MAKING TORROW BETTER Taking Digital Action

in the Performing Arts

License: Creative Commons CC-BY SA 4.0

Your website Your metadata

Hosted by: Caitlin Troughton, Culture Creates

Presented by: Tammy Lee, Culture Creates

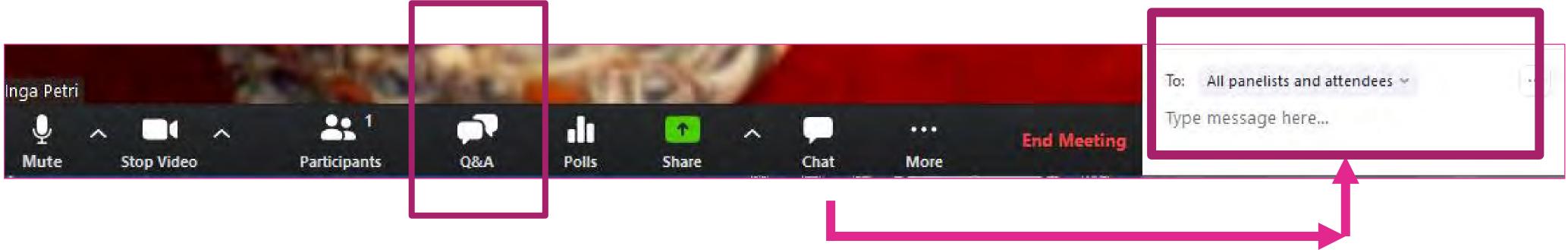




We acknowledge that we are presenting to you, from the traditional territories of the St. Lawrence Iroquoians, the Mohawk, the Huran-Wendat and the Haudenosaunee.

How a zoom webinar works

Q & A for presenter/panel



We're also <u>recording</u> the webinar for your reference.



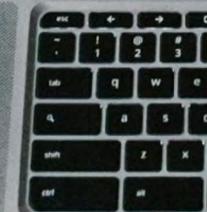
Open chat to chat with all



Little to no machine readable metadata available.







