MAKING TORROW BETTER Taking Digital Action

in the Performing Arts

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Your website Your metadata

Hosted by: Caitlin Troughton, Culture Creates

Presented by: Tammy Lee, Culture Creates

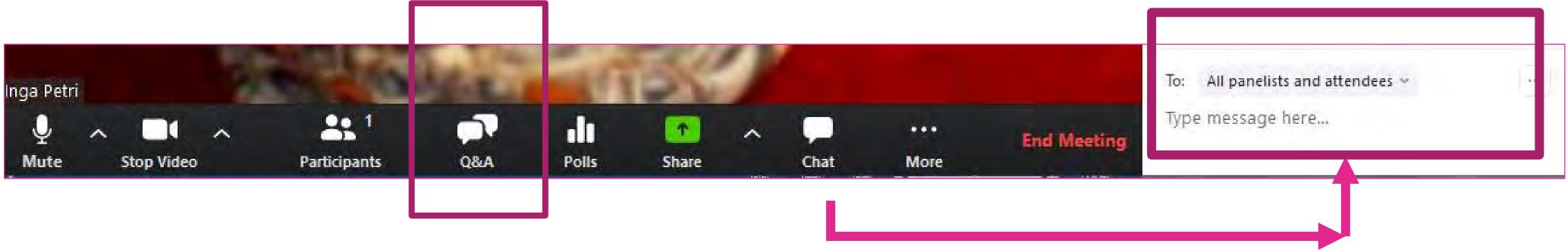




We acknowledge that we are presenting to you, from the traditional territories of the St. Lawrence Iroquoians, the Mohawk, the Huran-Wendat and the Haudenosaunee.

How a zoom webinar works

Q & A for presenter/panel



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



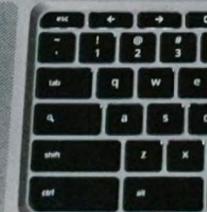
Open chat to chat with all



Little to no machine readable metadata available.







