

# 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.**

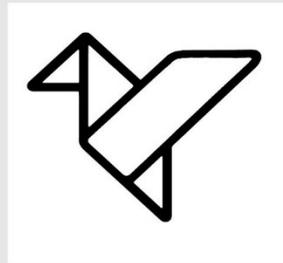
**Strategic Moves operates on the Traditional Territories of the Ta'an Kwäch'än Council and Kwanlin Dün First Nation, self-governing nations that negotiated modern treaties (2002; 2005) under the Umbrella Final Agreement between the 14 Yukon First Nations and the Governments of Canada and Yukon.**



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O u r P a r t n e r s

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Canada Council  
for the Arts

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du Canada

# 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

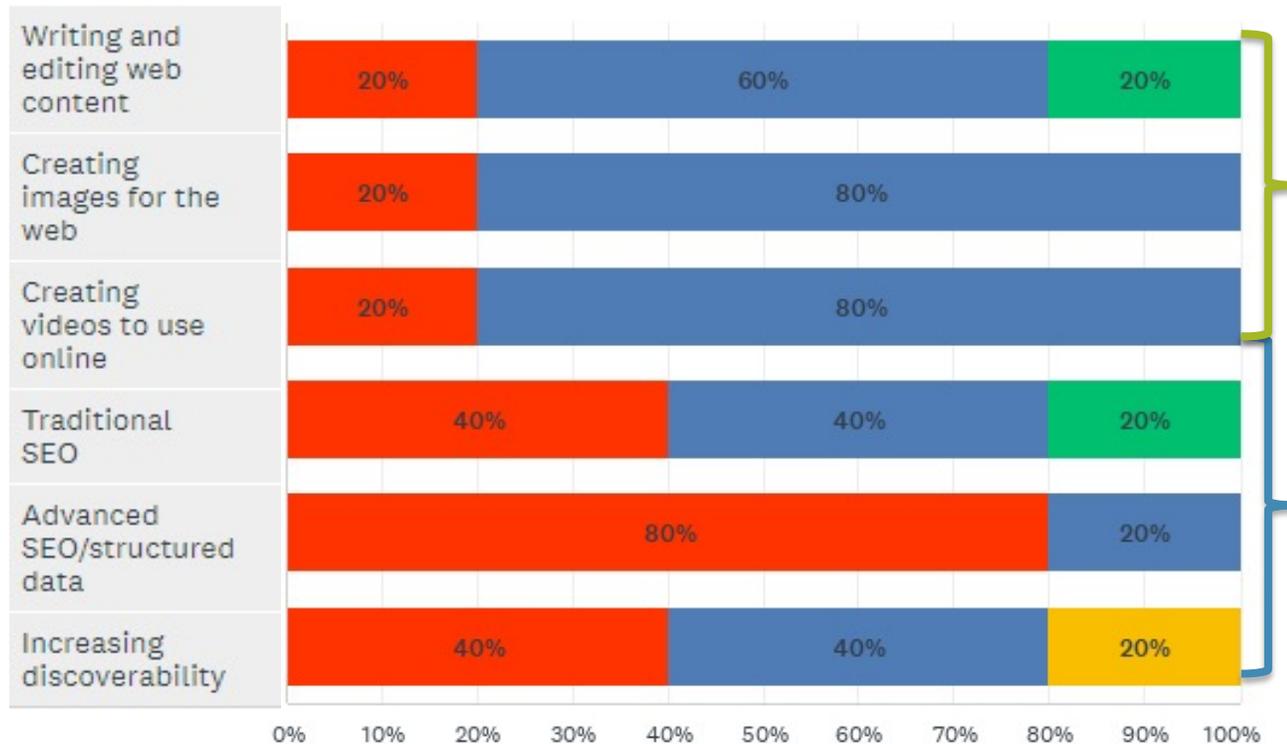
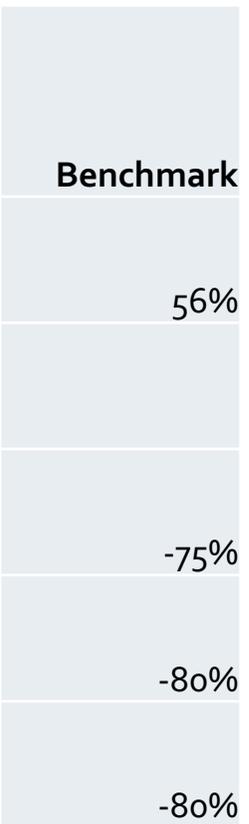
## ■ Digital Business / Revenue

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?



