

National Benchmark 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	We use a Web Content Management System that we can easily update without significant programming knowledge (e.g. WordPress, Wix, Squarespace or similar).	3.7	12.5 /20
	Our website works well on mobile devices.	3.7	
	We use structured data from schema.org on our website to increase discoverability	2.0	
	We integrate social media with our website.	3.0	
User experience	We have built our website with 2-3 key actions in mind that we want web visitors to take.	3.0	11.8 /20
	We offer a coherent visual experience spanning from our website to social media.	3.0	
	Our content is written to work well when spoken by a digital voice assistant like Siri, Alexa and similar.	2.1	
	Our web site gives greatest importance to our events.	3.6	
Amplifying	With one click users can share any web page with their social networks.	2.1	11.5 /20
	From every page, users can connect with our social networks.	2.8	
	Users can easily subscribe to our e-news.	3.3	
	Users can buy tickets easily, quickly and securely.	3.3	
Cross platform	Our ticketing system integrates effectively with our website.	2.5	9.5 /20
	We segment our customer data for targeted email marketing.	2.6	
	We actively manage our presence on Google (e.g. search, maps, MyBusiness, events)	2.2	
	We have a strong presence on relevant travel, attractions, recommendation or local calendar of events sites.	2.2	
SEO/SEM	When searching for our name, the first impression our website makes in Google search results is ...	3.2	9.6 /20
	We consider how search engines see our information when we prepare new texts, including keywords, title tags, description meta tags, page urls.	2.3	
	Many appropriate sites link back to ours, e.g. artist sites, online calendar of events, chambers of commerce.	2.4	
	We have listings on wikidata, wikimedia commons, wikipedia or other relevant linked, open, online directories.	1.7	
Social networks	We match our social media platforms to our capacity, capability and audience preferences.	3.3	13.4 /20
	At least 80% of our social network posts include images or video.	4.2	
	We have a plan on how to grow our social media audience.	2.9	
	We pay to boost posts or place social media ads to increase our reach.	3.0	
Analytics	We analyze social media campaign performance.	2.8	10.2 /20
	We use Google Analytics or similar to track web statistics.	3.0	
	We track conversion: the rate of users who are exposed to our marketing messages converting to acting on the call-to-action, e.g. ticket buying	2.3	
	We include our digital success measures in our strategic planning and annual reporting.	2.1	
Grand Total			78.5/140

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.)				
		Social Networks Amplifying User Experience Backend	Cross Platform SEO/SEM Analytics		
	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.	