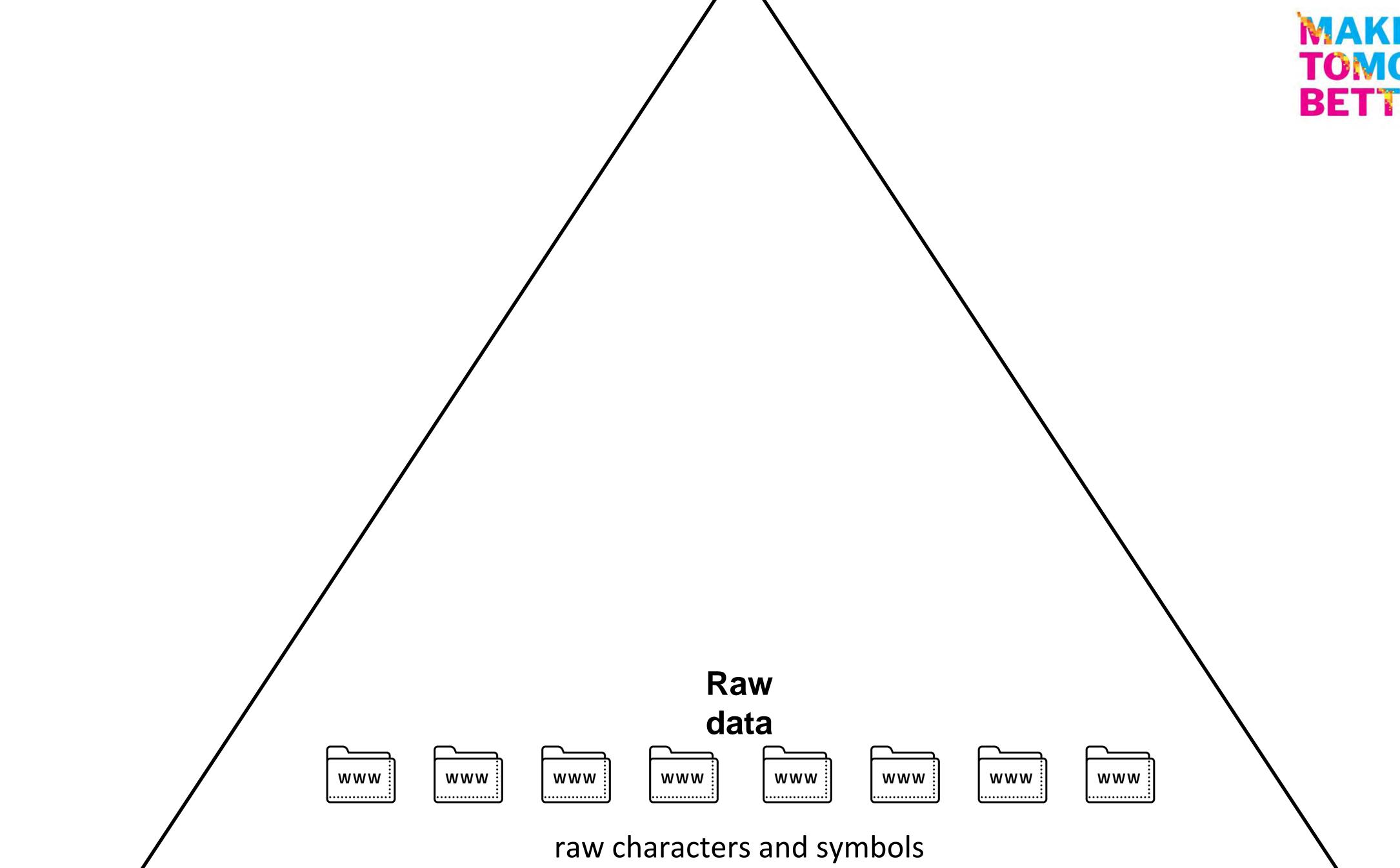
The Web has changed





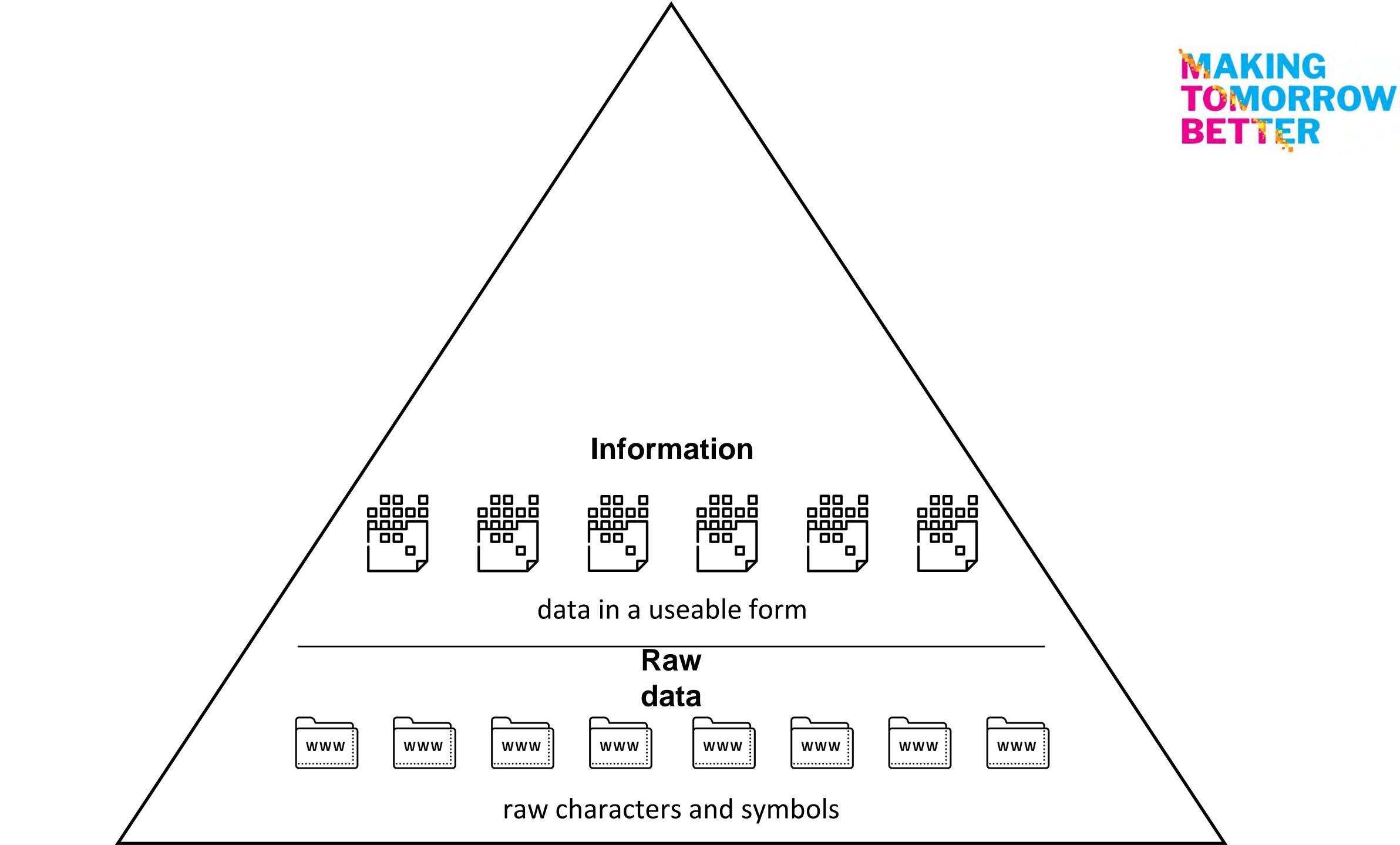




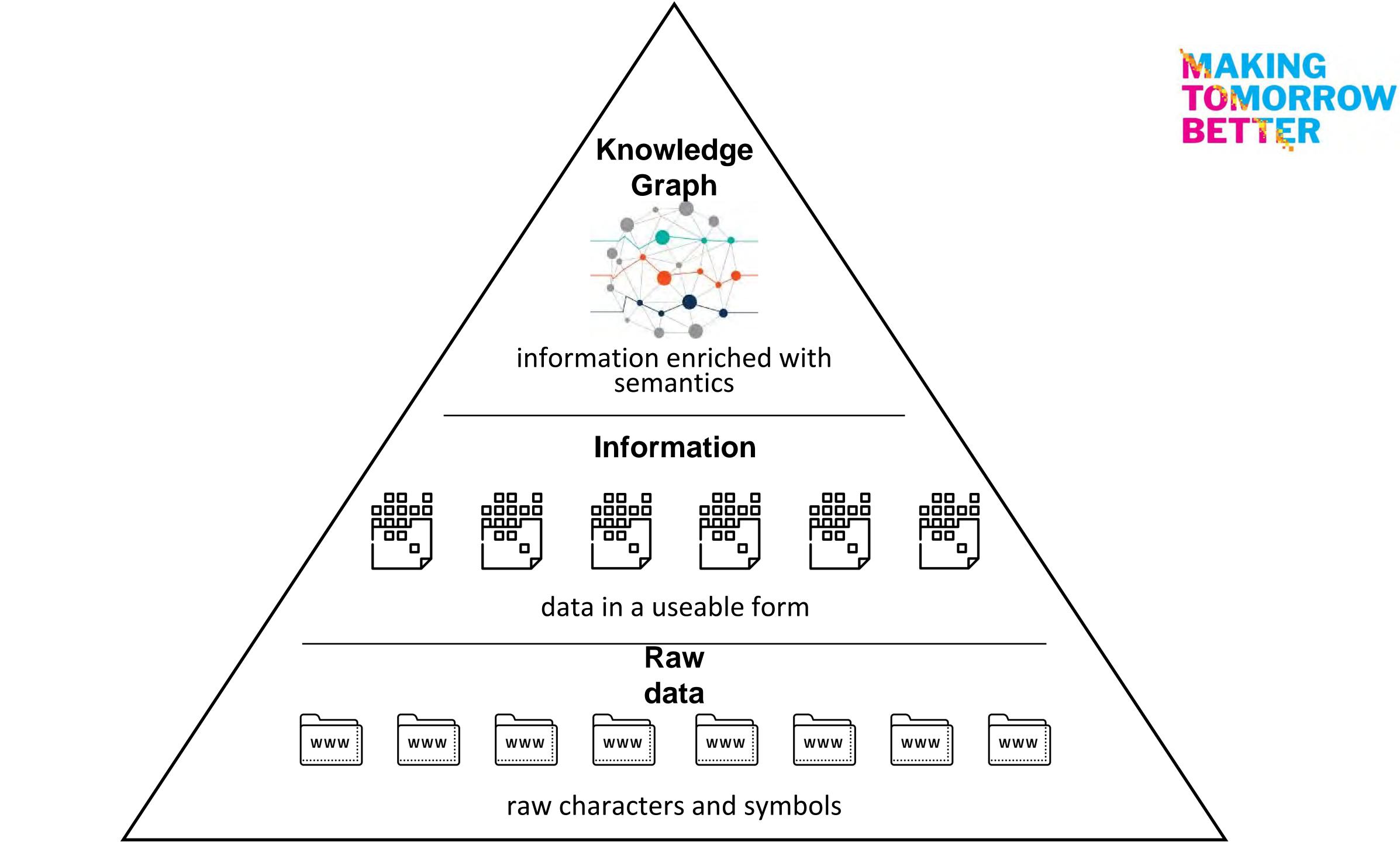