**Fundamentals  
(Oct/Nov)**

**Beyond Fundamentals  
(Jan/Feb)**

**Mastering Google  
(Nov)**

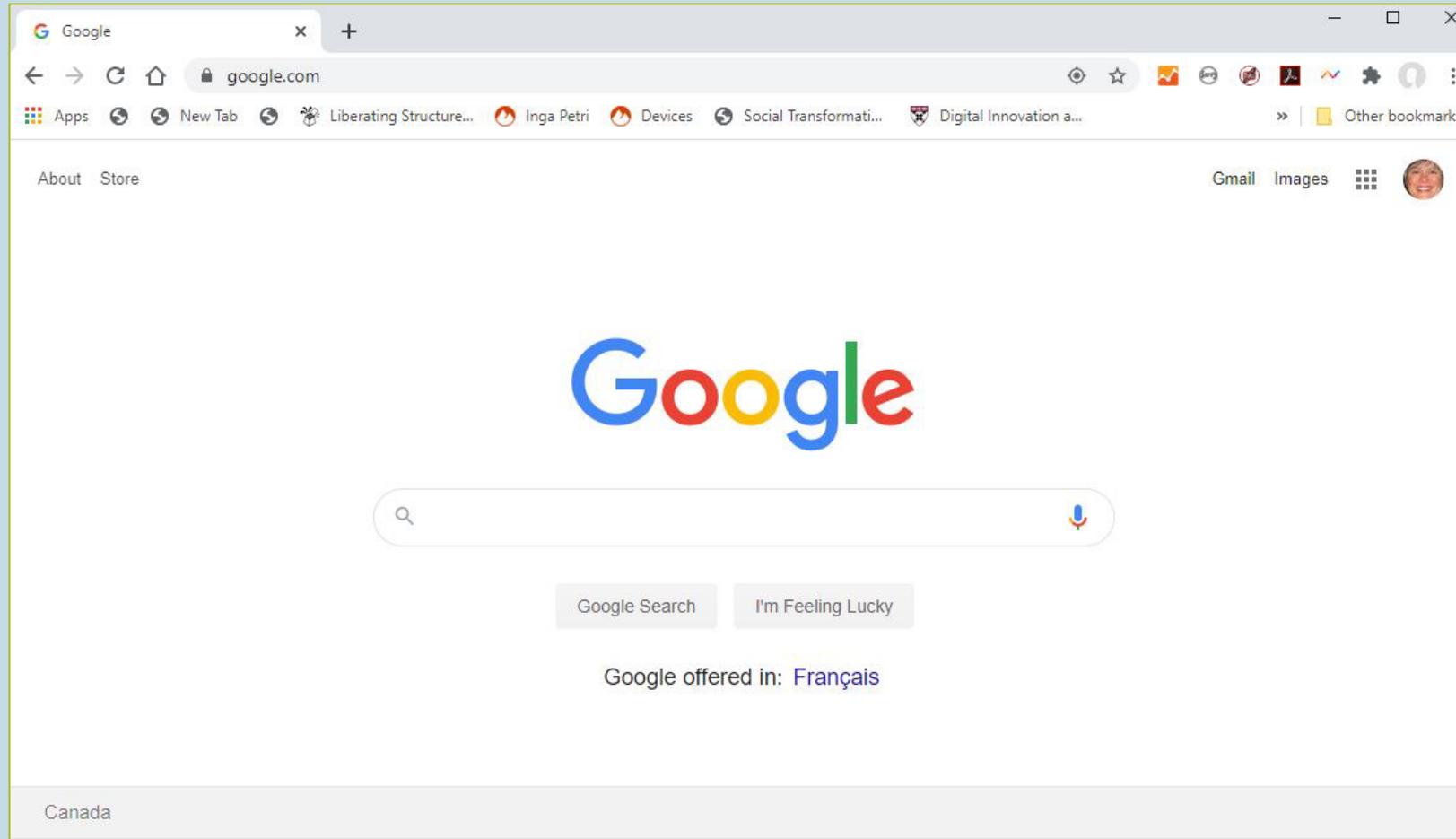
■ Quite low   
 ■ In some ways   
 ■ Quite high   
 ■ Not sure what this means

