

P.A.D.E. Fundamentals Series



Workshop 1 Building an Effective Online Presence: Assessment

Created and presented by
Inga Petri, Strategic Moves
October 18 & 23, 2021
1 pm to 2 pm

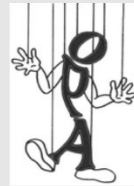
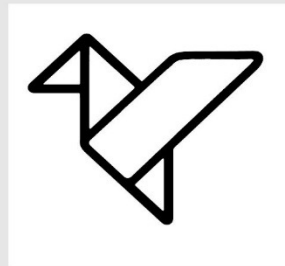
We live on the traditional territories of many Indigenous peoples who have cared for this land since time immemorial.

Specifically, the Oneida and Chippewa Nations of the Thames, Kettle Point and Stony Point, and the Saugeen and Munsee Delaware Nations, are the traditional custodians of the land from which SpringWorks/Hermione Presents operates.

Strategic Moves operates 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.



O u r P a r t n e r s



Canada Council
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P.A.D.E Workshop Series

■ Fundamentals

1. Assessment: October 18 or 23
2. Website content: October 25
3. Social media content: November 1
4. Mastering Google: November 29
5. Review/Practice: December 4

■ Beyond Fundamentals

1. Assess Advanced SEO: January 12
2. Machine-readable content:
January 15 or 19
3. Wikidata: January 26
4. Review/Practice:
January 29 or February 2

■ Digital Business / Revenue

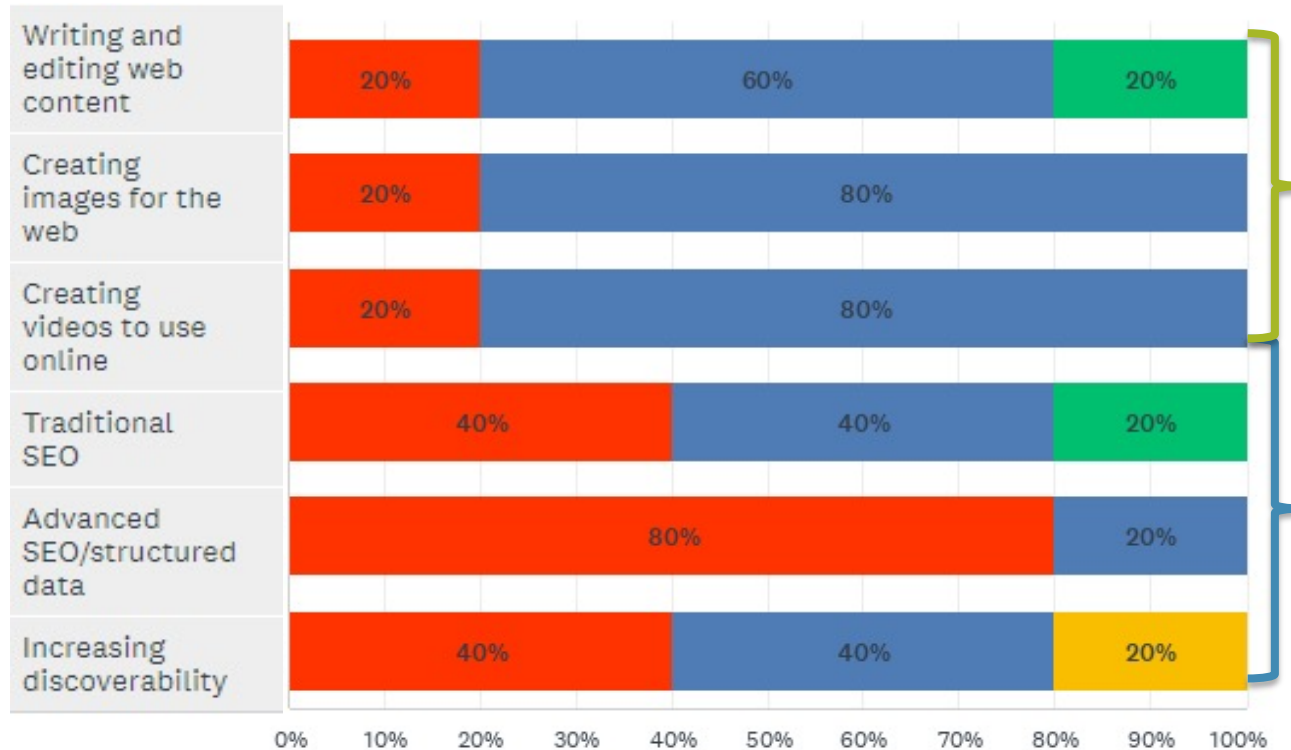
1. Digital Value Chain: February 16 or 19
2. Hybrid Business Models: February 23
3. Digital Business Tools / Revenue Streams: March 9



Pre-workshop assignment results

Q3 In your own estimation, how confident are you with regards to the following aspects of creating and maintaining an effective web presence?