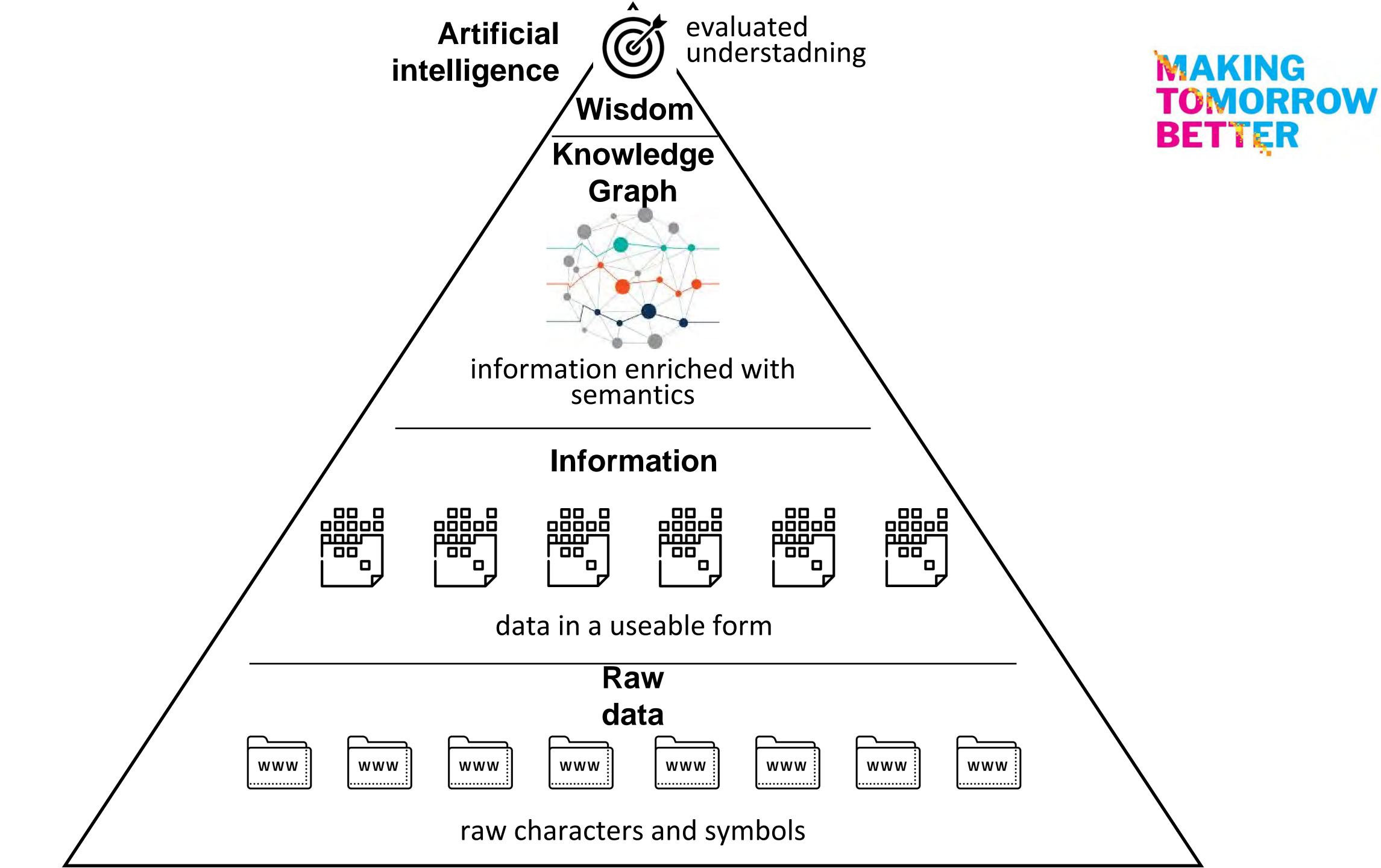




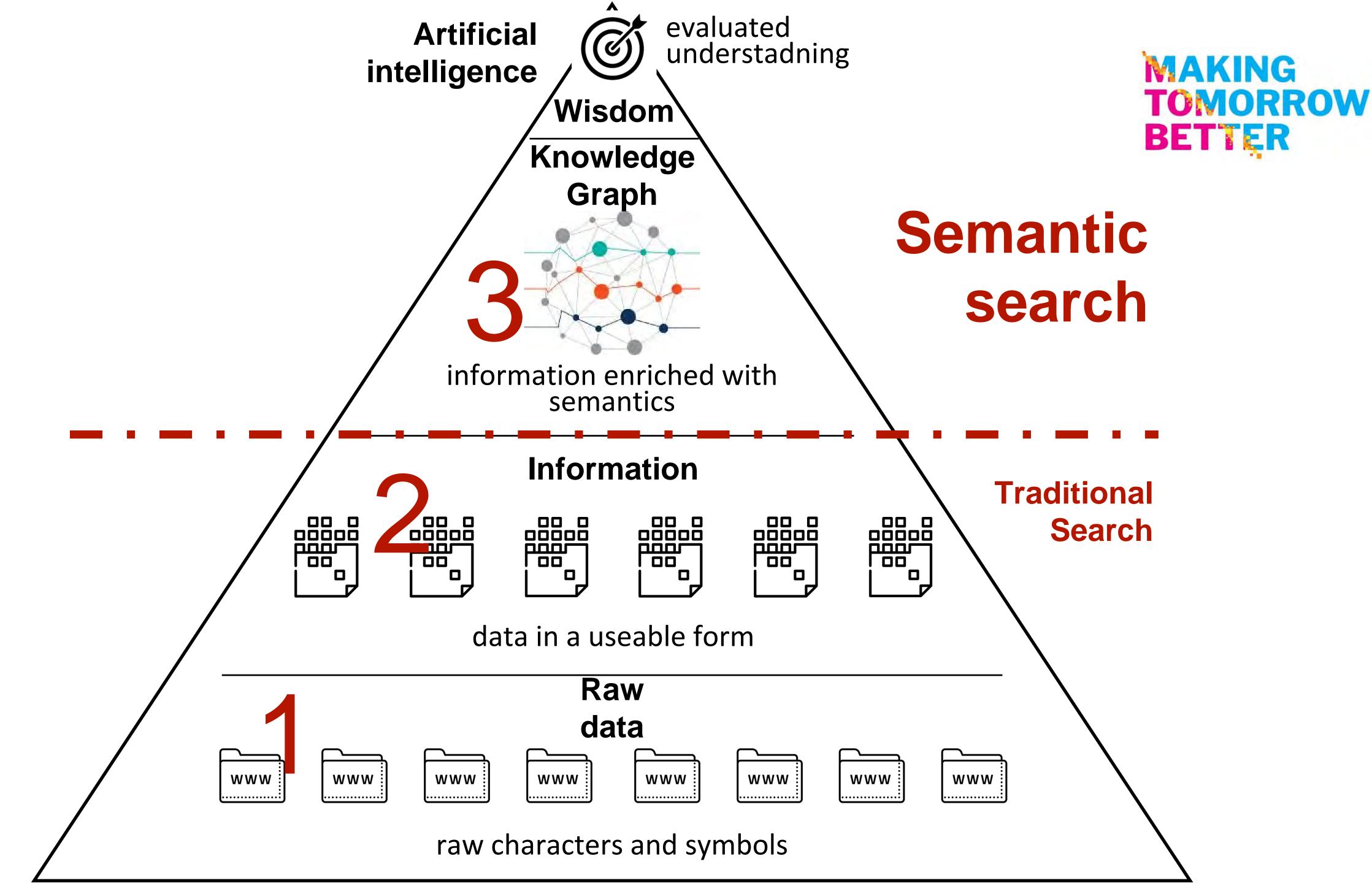














ASK SIRI. She knows next to nothing about the performing arts.

