His paintings are reflective of his love of the outdoors, agriculture and rural communities. The more he paints the more his work moves towards abstracted impressions of his subjects.

Brian has won numerous competitions and awards for both his studio and plein air paintings in BC. In 2016 in Ontario he was an invited participant in the 50th Anniversary Plein Air Competition at the McMichael Gallery in Kleinburg (home of the Group of Seven and Tom Thompson) , where his painting won first place.

Josee Duffhues
1,059 Tweets

Josee Duffhues
@Schjossie

Artist, painter, potter, theatre participant, community involved woman, enjoying life with my husband, also a potter

Ladysmith, BC · jovicpottery.com · Joined June 2009

62 Following · 47 Followers

Not followed by anyone you're following

Tweets · Tweets & replies · Media · Likes

Josee Duffhues @Schjossie · 7h
Stand for protection and preservation. #ProtectTheArctic

Stand.earth @standearth · Jul 31
Hey @BP_plc. You know what #NotBusinessAsUsual means? Not expanding into sacred places like the #Arctic Refuge. Will you pledge to #ProtectTheArctic and #StandWithTheGwichin? \$8P

#ProtectTheArctic

Photo Credit: Malcolm Scottroyd

Bev Petersen, artist
@bevpetersen11

Home · Posts · Reviews · Photos · About · Community

Bev Petersen, artist
August 1 at 3:38 PM

Like · Follow · Share · ...

Write a post...
Tag Friends · Check in · ...

Posts

Bev Petersen, artist
August 1 at 3:38 PM

Disney's The Little Mermaid
Sid Williams Theatre · Courtenay, BC

FRI, DEC 27
7:30 PM – 9:30 PM

SAT, DEC 28
7:30 PM

Interested

Like · Comment · Share · ...

ABOUT BEV PETERSEN, ARTIST

"Your images strike me time and time again. They ..."

I discovered the magic of creation as a child. It was how a shy little girl was able to express...