Benchmark
56%
-75%
-80%
-80%



Fundamentals
(Oct/Nov)

Beyond Fundamentals
(Jan/Feb)

Mastering Google
(Nov)

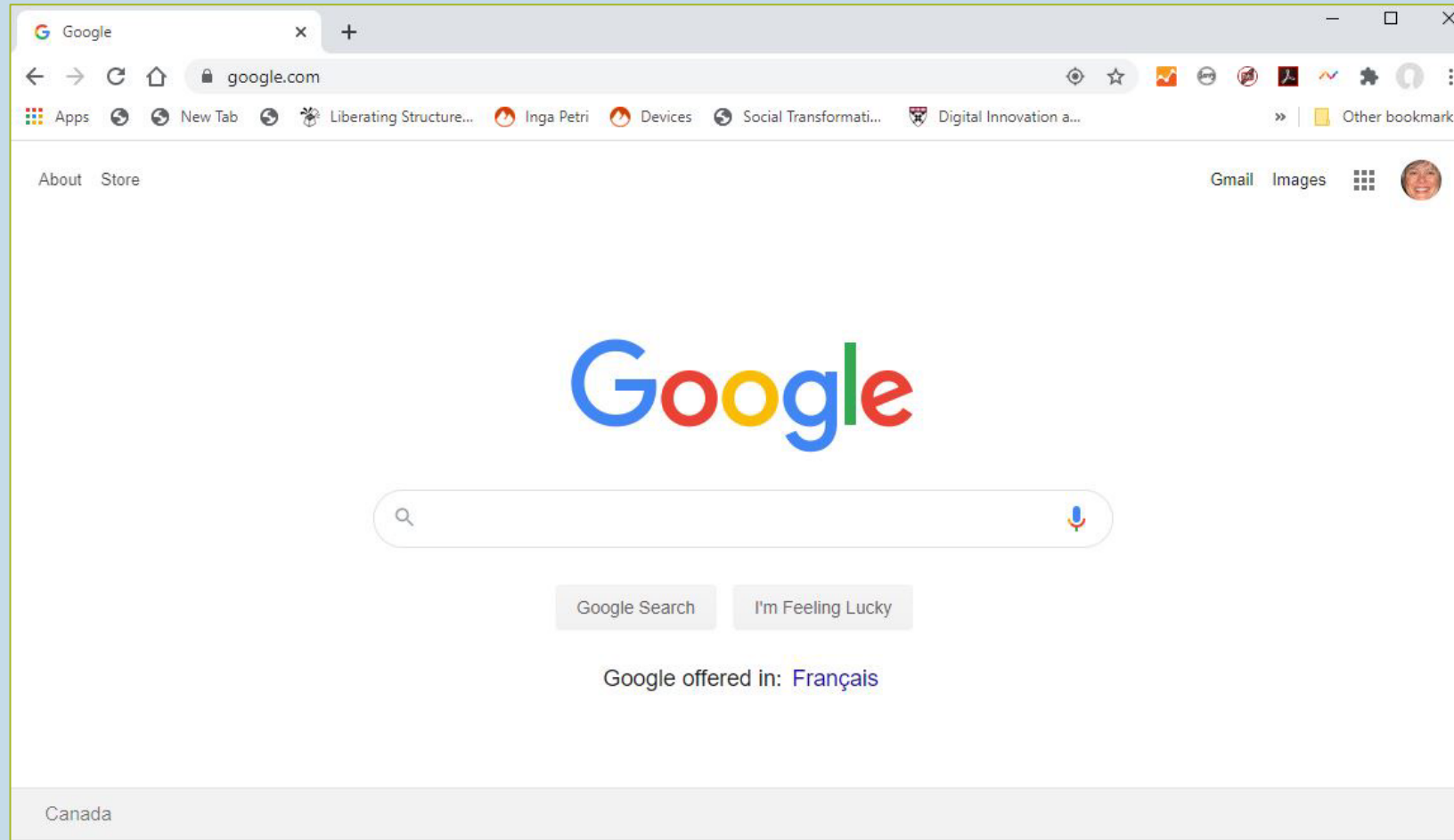
■ Quite low
 ■ In some ways
 ■ Quite high
 ■ Not sure what this means