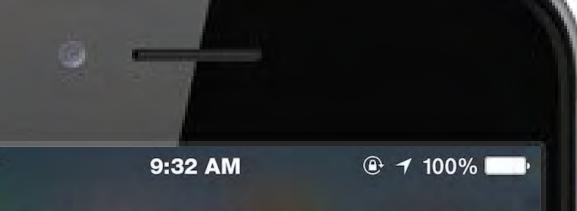
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"What movies are playing" tap to edit

I found several movies playing today:

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



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



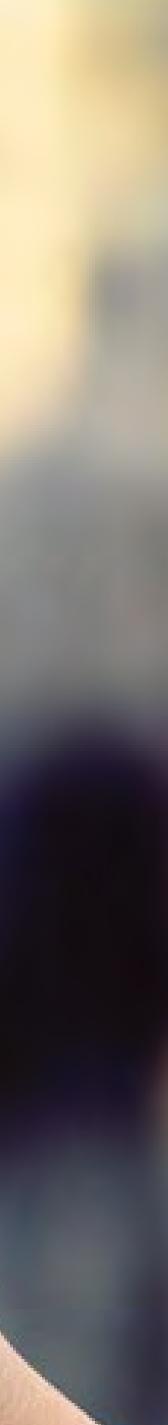
The Water Diviner 12:40 ... <u></u>79% R

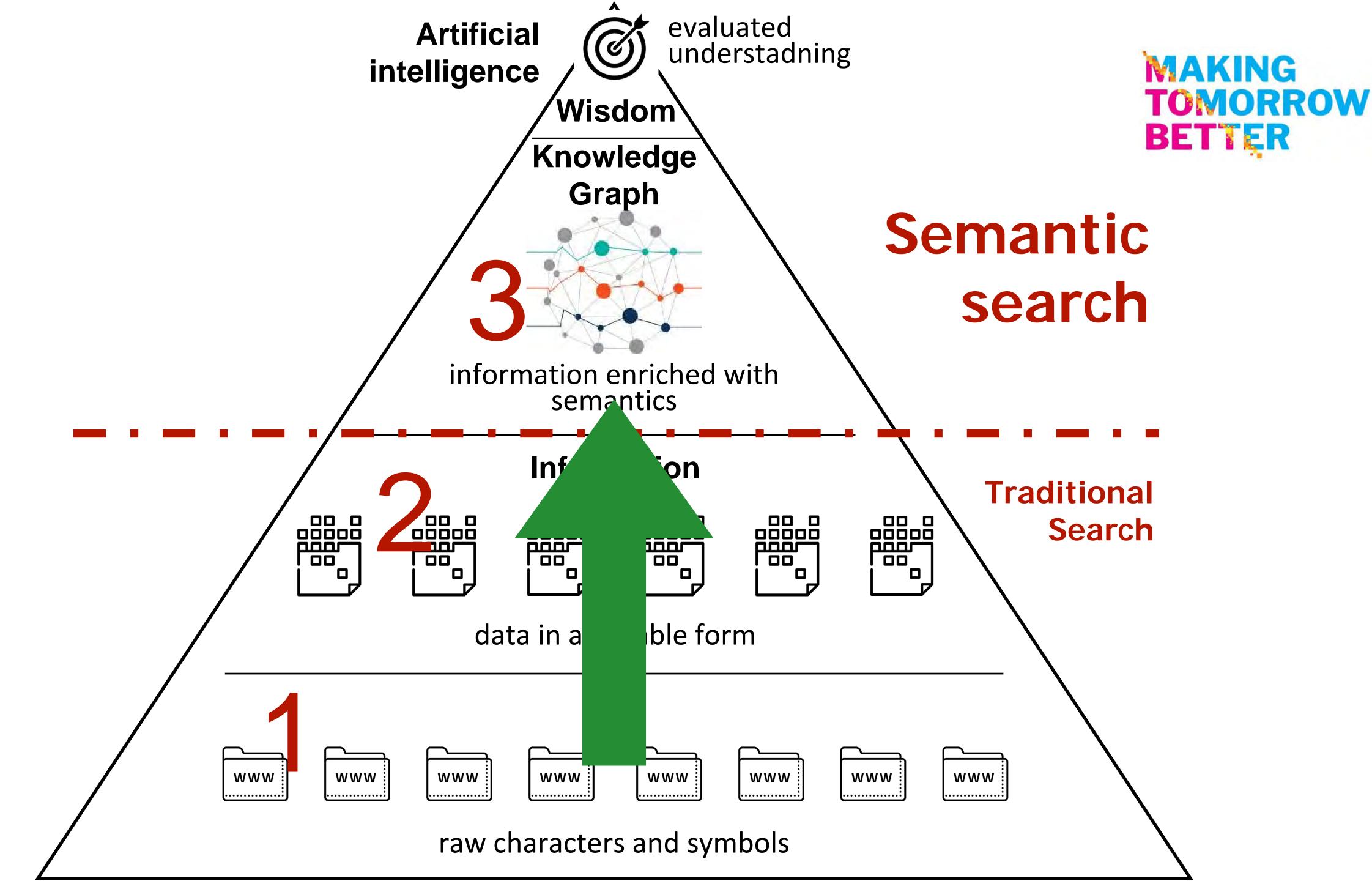














Search engine results are now one of the biggest drivers of customer awareness for any business.



What do search engines look for?

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

Google Search



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Structured data

A vocabulary used to provide information about a webpage.



#1 Drive Business Results

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

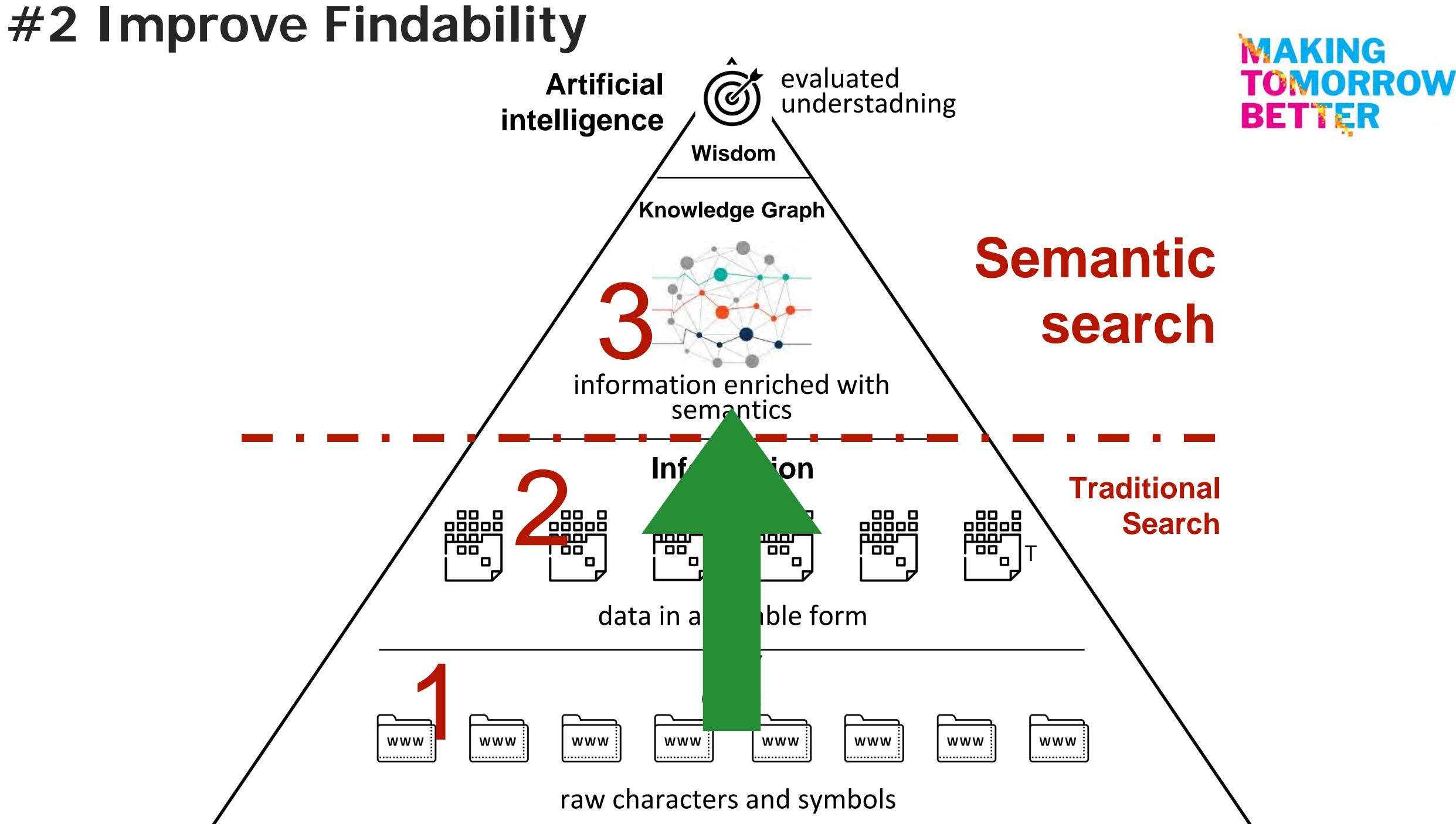
150% more time on rich pages3.6X more interactive