See More

Community

Invite your friends to like this Page

50 people like this

80 people follow this

About

Send Message

Artist

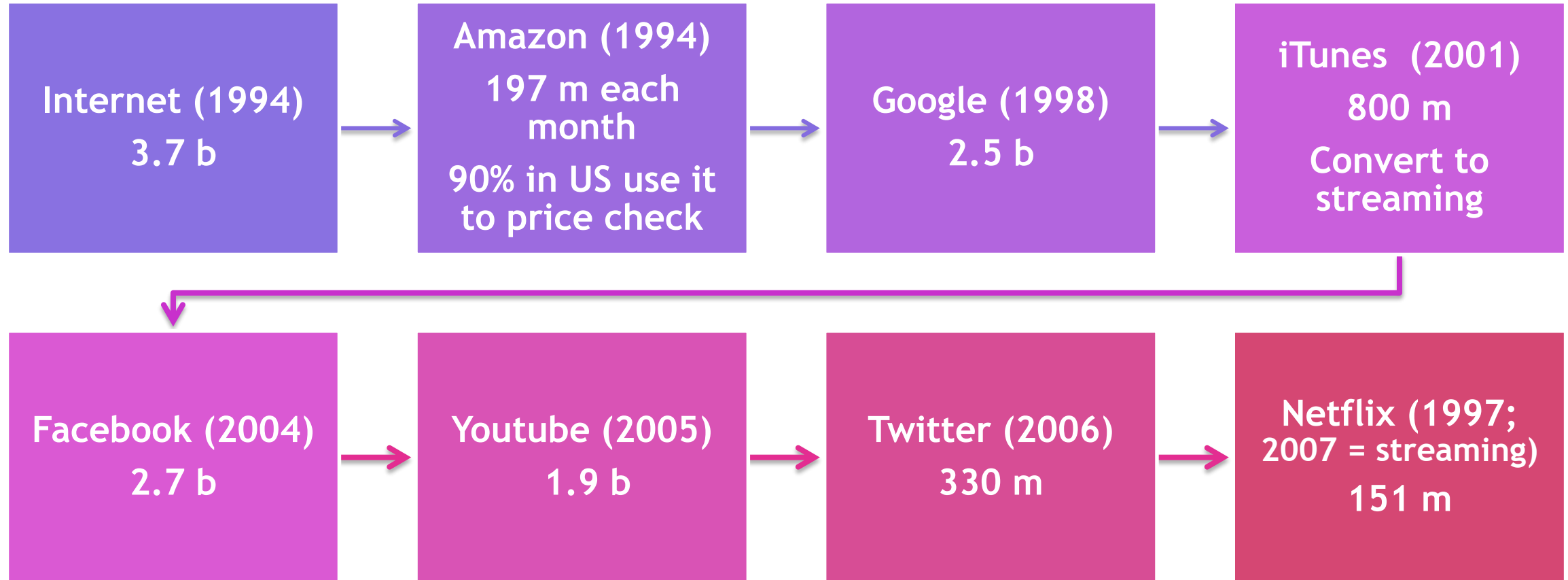
Suggest Edits

The opportunity

Canadians heaviest Internet users

- 96% (35 million) have Internet
 - Half use mobile devices to access web
 - 57% of 55+ do so
 - 87% made an online purchase
 - 46% made a purchase from mobile device
 - 20% have voice-activated assistant
- Main activities
 1. Email
 2. Banking
 3. Social media
 4. News
 5. Shopping

Internet has tremendous reach



Connecting purpose and audience

In groups of 3

- Write down what you want to accomplish with your website
- Share your purpose
- Discuss and refine - ask why is this important?
- Settle on one or two big goals



Define your audiences

Who is your target audience?

**What do
they
want?**



What do you want them to do?



- **Web 1.0 (1990-2000)** - Static websites connected by hyperlinks. Like printed brochures, websites were designed to be visually engaging while conveying information to visitors (Inbound marketing)
- **Web 2.0 (2000-2010)** - The internet becomes dynamic and interactive. Web users can access dynamic content, connect and interact with other people through social networks, blogs, web-based services like wikis. (Search)
- **Web 3.0 (2010-present)** - The Semantic Web. It creates a way for search engines and other machines to discern the meaning of data/ information. Powered by structured data standards, individual points of information are linked to create powerful knowledge. The Google Knowledge graph is a key innovation. (Discover)

Web 2.0 ways of doing things

Information Architecture/Navigation

User cases help understand tasks people want to accomplish and organize information for greatest ease of access, clarity and logical page flows to complete tasks

Usability

Apply user-centred design methods to build a site that behaves in predictable and reliable ways, makes it easy to complete tasks and is easy to understand and use for humans.

Old-style Web 2.0 Website Development

Graphic Design

Establishes the look and feel through graphic design elements, like fonts, colour palette, imagery and placement of elements to support usability while providing a visually compelling experience

Content

Web content is written for humans. It is easy to scan on the page, with keyword consideration, coding for search engine optimization.

How to build a great web 3.0 site

Major changes

- Mobile devices / small screens
- Video rules
- Voice-based virtual assistants (Siri, Alexa)
- Structured data powers the semantic web
- Google provides answers
- Being seen as authoritative, trusted content provider is critical

Meaning making



How machines
read



How humans
read



Today's way: Web 3.0 – semantic web

On the web

- Web site
- Drive traffic to site
- Social media
- Closed system
- Google gives ranked website listings

In the web

- Database
- Discoverability of content
- Common metadata standard
- Open, linked data
- Google gives answers

Data about data = meta data

- Semantic = Meaning of a word, phrase, text
- Semantic web = machine-readable data
- Meta data standards (for search it's schema.org)
- Many directories - ISNI, Wikidata, Wikimedia, VIAF - National Libraries, specialized directories (MusicBrainz, SongKick)

Consider these building blocks



Content
Management
Systems

Google tools

Databases
(wikidata,
wikimedia)

SSL
encryption

Speakable
by virtual
assistants

Social
network
integration

Search engine optimization (SEO) and marketing
(SEM)

Machine-
readable
structured
data

Mobile
web

Know your audience

Writing

Explore existing pages

Writing your web site **for people**

- Authentic voice
- Start with 8 to 12 important keywords
 - Balance: interesting read that flows well with consistent keywords
 - Second tier keywords important in body text, because first tier keywords dominant in structure
- Make the page easily scan-able
 - Headers and short paragraphs
 - Editorial use of images, video
 - Minimize on 'features' in body text, like colour, bold, underline, italics; they make reading harder
- Your content includes text for page urls and tags
 - What is your page about in 3 to 5 words = Specify the title tag <title>
 - Important keywords on the page (8 to 12 most used words, words used in headings and body text) = <keyword> tag
 - One sentence summary (10 to 15 words) = <description> tag
 - Describe what is in your supplied images = <image ALT> tag

SPEAK your content like Alexa, Siri, Google assistant




Social Utilities


Connect with us

Find us on

Subscribe to our newsletter

Get special offers and the latest news

 **Subscribe**

Up North Adventures

YUKON'S YEAR ROUND
ADVENTURE TRAVEL OUTFITTER

**UP NORTH
Adventures**

Up North Adventures
Outdoor Equipment Store · Tours & Sightseeing

Like Follow Message

Timeline About Welcome Reviews More

PEOPLE

★★★★★
2,070 likes
105 visits

Mary Ellen Read and Patti Balsillie like this.