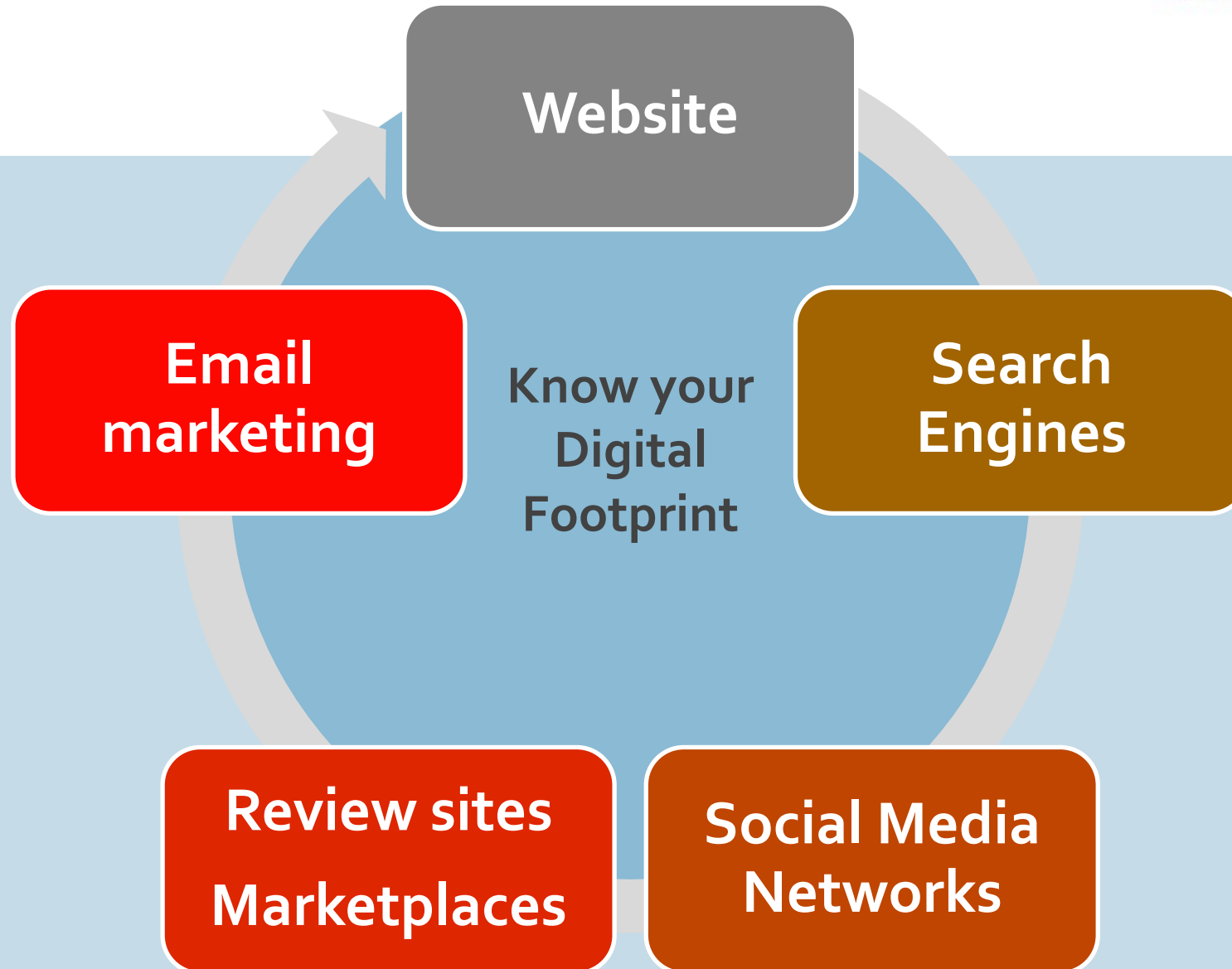
Index = High minus
low minus don't
know

Let's talk


- Is your website a **destination**?
- Where do you make the all-important **first impression** online?
- What does someone looking for **what's on in your town / region** do?
- How do **search engines** see your website?

What happens when you enter your name or url?





Understanding and Meaning



The diagram features a light blue background. In the center, the text 'WWW' is written in bold black font. To the left of 'WWW' is a large green arrow pointing right, containing the text 'How machines read' in white. To the right of 'WWW' is a large orange arrow pointing left, containing the text 'How humans read' in white. The arrows and text are centered horizontally and vertically.

How
machines
read

WWW

How humans
read

The crux: the web evolves and changes



- Google returns search results
- Google gives answers
- Voice-based virtual assistants

- Half of all web traffic is mobile
- Social media networks dominate
- Video dominant

Semantic = meaning of a word, phrase

Semantic web = machine-readable data

Structured meta-**data** standards power
semantic web

Toward Web 3.0 – The Semantic Web

On the web (web 2.0)

- Focus on traditional search engine optimization
- Keywords to position your site

/n the web (web 3.0)

- Focus on discoverability of content
- Semantic mark-up

Content remains KING



Toward Web 3.0 – The Semantic Web

On the web (web 2.0)