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 -



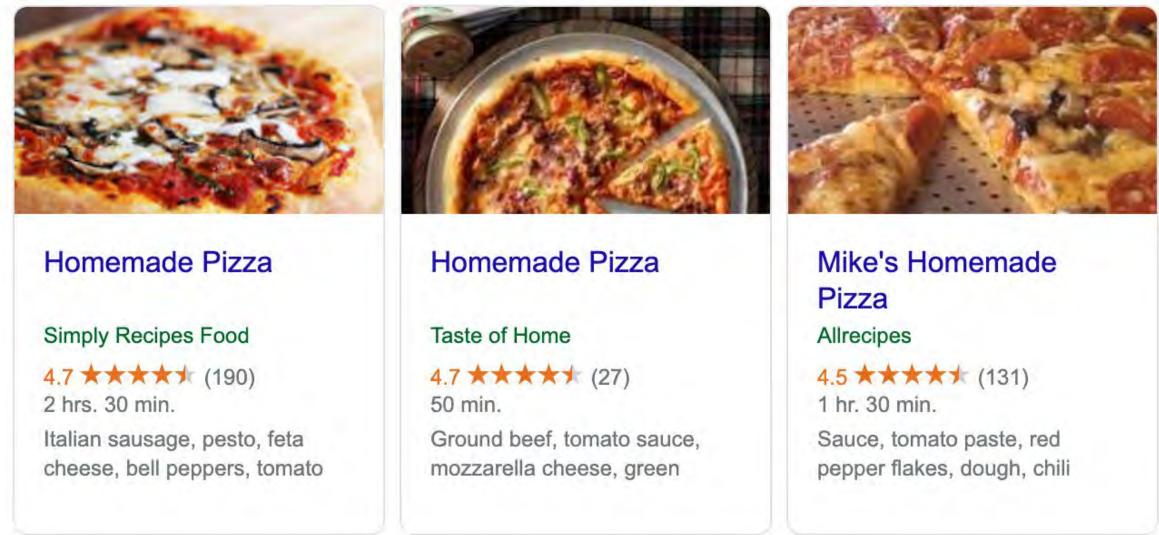
********** Rating: 4.7 - 190 reviews - 2 hrs. 30 min. Ingredients. 1 1/2 cups (355 ml) warm water (105°F-115°F) 1 package (2 1/4 teaspoons) of active dry yeast. 3 3/4 cups (490 g) bread flour. 2 tablespoons extra virgin olive oil (omit if cooking pizza in a wood-fired pizza oven) 2 teaspoons salt. 1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

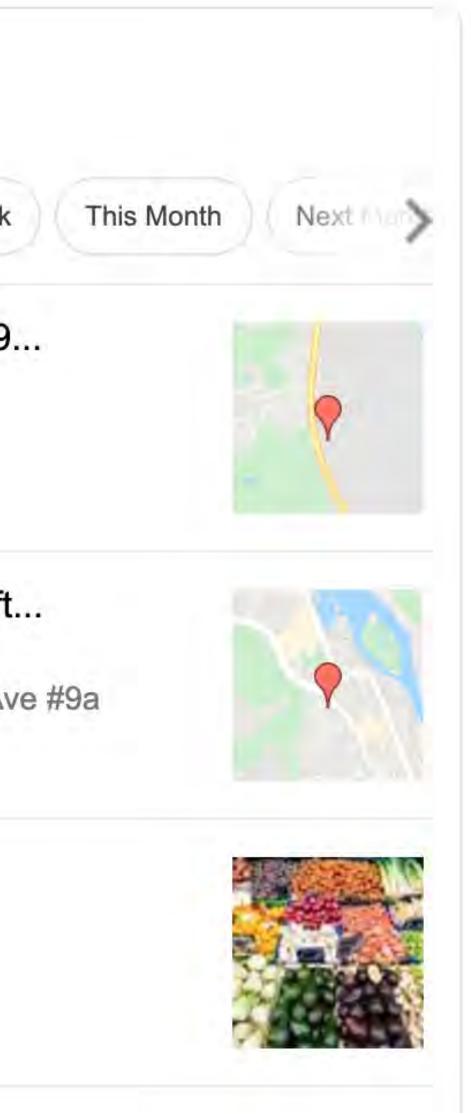
How to Grill Pizza · Skillet Tortilla Pizza · Easy No-Knead Pizza Dough



#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

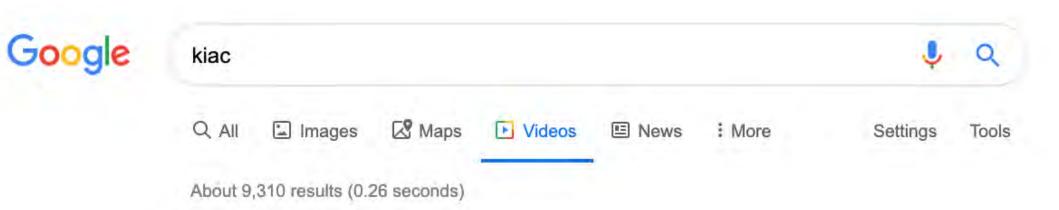




#8 Be Discovered on all Surfaces



#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 ...