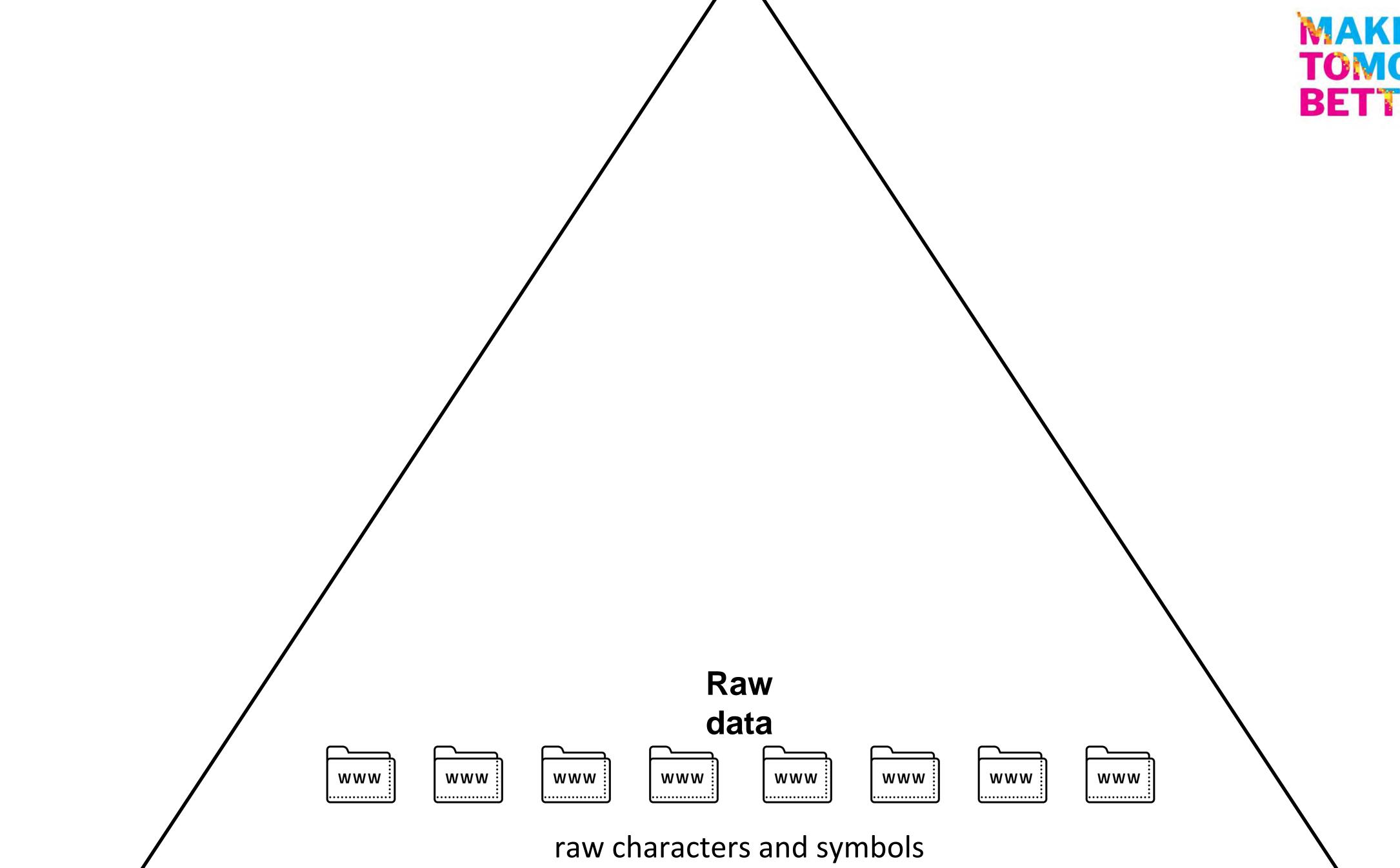
The Web has changed





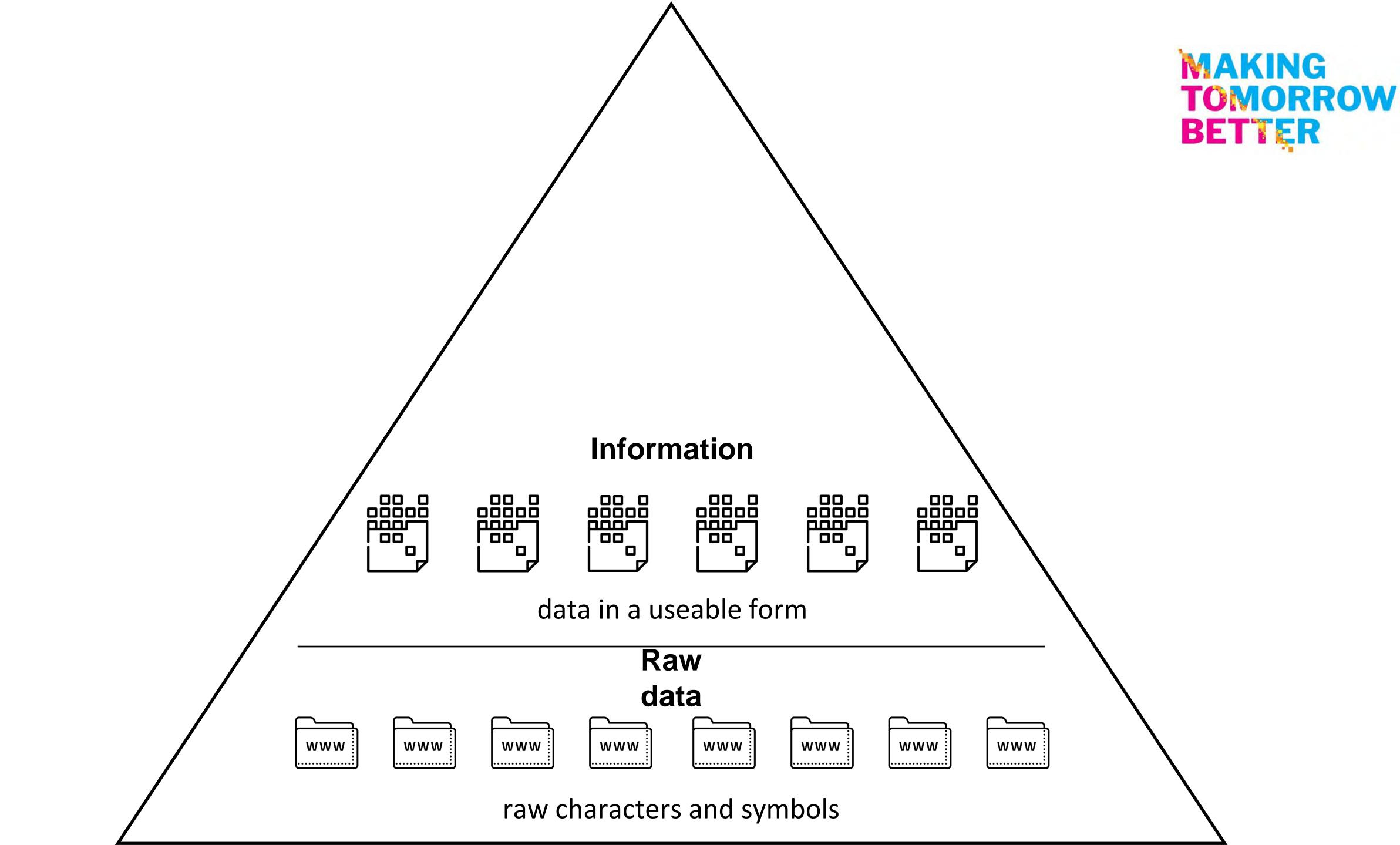




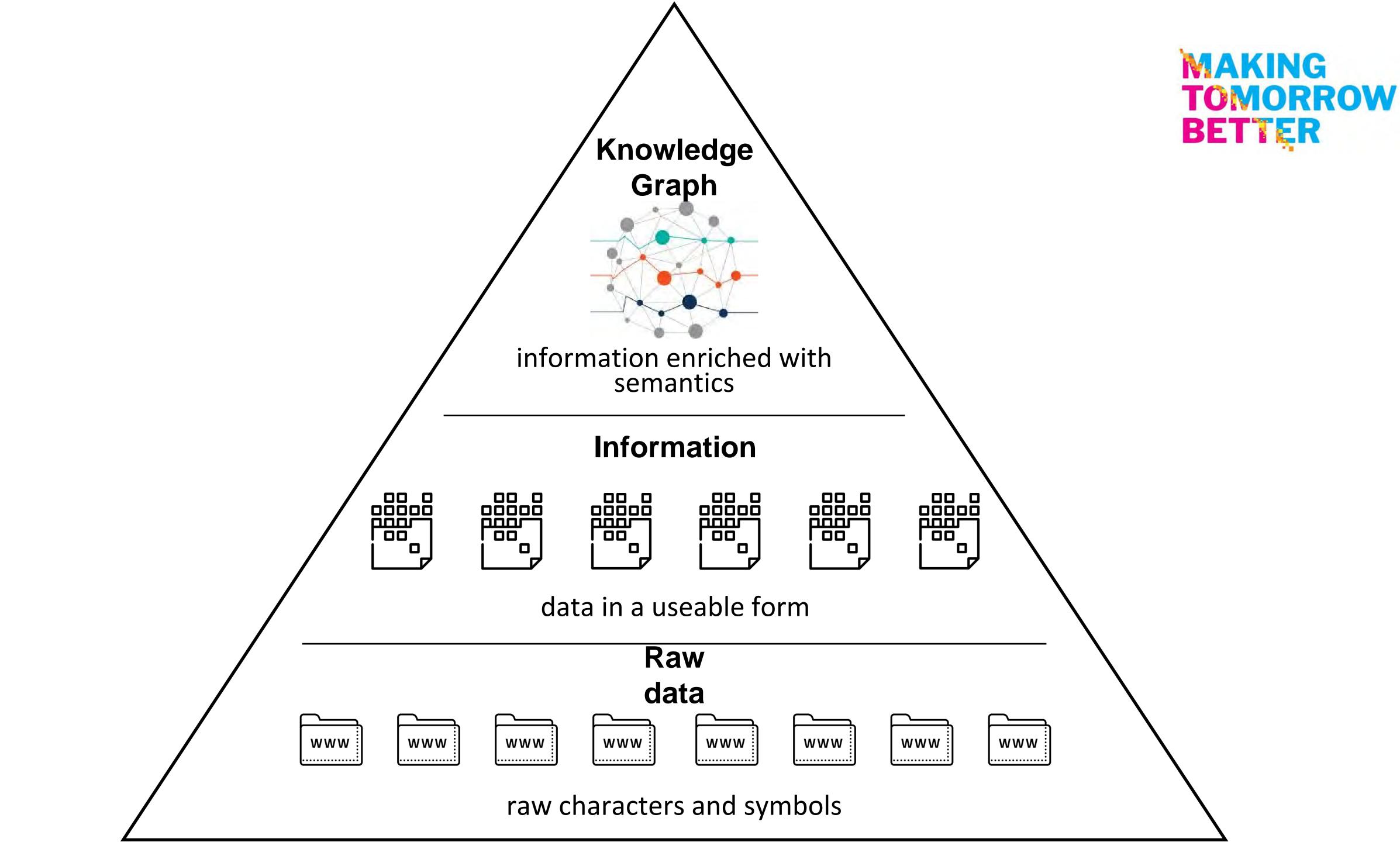




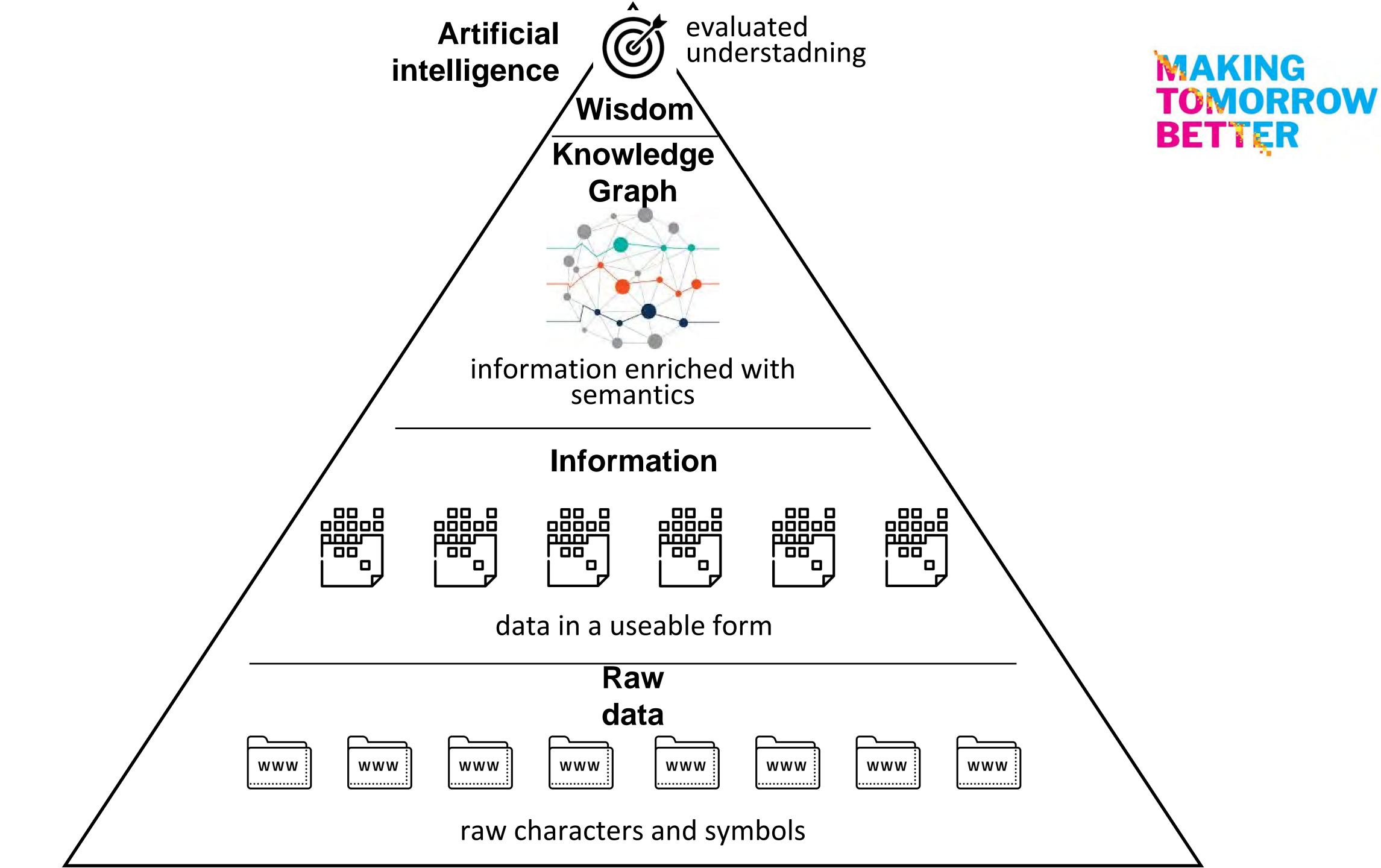




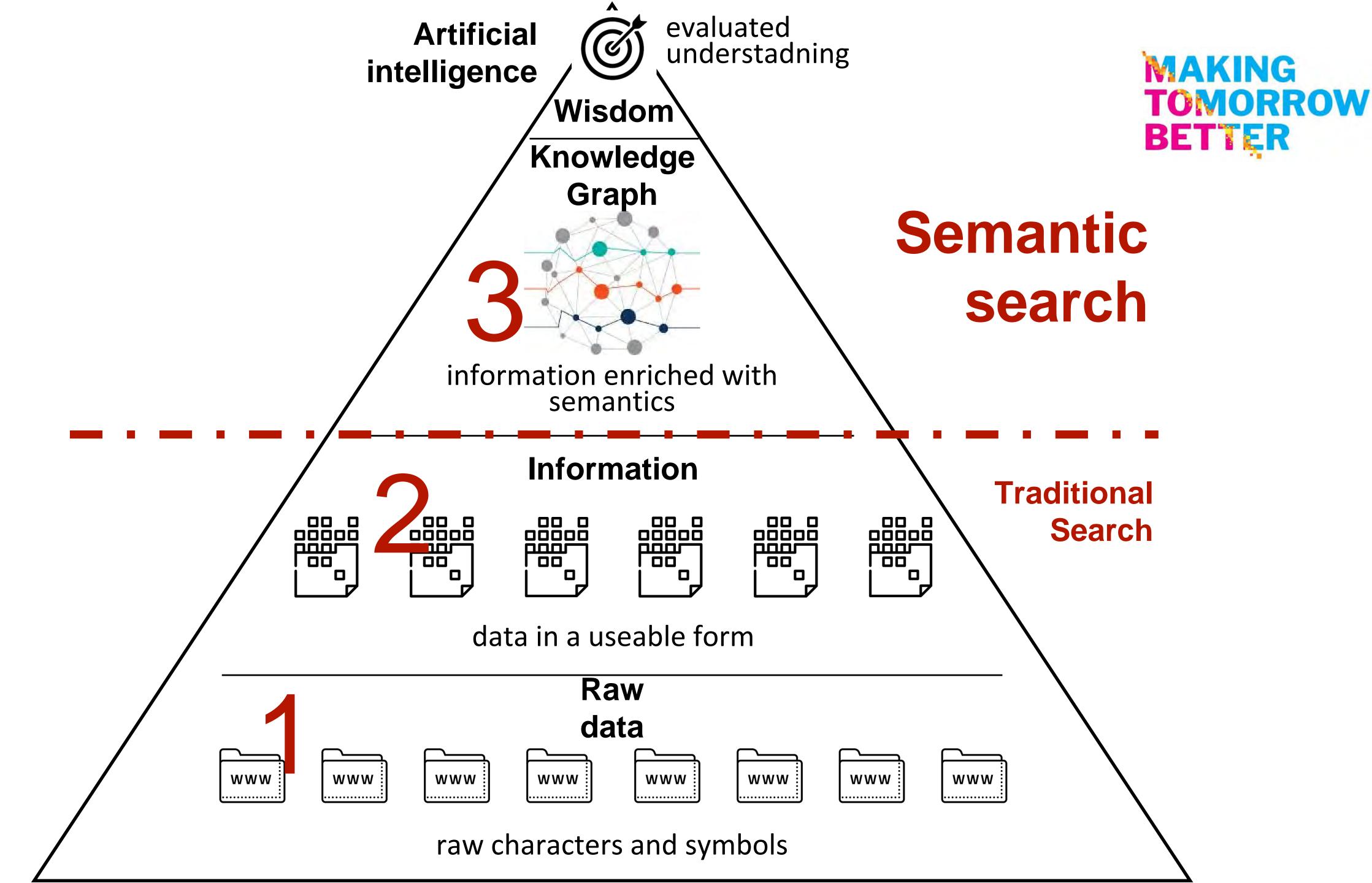














ASK SIRI. She knows next to nothing about the performing arts.

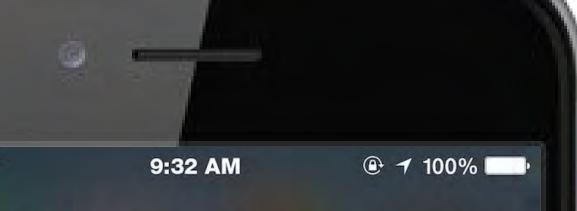
-100 AT&T 穼