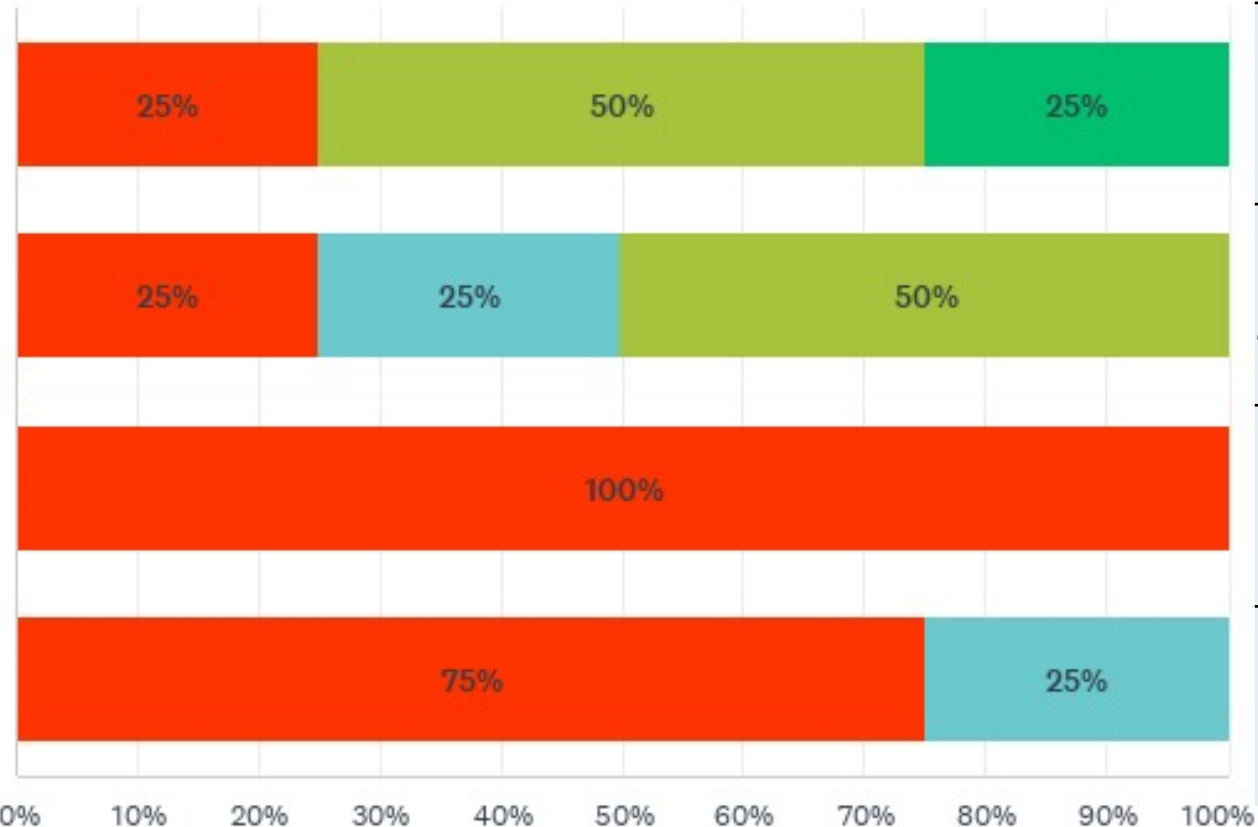
- Web site
- Drive traffic to site
- Social media
- Closed system
- Google's ranked web page listing

/In the web (web 3.0)

- Database of Content
- Common metadata standard
- Knowledge graphs
- Linked, open data directories
- Google gives *the* answer

Assessment Results and Benchmark: Website Backend

Content management system/DIY
website (WordPress, Wix, etc)