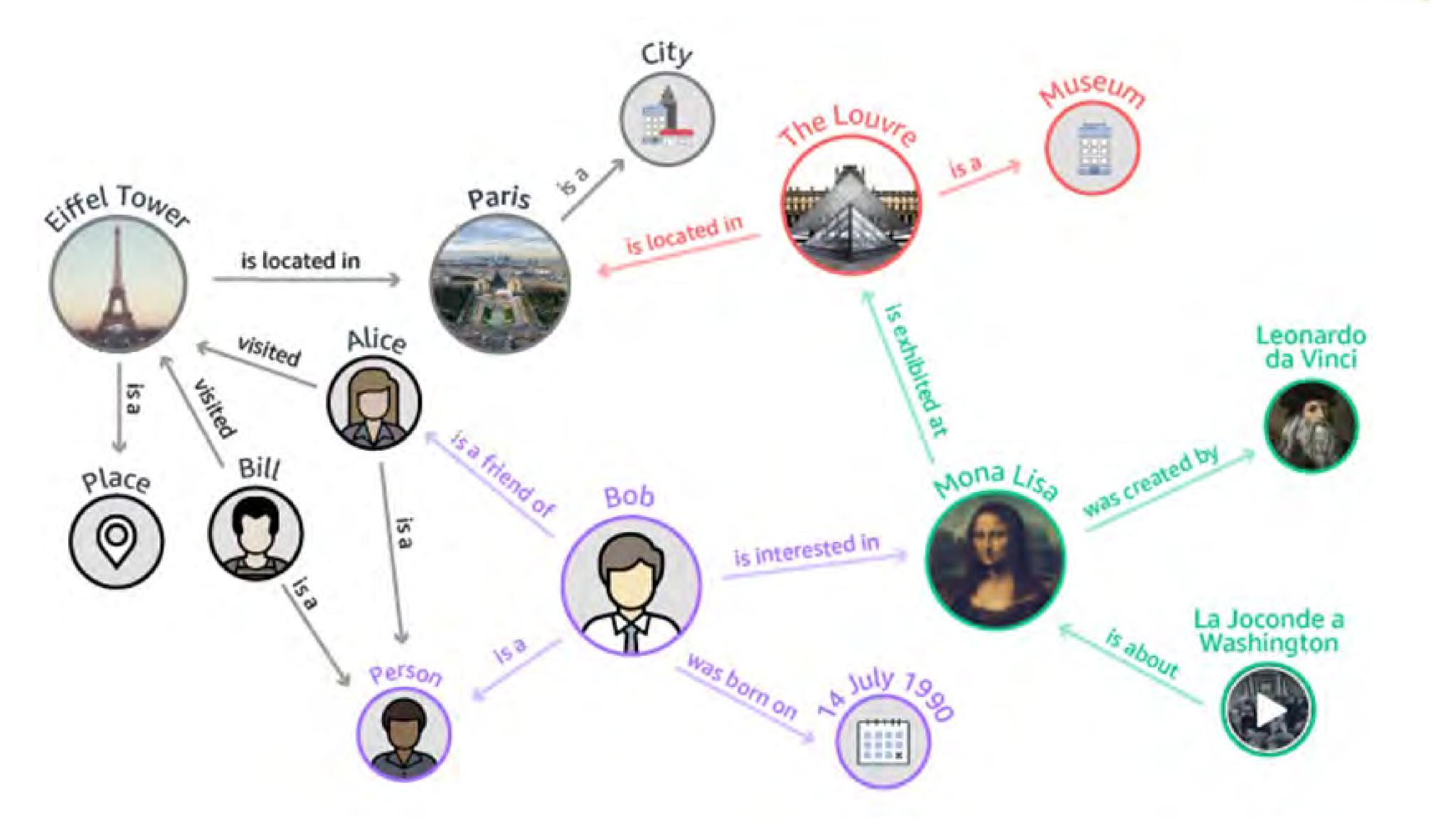
https://kiac.ca > Events



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 !

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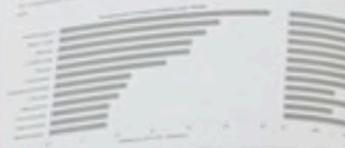
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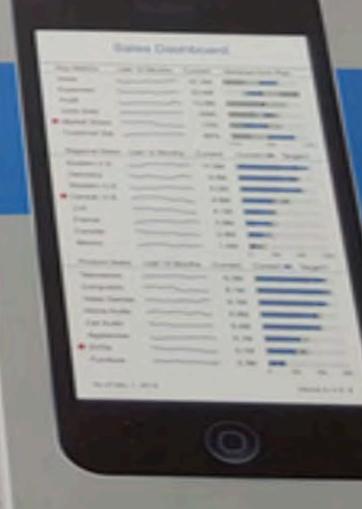
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Information Dashboard Design