"What movies are playing" tap to edit

I found several movies playing today:

Adult Beginners 3:30 <u></u>
100% R



Ex Machina 1:45 ... **6 95%** R



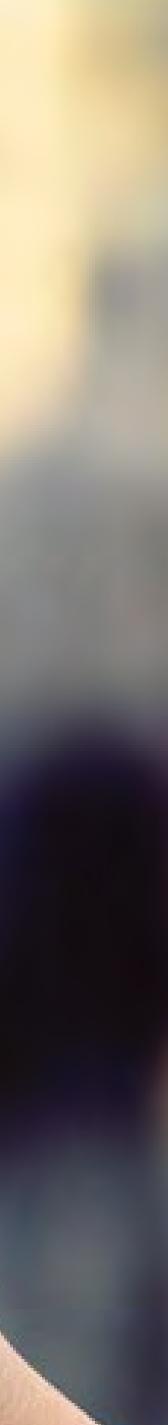
The Water Diviner 12:40 ... <u></u>79% R

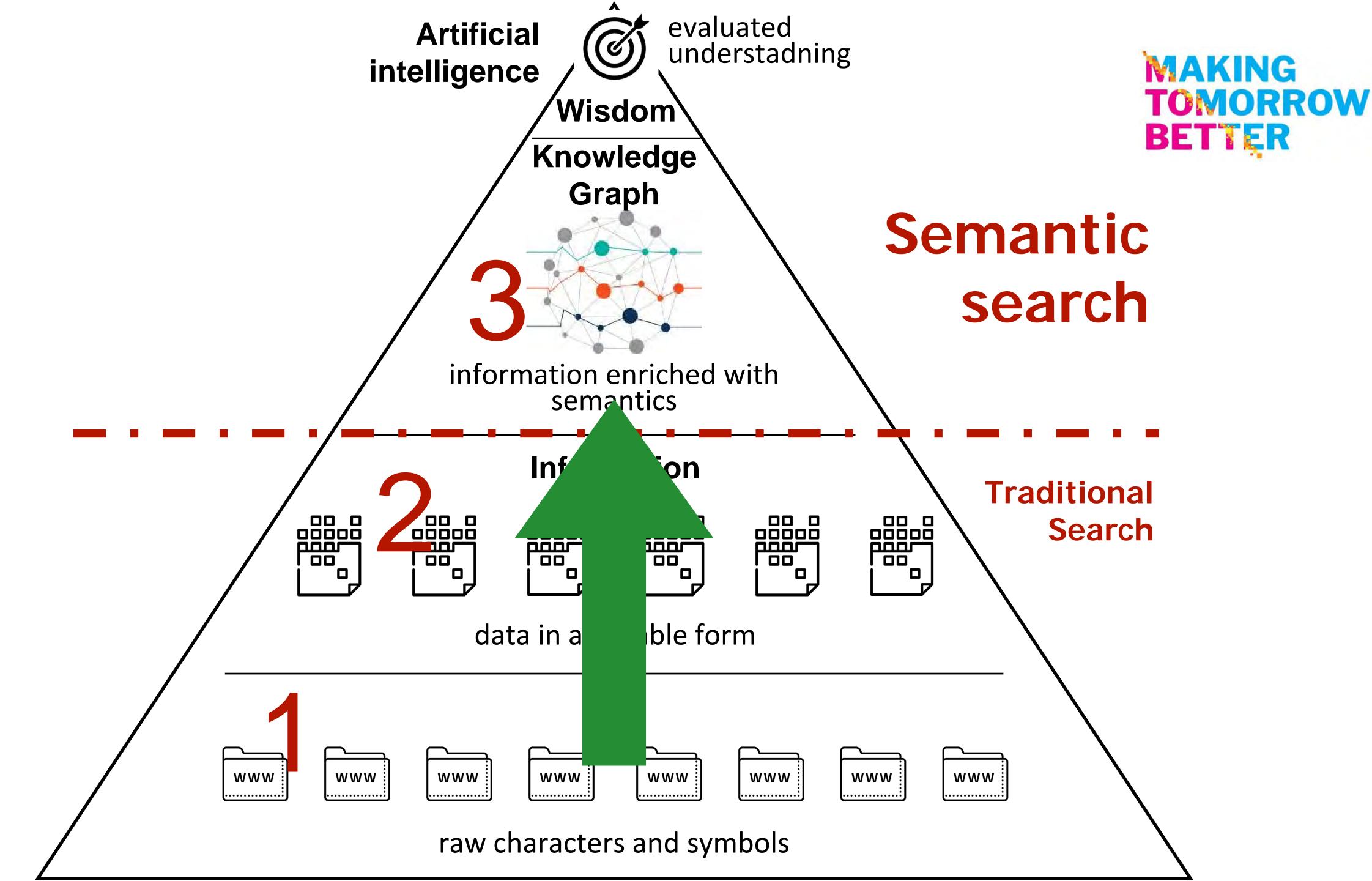














Search engine results are now one of the biggest drivers of customer awareness for any business.