Benchmark

41%

36%

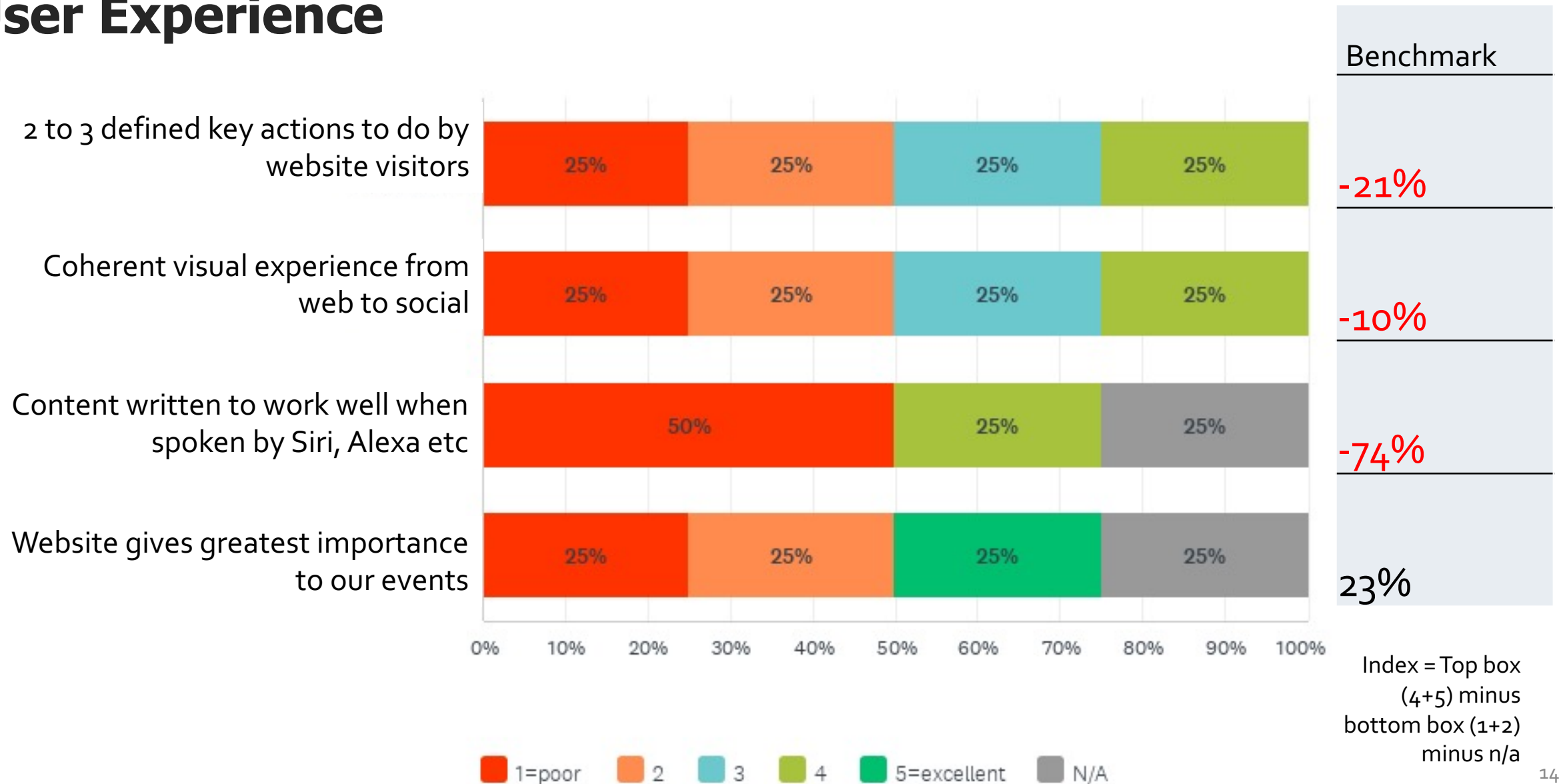
-76%

-16%

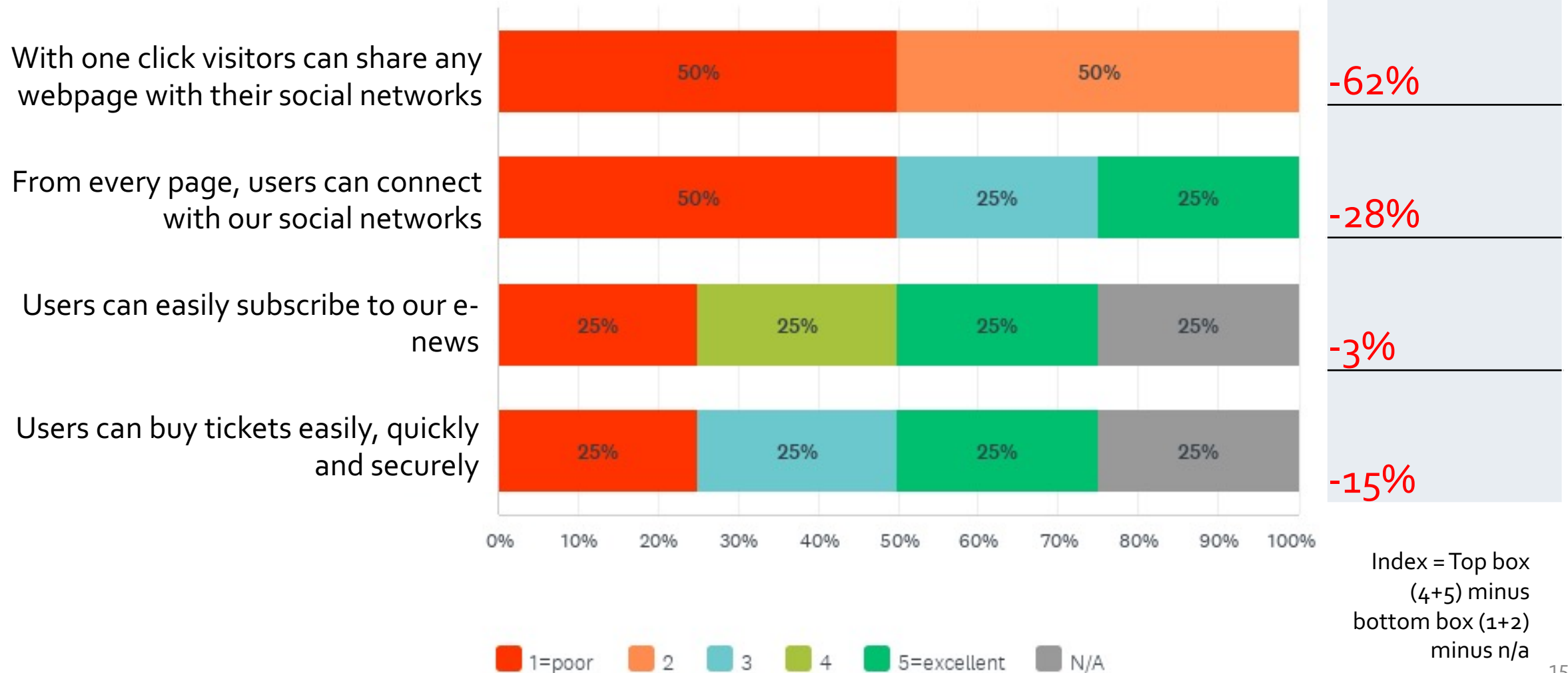
1 = poor 2 3 4 5 = excellent N/A

