

Assessment of Arts Presenter's Digital Presence

Assign a score of 1 = poor/low to 5 = excellent/high for each statement. If an element is not applicable, enter 0. Once completed, add up the scores for each of the seven area and the grand total.

| Area | Elements | Score | Total |
|--------------------|--|-------|-------------|
| Website Backend | Our website uses an off-the-shelf (free) CMS system that we can easily control and update without significant programming knowledge. | | /20 |
| | We think mobile first in content development, and use responsive design to scale the site. | | |
| | We use a structured data / SEO plug-in / process on our website. | | |
| | We integrate our social media feeds on our website. | | |
| User experience | We have defined 2 to 3 key actions we want web visitors to take on our website. | | /20 |
| | We have created a coherent visual experience across our whole online presence. | | |
| | Concise, evocative writing that works well when read and when spoken by a digital assistant like Siri, Alexa and similar. | | |
| | Our site architecture/navigation structure gives greatest importance to our events. | | |
| Amplifying | With one click users can share any web page with their social networks. | | /20 |
| | From every page, users can connect with our social networks (e.g. Facebook, Twitter) | | |
| | Users can easily subscribe to our e-news. | | |
| | Users can make a ticket purchase easily, quickly and securely online. | | |
| Cross platform | Our ticketing system integrates with our website and we use customer data for targeted marketing. | | /20 |
| | Our brand story, who we are and what we do, is coherently described on our website, Facebook, Twitter, Instagram, LinkedIn, TripAdvisor, and others we use. | | |
| | We have a Google account and are actively managing our presence with search, maps, MyBusiness and events. | | |
| | We have accounts with relevant travel/recommendation sites and use them actively | | |
| SEO/SEM | The first impression our website makes in Google search results is excellent / on brand. | | /20 |
| | We built our website with search engine optimization considered from the beginning, i.e. keywords, title tags, meta tags, urls are specified by our team when writing each page. | | |
| | Many appropriate sites are linking back to ours, e.g. artist sites, online calendar of events, chambers of commerce. | | |
| | We use <i>structured data</i> for our events so that they show up in a Google answer box and link to our own website for "information and tickets". | | |
| Social networks | We use the best social networks based on our capacity, capability and audiences. | | /20 |
| | At least 80% of our social network posts include images or video. | | |
| | We have a plan that outlines our strategy on how to grow our social media audience. | | |
| | We use social network paid posts/advertising to increase our reach and engagement. | | |
| Analytics | We have defined goals and track a small number (8 to 10) online statistics. | | /20 |
| | We analyze social media campaign performance at least monthly. | | |
| | We use Google Analytics to track web statistics, evaluate behaviours, and adjust our site. | | |
| | We are able to track conversion from e-news to event listings to buying tickets. | | |
| Grand Total | | | /140 |

Evaluating Your Scores

| | | | | |
|---|---|---|--|---|
| 1) 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 surely contributes to your bottom line. | You're <i>above average</i> score. Still, a few targeted actions could make a big difference to your success. | This <i>below average</i> 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. | |