What do search engines look for?

Search engines crawl the web looking for relevant and reputable results.

Google Search



h I'm Feeding Lung

Structured data

A vocabulary used to provide information about a webpage.



#1 Drive Business Results

35% more impressions26% more clicks20% higher click through rate

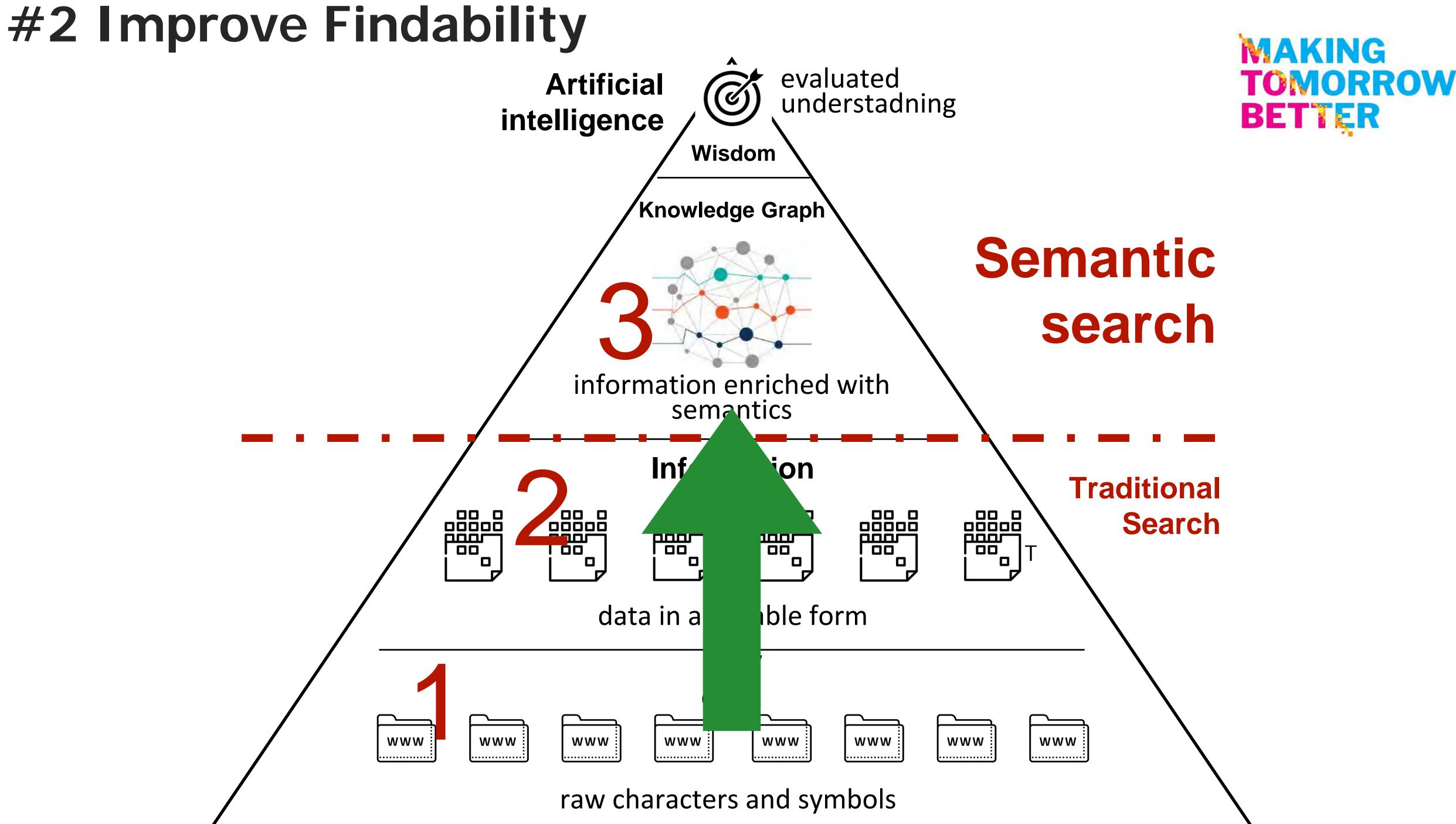
150% more time on rich pages3.6X more interactive

9 positions higher rank in search Higher revenue



Case studies:

- 20% YoY organic traffic
- 20x faster to implement
- 36.2% more revenue





#3 Rich results help you stand out

How to cook the perfect pizza | Food | The Guardian https://www.theguardian.com > lifeandstyle > wordofmouth > sep > how-to... • Sep 8, 2011 - The dough is tacky and difficult to handle, but the finished result is good: ... I find these make the dough too soft to work with however: pizza ...



Recipes



Homemade Pizza

Simply Recipes Food

4.7 ***** (190) 2 hrs. 30 min. Italian sausage, pesto, feta cheese, bell peppers, tomato



Homemade Pizza

Taste of Home

4.7 ***** (27) 50 min.

Ground beef, tomato sauce, mozzarella cheese, green



Mike's Homemade Pizza Allrecipes 4.5 * * * * * (131) 1 hr. 30 min.

Sauce, tomato paste, red pepper flakes, dough, chili

Show more

Homemade Pizza Recipe | SimplyRecipes.com

V

https://www.simplyrecipes.com > recipes > homemade_pizza -



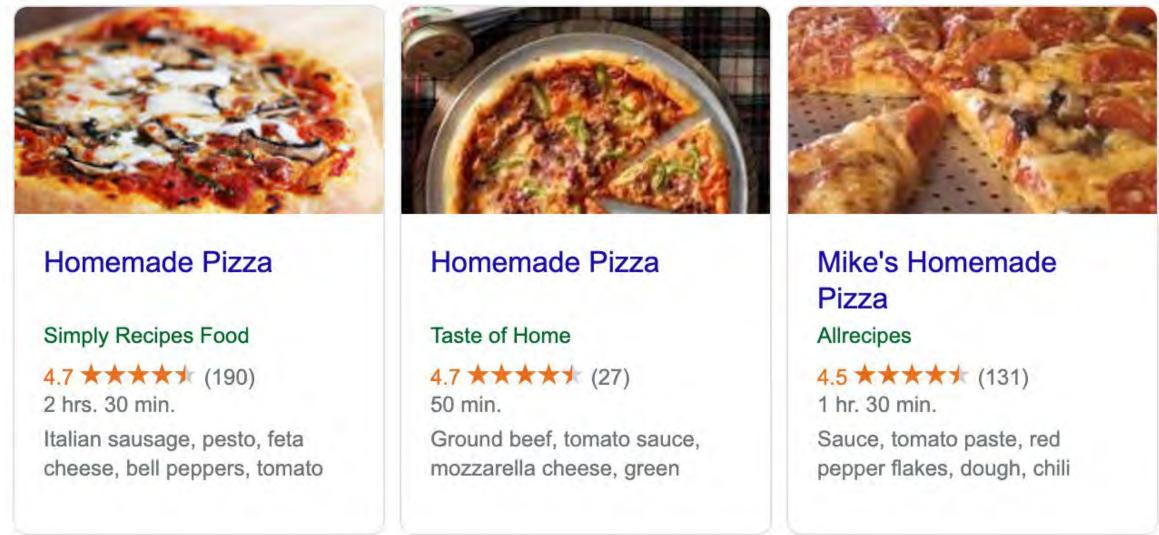
********** Rating: 4.7 - 190 reviews - 2 hrs. 30 min. Ingredients. 1 1/2 cups (355 ml) warm water (105°F-115°F) 1 package (2 1/4 teaspoons) of active dry yeast. 3 3/4 cups (490 g) bread flour. 2 tablespoons extra virgin olive oil (omit if cooking pizza in a wood-fired pizza oven) 2 teaspoons salt. 1 teaspoon sugar.