Index = Top box
(4+5) minus
bottom box (1+2)
minus n/a

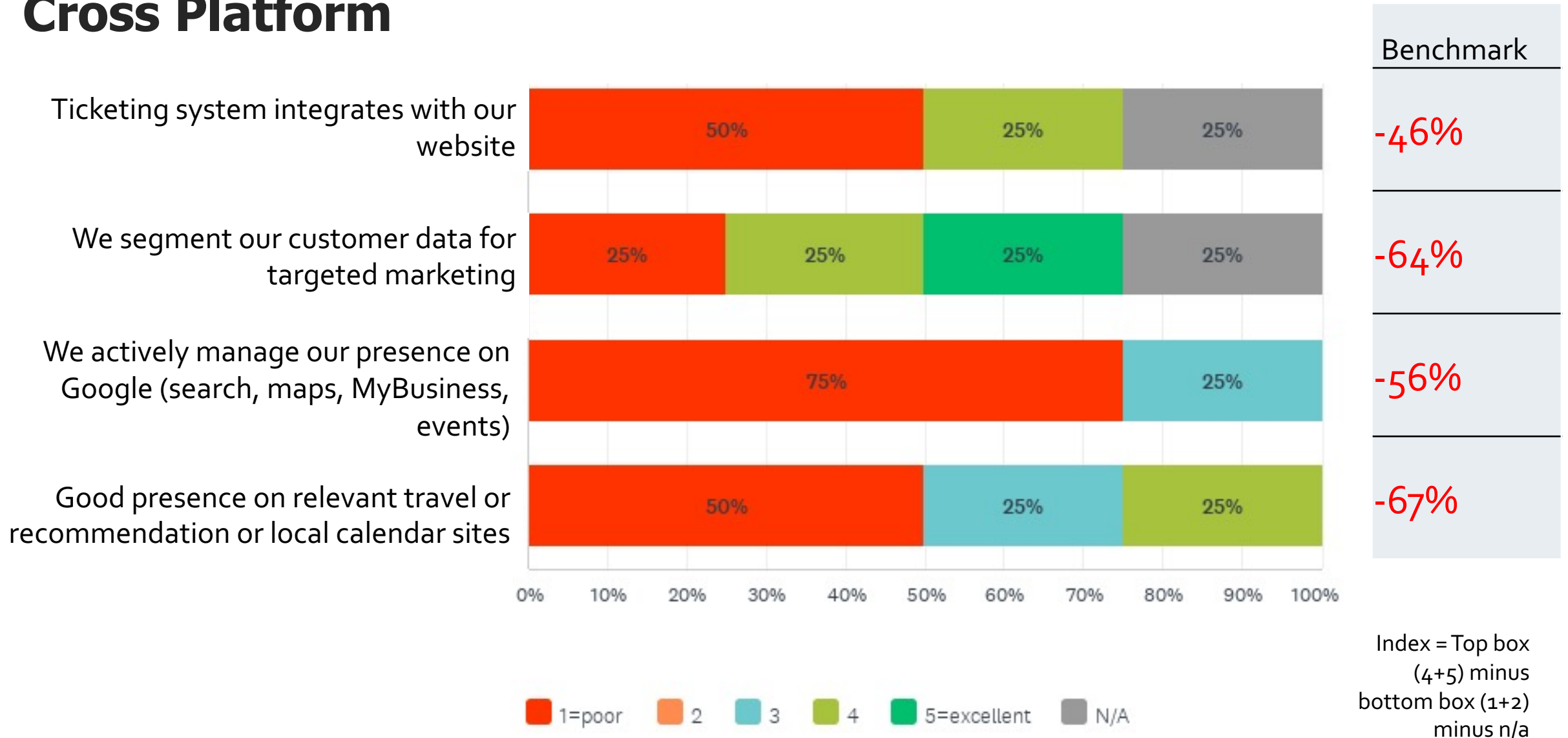
Assessment Results and Benchmark: User Experience