Invite your friends to like this Page

ABOUT

103 Strickland Street
Whitehorse, Yukon Territory
(867) 667-7035

Post Photo / Video

Write something on this Page...

Up North Adventures
April 2 at 2:36pm · 🌐

HAPPY EASTER EVERYONE!
We're open until 6:00 pm tonight if you need any last minute items... (it's also the final day of our Spring Sale-a-bration!) and then we're CLOSED from Friday April 3rd until Monday April 6th inclusive. Wishing you ALL a great holiday weekend. Play SAFE and have FUN!

MY BUTT HURTS
WHAT?

1 Chat (18)

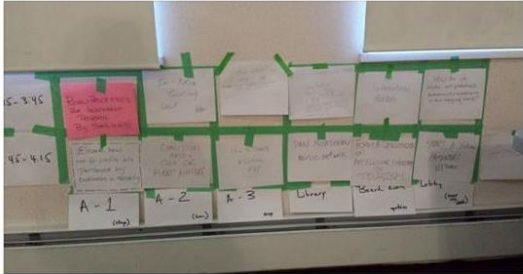
(include image on page for FB) Amplify our message

Leadership matters: Reflecting on the Yukon Arts Summit

On your own Timeline

Say something about this...



Leadership matters: Reflecting on the Yukon Arts Summit | Strategic Moves

Leadership matters: Reflecting on the Yukon Arts Summit Leave a reply My mind keeps returning to the Yukon Arts Presenters Summit. I had the rare benefit of debriefing with Michele Emslie, Summit organizer and Community Programming Director at the Yukon Arts Centre, over a few days and assisting in...

WWW.STRATEGICMOVES.CA

Friends Cancel Share Link

Share a link with your followers

Adäka Cultural Festival <http://travel yukon.com/ad%C3%A4ka-cultural-festival-event#VSGwzMXyDt0.twitter>

94 Tweet

(Mostly) Traditional SEO – machine-readable



- 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>

Demonstration of WordPress site

- Digitalartsnation.ca
 - front-end and back-end
 - Templates
 - Styles
 - Structured data
 - Yoast plug-in

Usability testing

- Iterate in design and production stages
 - Identify user groups
 - 4 to 6 people per distinct user group
- Consider task-based scenarios - always start with a blank screen or start them on Google screen
 - Can they complete them with ease and certainty
 - What are difficulties they encounter
- Testing with people
 - On functionality - “if you could do this, would you?”
 - On wire frames
 - Usability of prototype
- Testing technology
 - Load times
 - Coding (w3c), meta-data tags

Website Brief

Atlantic Presenters Association

STATEMENT OF WORK

PURPOSE

Redevelopment of Atlantic Presenters Association (APA) web site presence, located at atlanticpresenters.ca and contacteast.ca to meet the contemporary B2B web users expectations.

Our new site must be fully optimized for Google search and use structured data standards (Schema.org) to describe our content.

OBJECTIVES

1. Consolidate the current two websites into one, housed at atlanticpresenters.ca
2. Develop the new site using a WordPress CMS.
3. Develop the site with the latest search engine optimization considerations in mind, with the relevant and appropriate plug [ins](#) for SEO, structuring event, news article and membership information.
4. Must be mobile friendly in navigation, graphic design, content and function
5. Consider and provide advice on any near-future (within 2 years) linked, open data approaches we can leverage for the site today.

ABOUT ATLANTIC PRESENTERS ASSOCIATION

The Atlantic Presenters Association (APA) is the regional arts presenter's organization for Newfoundland and Labrador, Prince Edward Island, Nova Scotia and New Brunswick. We are a leader in the presentation of the performing arts and promote the development of performing arts touring in the Atlantic Canadian region. Our mission is to enable our members to enhance, promote, and facilitate diverse, quality live performances, and to provide an exchange of best practices and ideas. In so doing, the lives of Atlantic Canadians are enriched because of the strong, vital presenters providing live performance experiences.

We organize two conferences annually (Contact East Showcase conference and [Shochoyos](#) for festival), in addition to professional development workshops and a spring retreat for members.