How to Grill Pizza · Skillet Tortilla Pizza · Easy No-Knead Pizza Dough



#4 Greater Brand Control

Recipes



Show more

Homemade Pizza Recipe | SimplyRecipes.com

V

https://www.simplyrecipes.com > recipes > homemade_pizza -



★★★★★ Rating: 4.7 - 190 reviews - 2 hrs. 30 min. Ingredients. 1 1/2 cups (355 ml) warm water (105°F-115°F) 1 package (2 1/4 teaspoons) of active dry yeast. 3 3/4 cups (490 g) bread flour. 2 tablespoons extra virgin olive oil (omit if cooking pizza in a wood-fired pizza oven) 2 teaspoons salt. 1 teaspoon sugar.

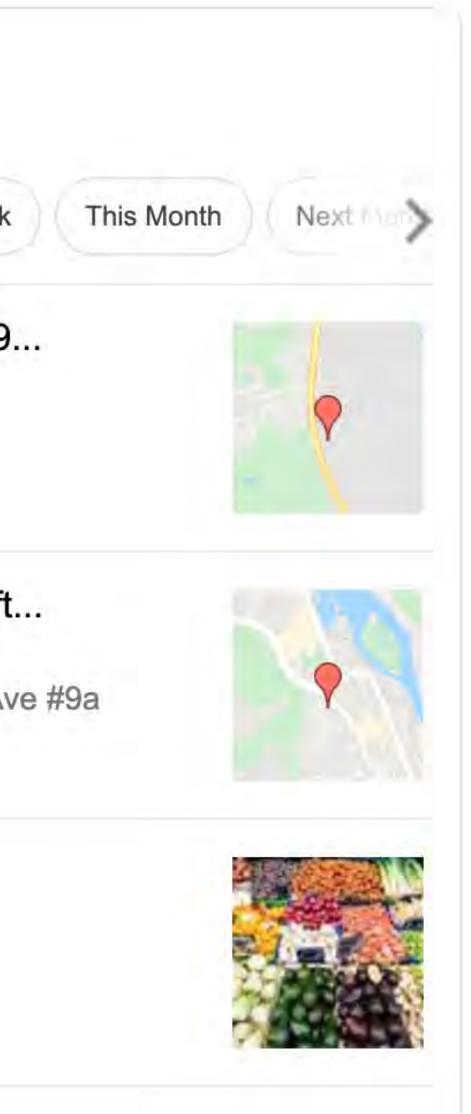
How to Grill Pizza · Skillet Tortilla Pizza · Easy No-Knead Pizza Dough



#5 Promote your event

O Rec	S commended for you	Learn more		
Today	Tomorrow	This Week	This Weekend	Next Week
11 JAN.	Sat., 12:00 p.m	. – 4:00 p.m. Interpretive C	rdough Rendez entre, Alaska Hwy	
9 JAN.	Thu., 12:00 p.m	n. /hitehorse Com	e Yukon Comm	
11 JAN.	Vegan 101 – Sat., 6:00 p.m. Well Bread Culi Whitehorse, YT	– 9:00 p.m. inary Centre In	aking nc., 6209 6th Ave	





#6 Influence the Google Knowledge Panel

Klondike Institute of Art and Culture

https://kiac.ca v

The Klondike Institute of Art & Culture is located in Dawson City, Yukon, Canada and operates an art gallery, artist in residence programs, performances, a film ... You've visited this page 2 times. Last visit: 24/10/19

Events

Calendar at a Glance. Upcoming Events. Fri 03. Film Screening ...

Contact

Contact. KIAC Odd Fellows Hall -Dënäkär Zho (Mixed Colours ...

Artist in Residence

Our Artist in Residence Program aims to present an inspirational ...

More results from kiac.ca »

Staff

Tara grew up in Toronto and received her BFA from Emily ...

Job Opportunities

Home > About > Job Opportunities. Job Opportunities. Workshop ...

Performing Arts

KIAC's performing arts series is supported by the Canadian Arts ...

Klondike Institute of Art & Culture (KIAC) - Home | Facebook https://www.facebook.com > kiactweets -

To connect with Klondike Institute of Art & Culture (KIAC), log in or create an account. ... Dawson City, YT, Canada. ... 902 Second Avenue; (Mail: Box 8000), Dawson City Y0B 1G0.

Klondike Institute of Art & Culture (KIAC) - Posts | Facebook

https://www.facebook.com > kiactweets > posts -

Klondike Institute of Art & Culture (KIAC), Dawson City, YT. 2.8K likes. At the edge of the arctic circle, KIAC is: ODD Gallery contemporary art; Film ...

Klondike Institute of Art and Culture (KIAC) | Dawson City Yukon https://dawsoncity.ca > attraction > klondike-institute-art-culture-kiac -

Oct 31, 2014 - The Klondike Institute for Arts and Culture (KIAC) is a community-based arts centre offering a rotating schedule of workshops, screenings, ...

KIAC Art & Craft Fair | Dawson City Yukon

https://dawsoncity.ca > event > kiac-art-and-craft -

Nov 24, 2018 - Start shopping early with the KIAC Christmas Art & Craft Fair! Shop local for interest and a final affect the second A rider match, of hands and



Klondike Institute of Art and Culture

Website

Save

4.9 ***** 11 Google reviews

Directions

Art center in Dawson City

Address: 902 Second Ave, Dawson City, YT Y0B 1G0

Hours: Closed · Opens 9 a.m. Tue. *

Phone: (867) 993-5005

Suggest an edit

Events

Mon., Jan. 6 3-Day Digital Literacy & Marketing Worksho... 10:00 a.m. Drop-In Handbuilding Pottery Tue., Jan. 7 10:00 a.m. Thu., Jan. 9 DIY Loom Weaving w/ Audrey Levesque 10:00 a.m. View 25+ more Know this place? Answer quick questions

Questions & answers

Be the first to ask a question

Ask a question

MAKING TOMORROW BETTER



#7 Optimize for Voice Search

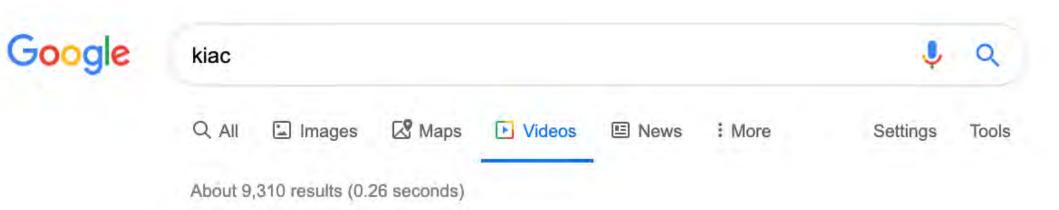




#8 Be Discovered on all Surfaces



#9 Videos played right from search



Brigitte & Ryan Live at the KIAC Ballroom - KLONDIKE ...

https://kiac.ca > Events



Sep 22, 2017 - Uploaded by Ryan McNally Brigitte & Ryan play Old Time and Country Blues. They juggle an array of instruments including fiddle, banjo ...

Petunia Live at the KIAC Ballroom - KLONDIKE INSTITUTE ...

https://kiac.ca > Events



Jun 13, 2019 - Uploaded by Petunia AndTheVipers Petunia is more than just an entertainer, he's a modern musical enigma. Imagine that David Lynch and Nick ...

Jennifer Castle at the KIAC Ballroom – KLONDIKE INSTITUTE ... https://kiac.ca > blog



Sep 13, 2018 - Uploaded by Paradise of Bachelors Thurs, Sept 13 at the **KIAC** Ballroom Doors open – 7:30 / show time – 8:00 tickets available at **KIAC**. The ...

Steve Gunn at the KIAC Ballroom - KLONDIKE INSTITUTE OF ...

https://kiac.ca > blog



Jun 12, 2018 - Uploaded by Matador Records Steve Gunn at the KIAC Ballroom. Tues, June 12. Doors open – 7:30 / Showtime – 8:00 \$18 KIAC members / \$20 ...

Film Screening, All the Time in the World - KLONDIKE ...