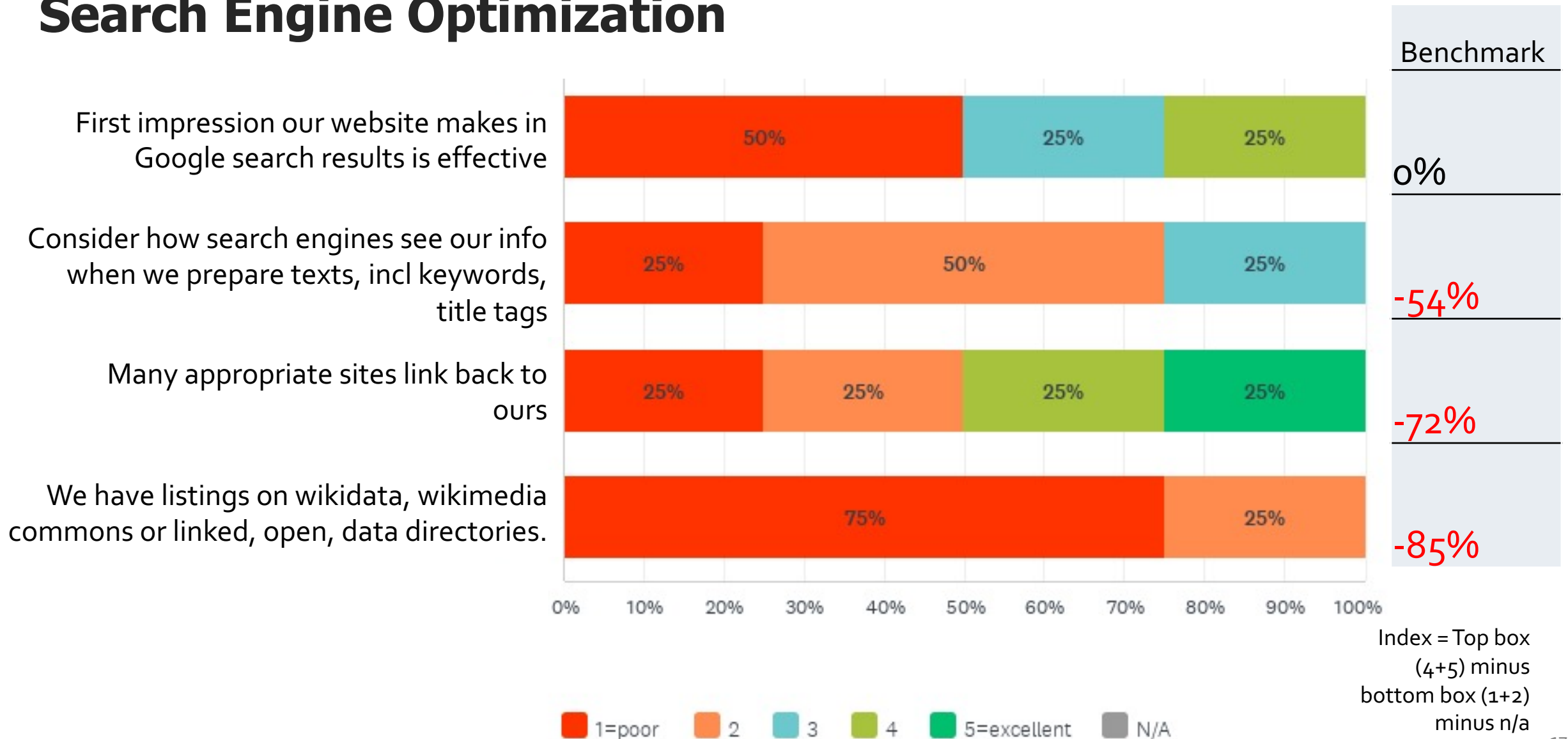
Assessment Results and Benchmark: Amplifying