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



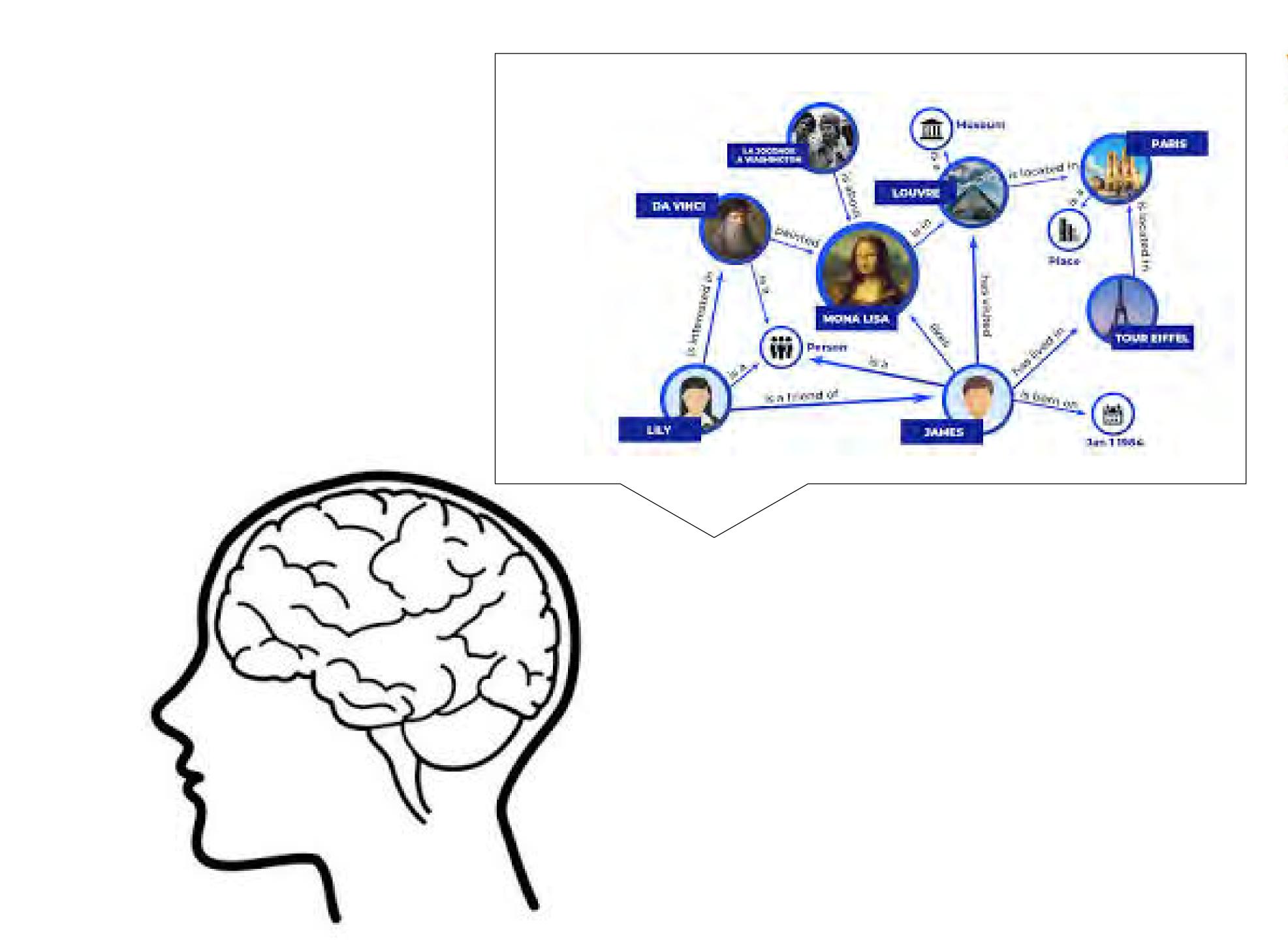
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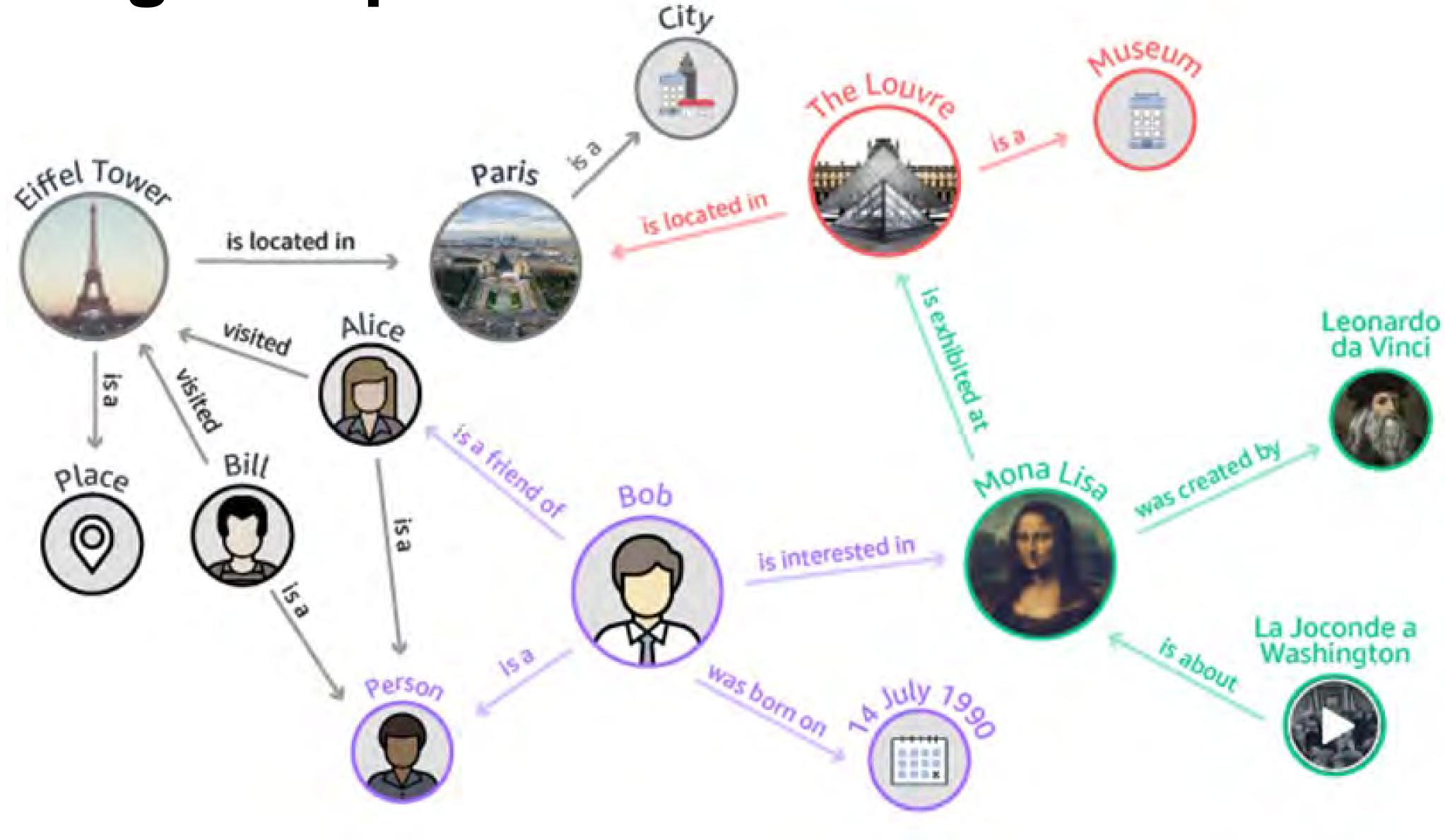