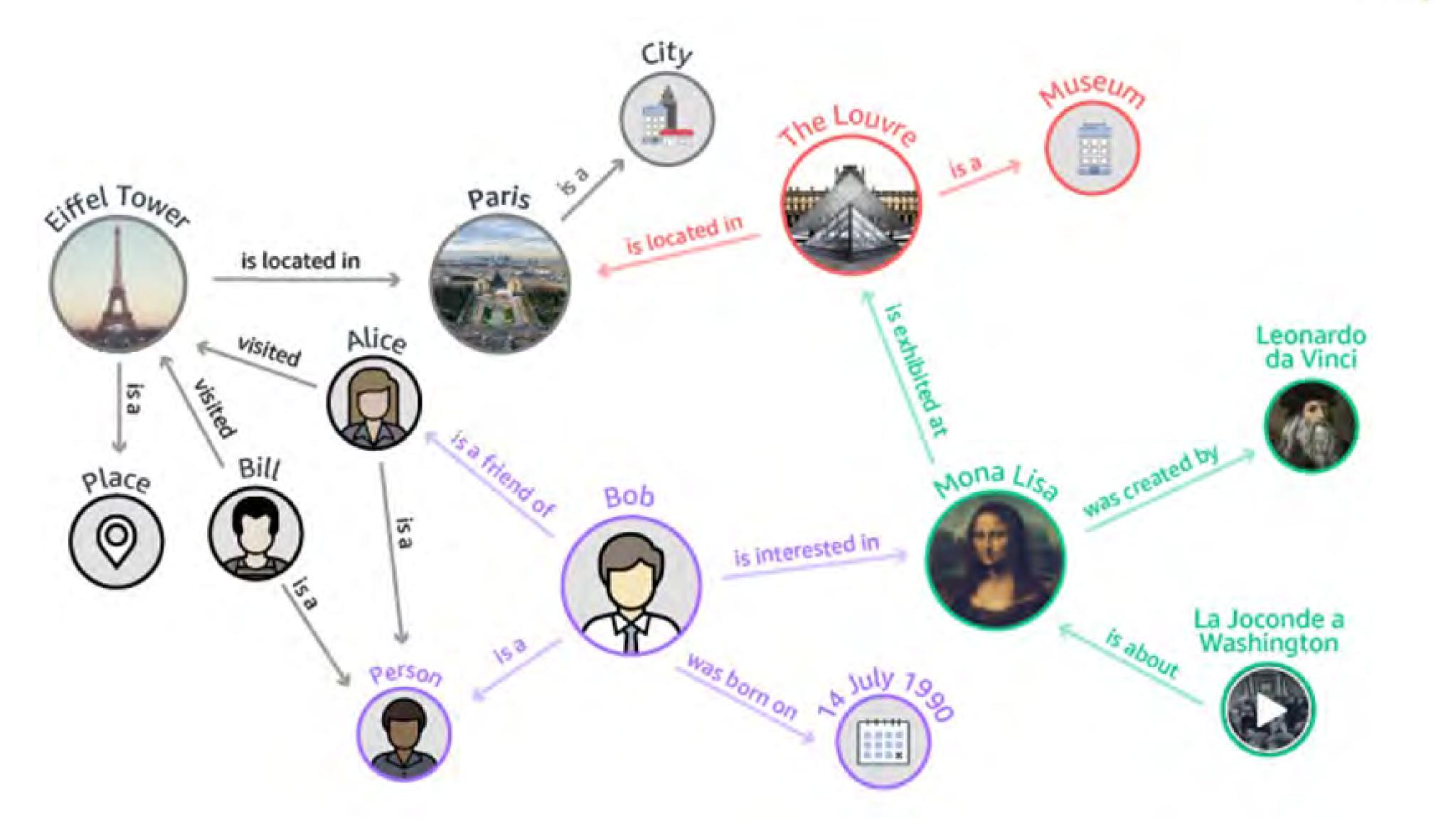
https://kiac.ca > Events



ALL THE TIME IN THE WORLD. Dir: Suzanne Crocker, Yukon, Documentary, 87 minutes. 7pm, KIAC ...



#10 Build a Knowledge Graph









Recap of the Benefits

- #1 Drive Business Results
- #2 Improve Findability
- #3 Rich results help you stand out
- #4 Greater Brand Control
- #5 Promote Your Event
- #6 Influence the Google Knowledge Panel
- #7 Optimize for Voice Search
- #8 Be Discovered on All Surfaces
- #9 Videos Played Right From Search

#10 Build a Knowledge Graph











Now you !

The Real Property in

Metadata

Show Me the Number strend limitation wood interprint in St.

directly in disperse. Monoral Station is the inthe sir part important

NAME ADDRESS OF TAXABLE PARTY. other limit. It and preventy startings sense along the property and of and these pro-

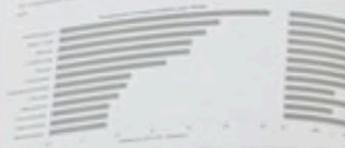
but we deal to be an about 2 place in all I I A that then be manufacture a name of strends done-induced induced of ing last his separation at author supplying to be bally builded and that is name and practic but may an pr and another test and it produces when of all provide (in concentration of the second seco name that makes remarked by pressure particular the other state and property in which

Construction of

or list the March Strength Tax Date strong process; of planeters insufaces post-station information proping count nia arrait analignative paint

Summary

a provide the second statement of the	
and a second	
	1100
state of the local distance of the state of the local distance of the	
and all some in success that pro-	
and the second property in the second party of	
10 Party and an and a state of the second stat	
and the second se	
salari and share and share share	
and the second s	
	389
	278
State states	
	1000
the second	
	28.5
and the second se	
And the D and taken and the D and th	
and the 2 de la construction de la construcción de la construcción de la construcción de la construcción de la la construcción de la constru- la construcción de la construcción de la construcción de la construcción de la constru- la construcción de la construcción de la construcción de la construcción de la constru- de la construcción de la construcción de la construcción de la constru- de la construcción de la construcción de la construcción de la constru- de la construcción de la construcción de la construcción de la constru- de la construcción de la construcción de la construcción de la constru- de la construcción de la construcción de la construcción de la constru- de la construcción de la construcción de la construcción de la constru- de la construcción de la construcción de la construcción de la constru- de la construcción de la construcción de la construcción de la constru- de la construcción de la construcción de la construcción de la construcción de la constru- de la construcción de	
and the second of the second s	
Contraction of the second state of the seco	
and Party of the second s	
or provide the second s	
name Transformer and Annual Annual Street Provider Street Prov	
a constant of the second of th	and the second se
	ranji -
A COMPANY PROPERTY AND A DESCRIPTION OF	
A REAL PROPERTY AND A REAL PROPERTY A REAL PROPERTY A REAL PROPERT	
I COMPANY IN CONTRACTOR IN CONTRACTOR AND INCOME.	
Construction of the c	
And approximate the second property of the second party of the sec	
And a second sec	
and the property of the proper	
And the contract of the second s	
a tex with	



and recorder, or on the standards county or against any most in the local

artistante through the will And in case of the local division of the loc

Address and Compile Strategic at a lotse Management and Management and majorities her bestephing Community Satisfactory Stud Distances in Figure Works in Land measured in Property in Induction measured in Processor in Service Stars measure in Province In-Longo's Di-

makes' College Robertson

Table of contents

description (Frank) and price front And agreement of the state of the

-		
	-	 -
		- 1
	100	

And and a second s		
the second second lines are being to be a second se		
second methods and banks in the local stands in the local		
the same is the set of		
Manager and Province		
Carry Management and Carry Street Str	Manual and Automatical Automatical	
tion Manual Content of	The second secon	
Annual Management	Contract Statement of	
	interest and interesting to the second secon	
And Personnelling Street Stree	The second secon	
and an and a second		
	the second se	
	the second se	
And the second s		
	and a second	
And Andrews Concession of Concession, Name		
particular and partic		
The second secon		
And the second s		
	the second se	
and the second s		
The second of the second secon		
and the second		
and the second se		
the last has high denoted that I have be described in the		
sufficiency links the lower process in the sease on the l	A CONTRACTOR OF	

Metadata

Philip search, chicken of any state of a search of the search in the search of the search of the intervention of the search of t	
n 1 Anna Maria and Annata M	111111111
	1000



Information Dashboard Design

Displaying data for at-a-glance monitoring

Stephen Few







In the arts, there is missing metadata.