SCOPE

Several major developments have changed how the web works and APA requires a web presence that places it at the leading edge again of these changes:

- The rise of mobile devices and tablets used to access web content, which has resulted in a preference for touch-controlled, scrolling sites and shorter, more concise writing for small screens

- Emergence of structured data standards power the emergence of the semantic web and Google now provides answers instead of merely search results linking to websites; without ever sending web users to the originating website
- Voice-based virtual assistants (Siri, Alexa) are changing how users interact with the web, and require new ways of preparing the written content of websites.
- In an era of fake news and IT security breaches, being seen as an authoritative, trusted and secure content provider is critical.
- Integrating with social media networks is key to building a seamless web presence

APA does not have any significant consumer facing needs, but we must provide a contemporary web experience that reflects our leadership position in our field in Canada. APA has a history of embracing leading technologies to enable the business of presenting; however our website has not kept up in recent years due.

We consider our web presence to span all of these properties.



REQUIREMENTS

- We need contemporary semantically structured web presence that project team members (not developers) can update on the fly.
- Must use the off-the-shelf CMS, like WordPress. We request that the supplier recommends a template that suits this project's aims.
- Must have structured data so that our events, news and member information will surface in Google searches
 - See <https://developers.google.com/search/docs/data-types/how-to>
 - There are several plug ins for SEO and structured data applications using schema.org

- The site will employ traditional SEO to ensure it can be searched and found, as such web page [urls](#), title tags and description tags have to be implemented to be keyword-rich and specific.
- Each event or activity requires its own page for best SEO impact
- Must use SSL encryption or better security for the entire site.
- For larger events we use [Ticketpro](#) to handle registration and payments, so there is no e-commerce component to this site.
- Accessibility by people with various disabilities – what are any additional standards we can follow to ensure greatest accessibility? Any advice appreciated!
- Use Google Analytics for traffic and behaviour analysis as this is critical for reporting.

Additional considerations

- How do we best deal with [speakable](#) texts used by Siri, Alexa and other voice-based virtual assistants?
- Note: there will be no password protected members area anymore. Instead the gated resources will be published on the public site.

DEVELOPMENT PROCESS

We seek a supplier that can identify the best WordPress template for our needs and complete the initial WordPress implementation for us within 2 weeks of award of the contract. The template largely sets the visual parameters of WordPress sites. Nonetheless, we require the contractor to supply graphic design advice (imagery, font choices) and ensure that the visuals and content used are effective in positioning APA as a savvy leader while providing important information to our current and potential members.

We also seek advice on the final sitemap of our site to aid us in ensuring the most effective information architecture.

(Note: some templates come with numerous pre-designed template pages. To aid in maintaining our focus, please deliver the initial implementation as a clean slate, i.e. without any unnecessary sample pages)

All APA staff will be trained on the use of the WordPress backend as each has a role in updating the site.

APA staff, with the support of the contractor, will implement the new content including writing web [urls](#), title tags and other SEO [plugins](#) data.

PRELIMINARY SITE MAP

The following site map offers a preliminary structure to feature our most important content. It is not necessarily complete at this stage of the process.

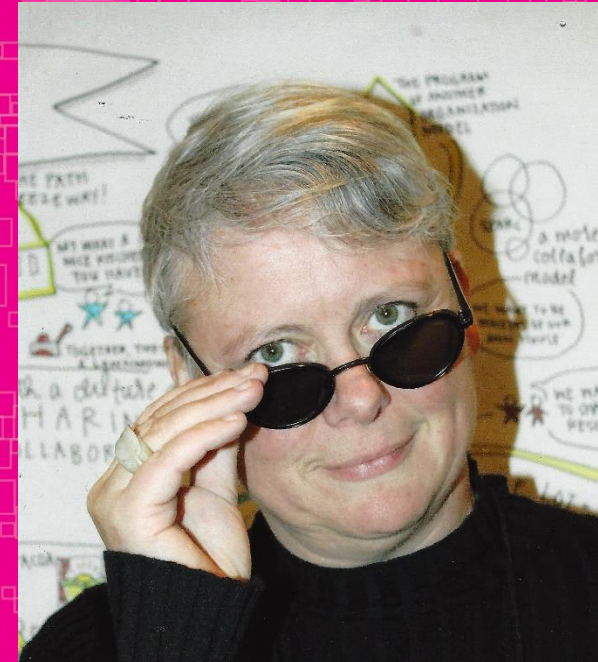
A few tools

- Google Developer
- Google Search Console
- Google Analytics
- Google Adwords (keyword tools)
- <http://www.browseo.net/>
- <https://technicalseo.com/>
- <http://www.webseoanalytics.com/free/seo-tools/page-analyzer-keyword-density-tool.php>
- <http://validator.w3.org>
- <https://ahrefs.com/>
- <https://moz.com/>

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