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Knowledge Graph

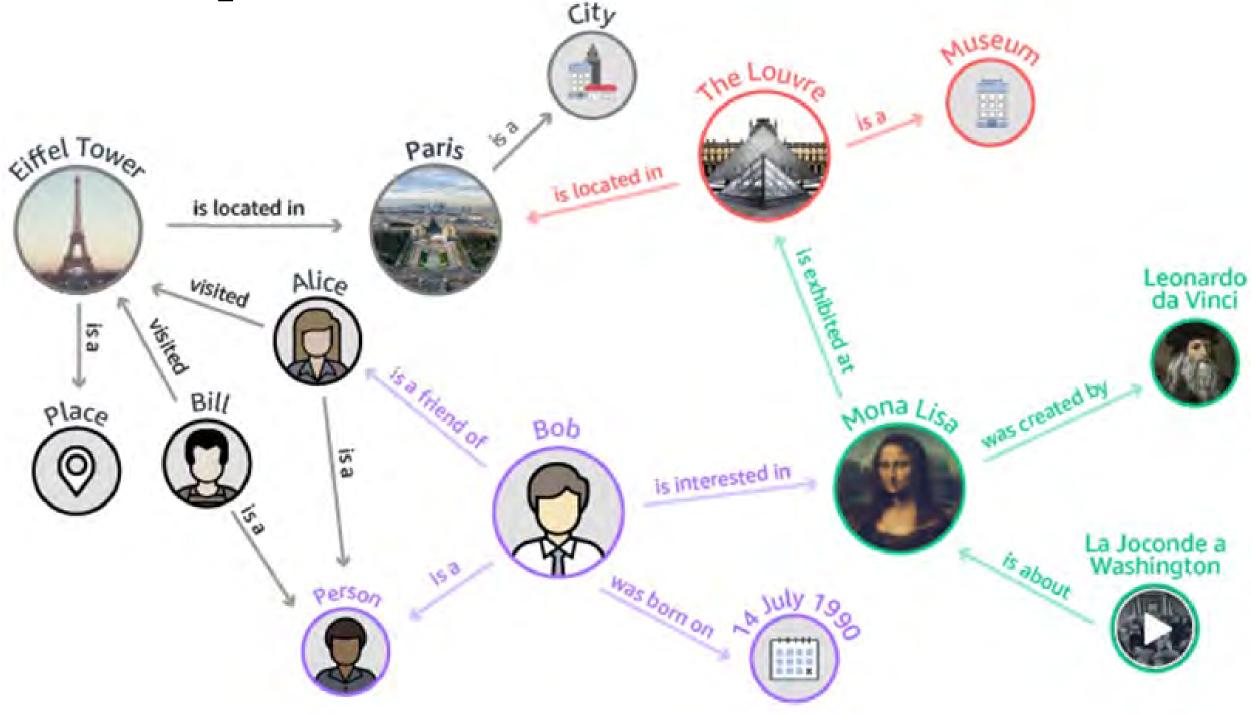








Knowledge Graph





Superhuman librarian



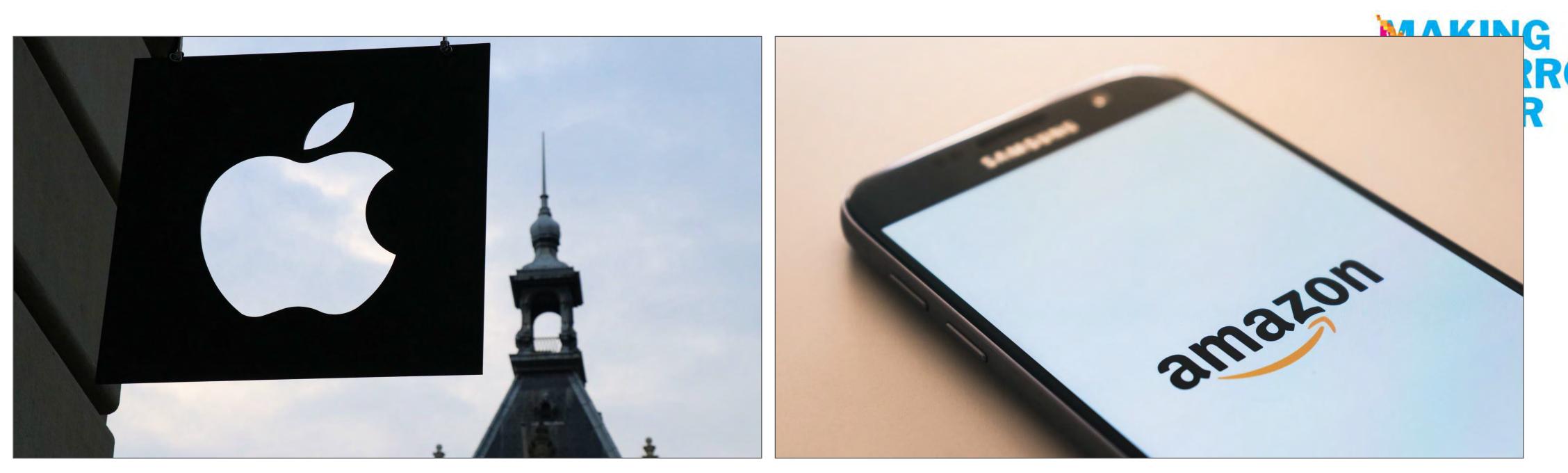


1. Messy library = <u>Internet</u> 2. Librarians = Search, AI, algorithms 3. Info. on book covers = Metadata

RECAP



4. Index = Knowledge graph





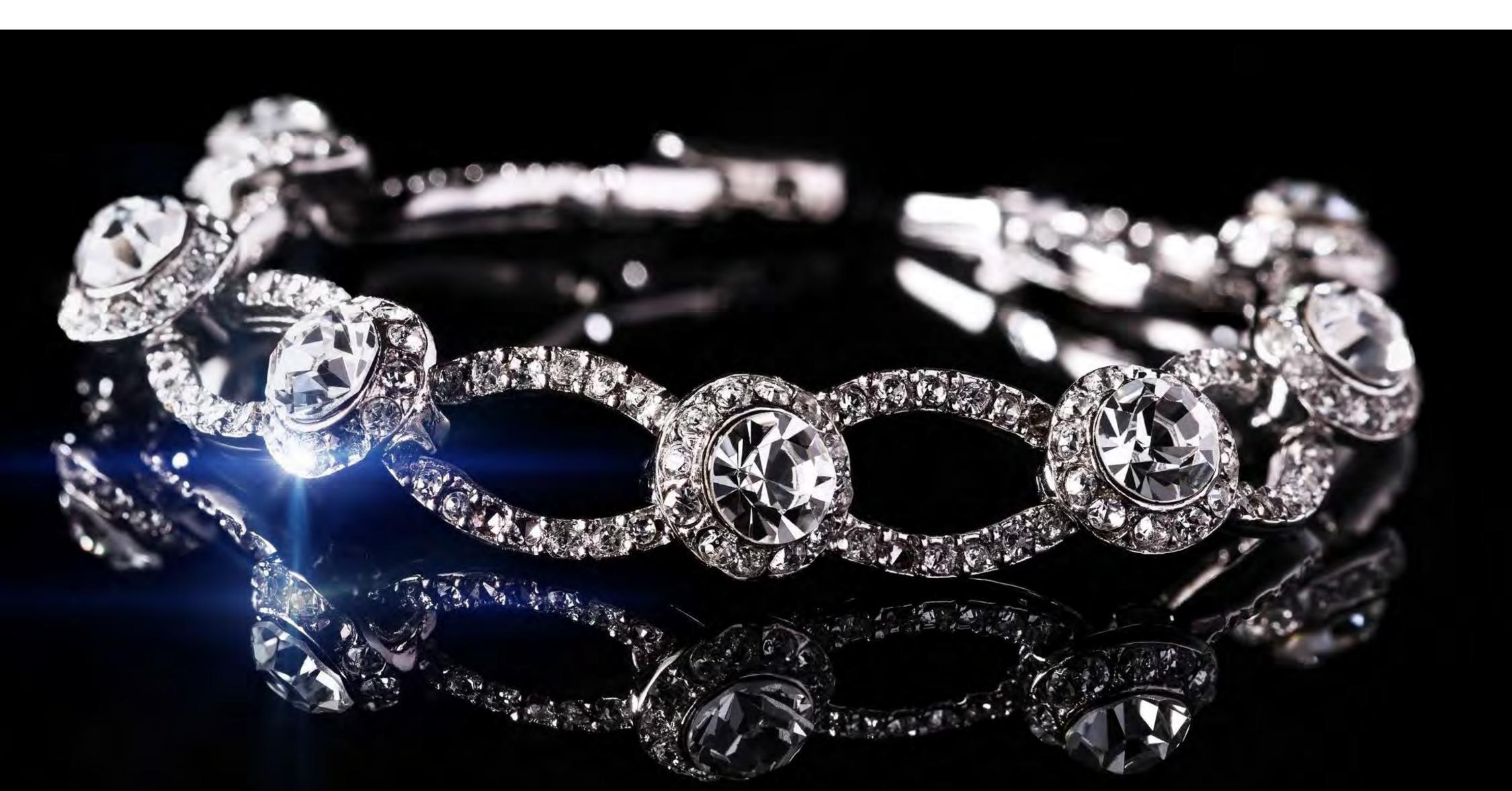








National knowledge graph for the arts in Canada



MAKING TOMORROW BETTER Taking Digital Action

in the Performing Arts

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www.culturecreates.com

Have questions or comments?

Tammy Lee, tammy@culturecreates.com

Thank you

Caitlin Troughton caitlin@culturecreates.com