O culture creates

Your website is your metadata. title, date, location, description, organizations, website link, ticket link, images, people



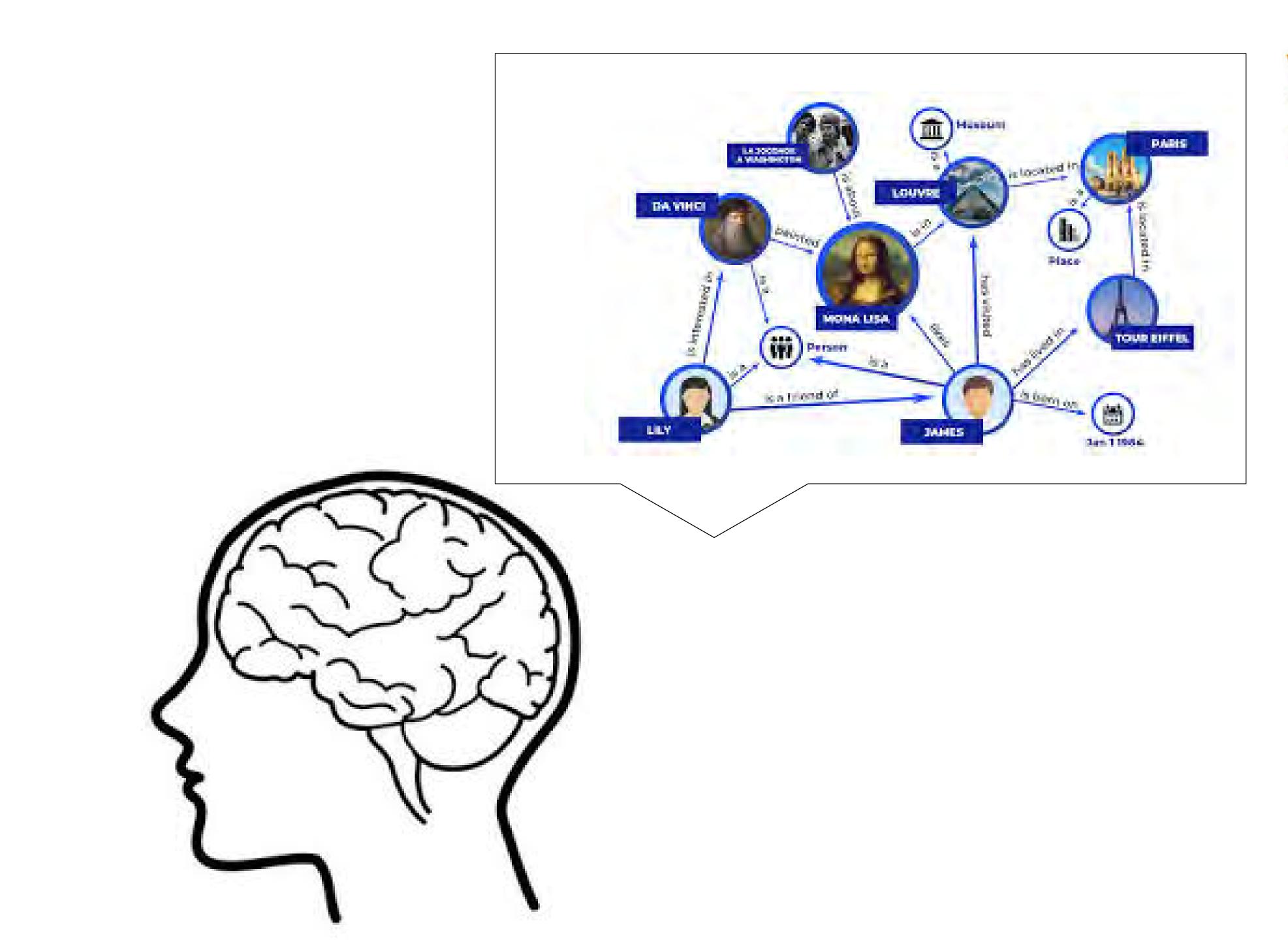
O Culture Creates







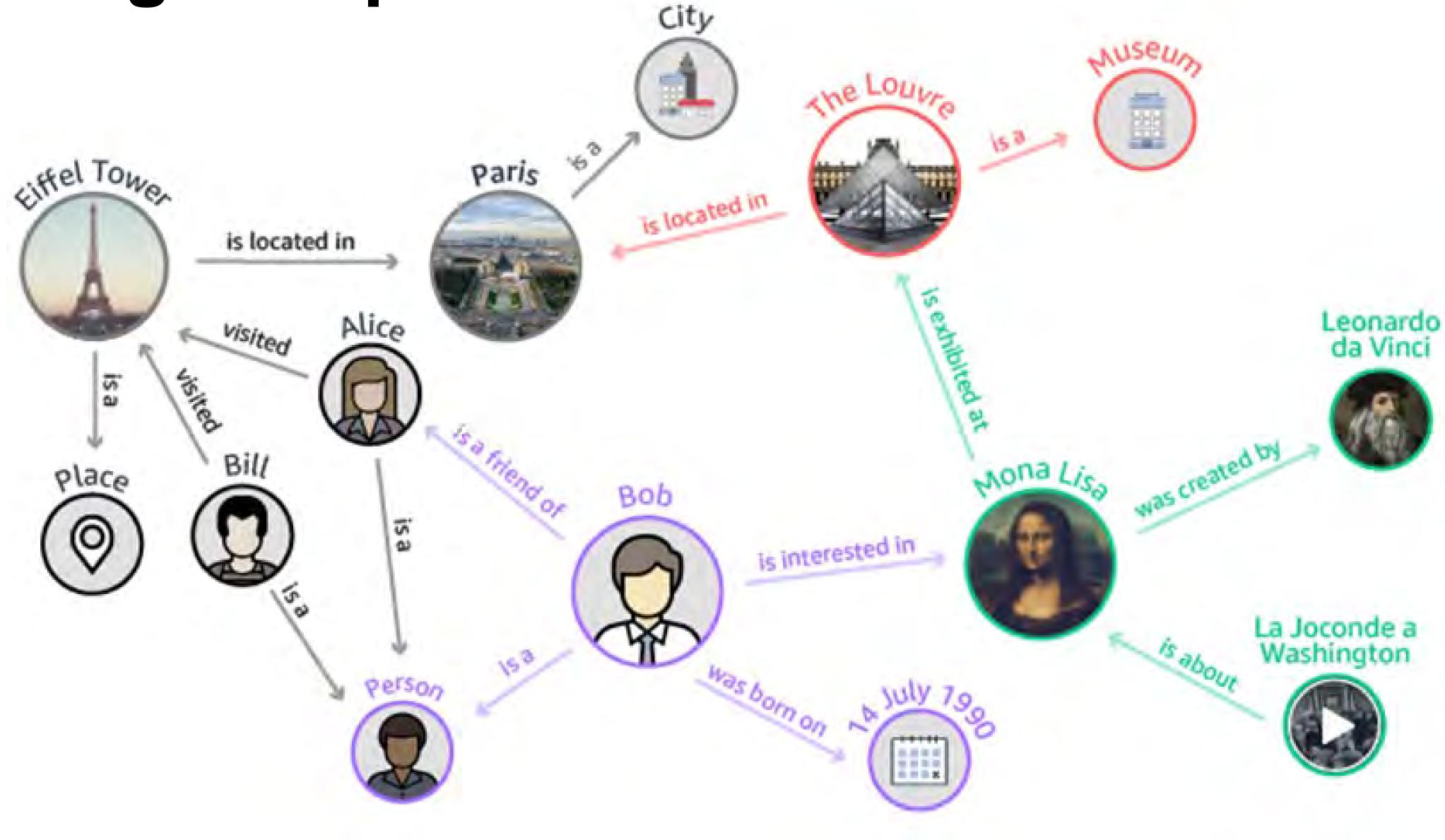




MAKING TOMORROW BETTER



Knowledge Graph

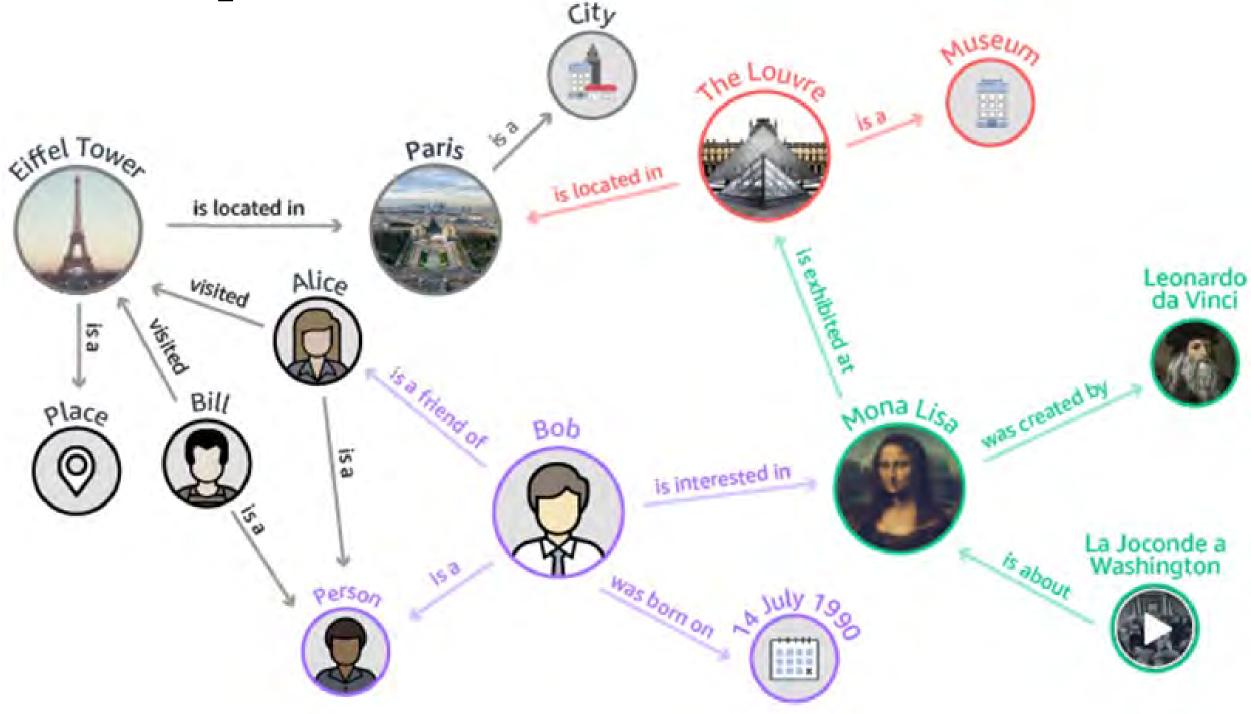








Knowledge Graph





Superhuman librarian



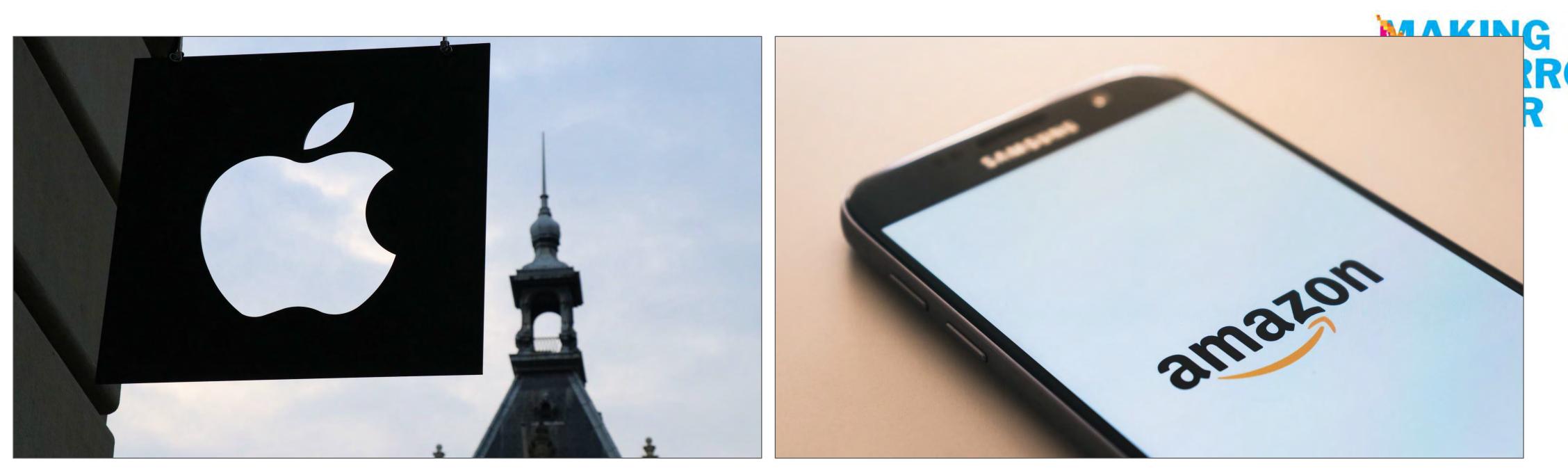