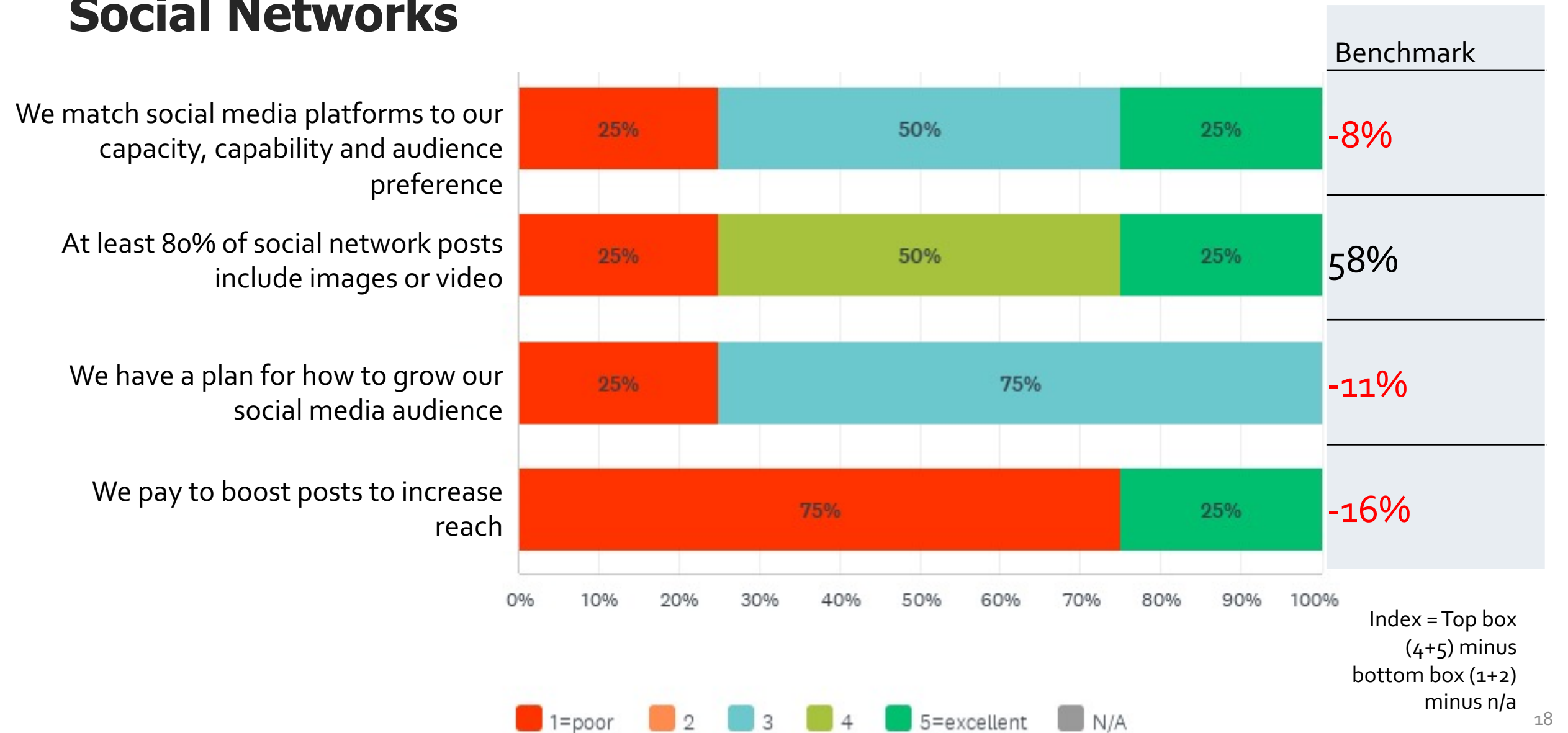
Assessment Results and Benchmark: Cross Platform



Assessment Results and Benchmark: Search Engine Optimization

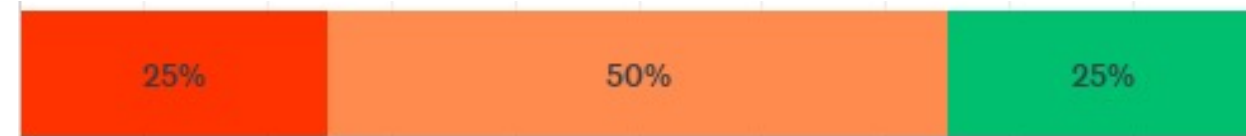


Assessment Results and Benchmark: Social Networks



Assessment Results and Benchmark: Analytics

We analyze social media campaign performance



Benchmark

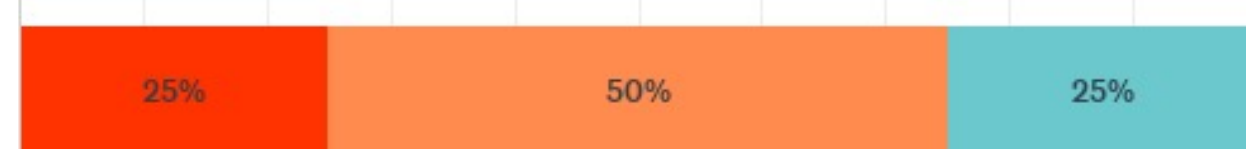
-13%

We use Google Analytics to track web statistics



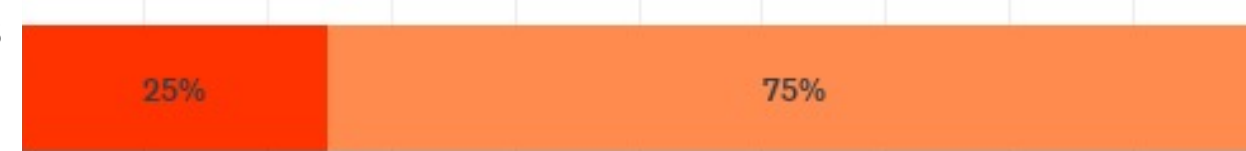
-32%

We track conversion from our marketing campaigns to acting on the call-to-action



-54%

We include our digital success measures in our strategic planning and annual reporting



-50%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

1=poor 2 3 4 5=excellent N/A

Index = Top box
(4+5) minus
bottom box (1+2)
minus n/a

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LET'S STAY IN TOUCH

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