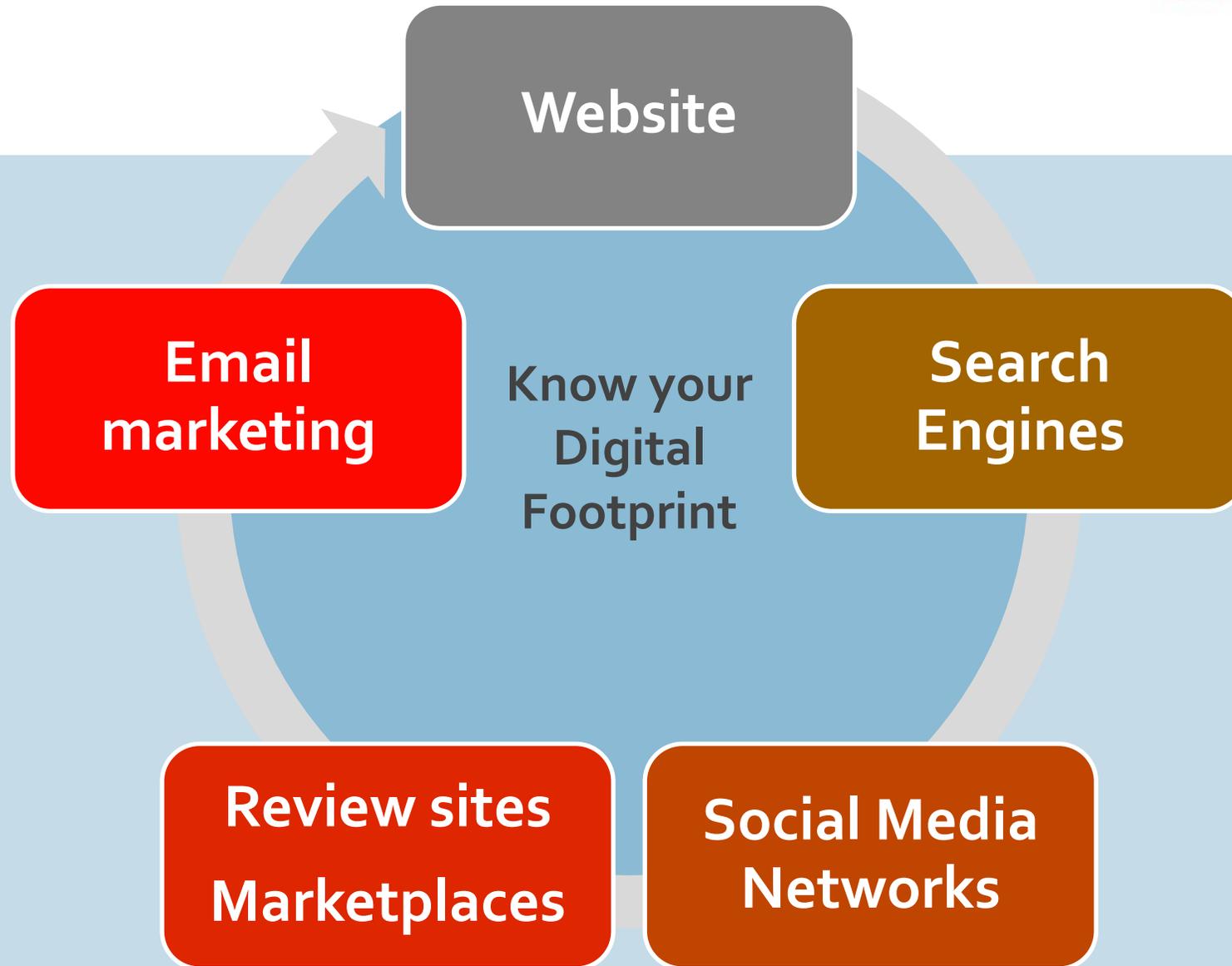
Index = High minus  
low minus don't  
know