1. Messy library = <u>Internet</u> 2. Librarians = Search, AI, algorithms 3. Info. on book covers = Metadata

RECAP



4. Index = Knowledge graph





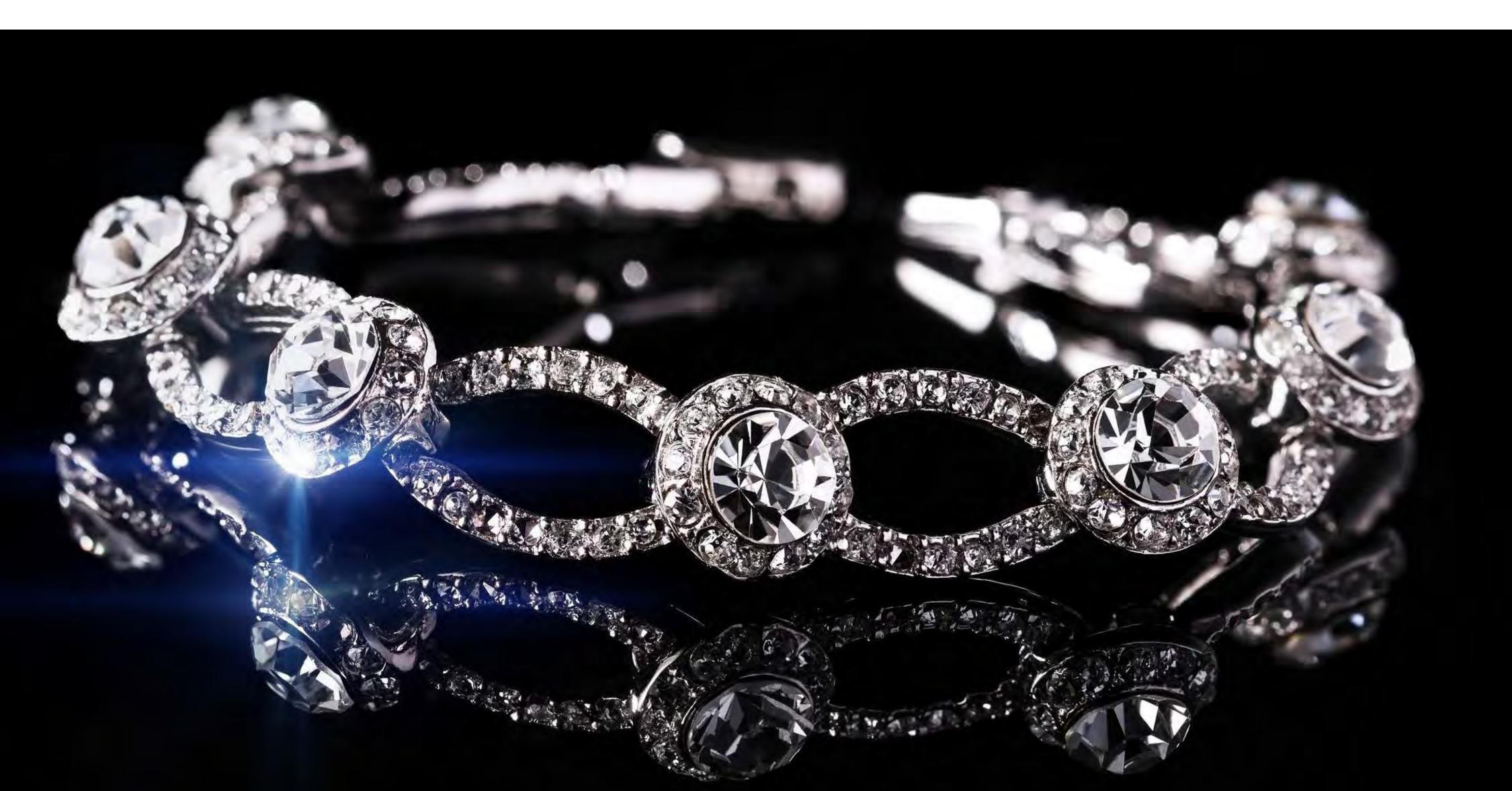








National knowledge graph for the arts in Canada



MAKING TOMORROW BETTER Taking Digital Action

in the Performing Arts

License: Creative Commons CC-BY SA 4.0

www.culturecreates.com

Have questions or comments?

Tammy Lee, tammy@culturecreates.com

Thank you

Caitlin Troughton caitlin@culturecreates.com