# 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

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

### /In the web (web 3.0)

- Focus on discoverability of content
- Semantic mark-up

**Content remains KING**

## Toward Web 3.0 – The Semantic Web

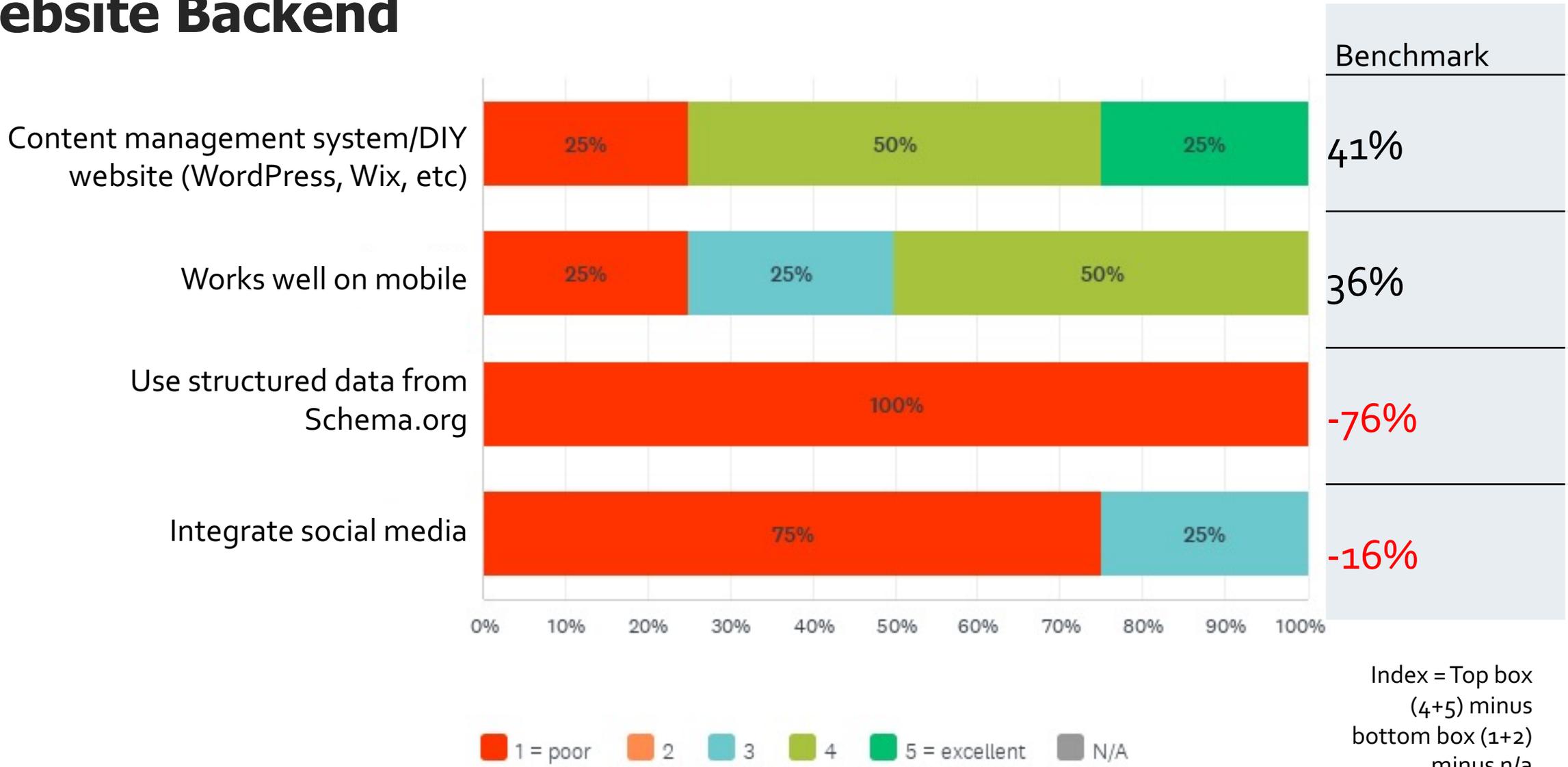
### On the web (web 2.0)

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

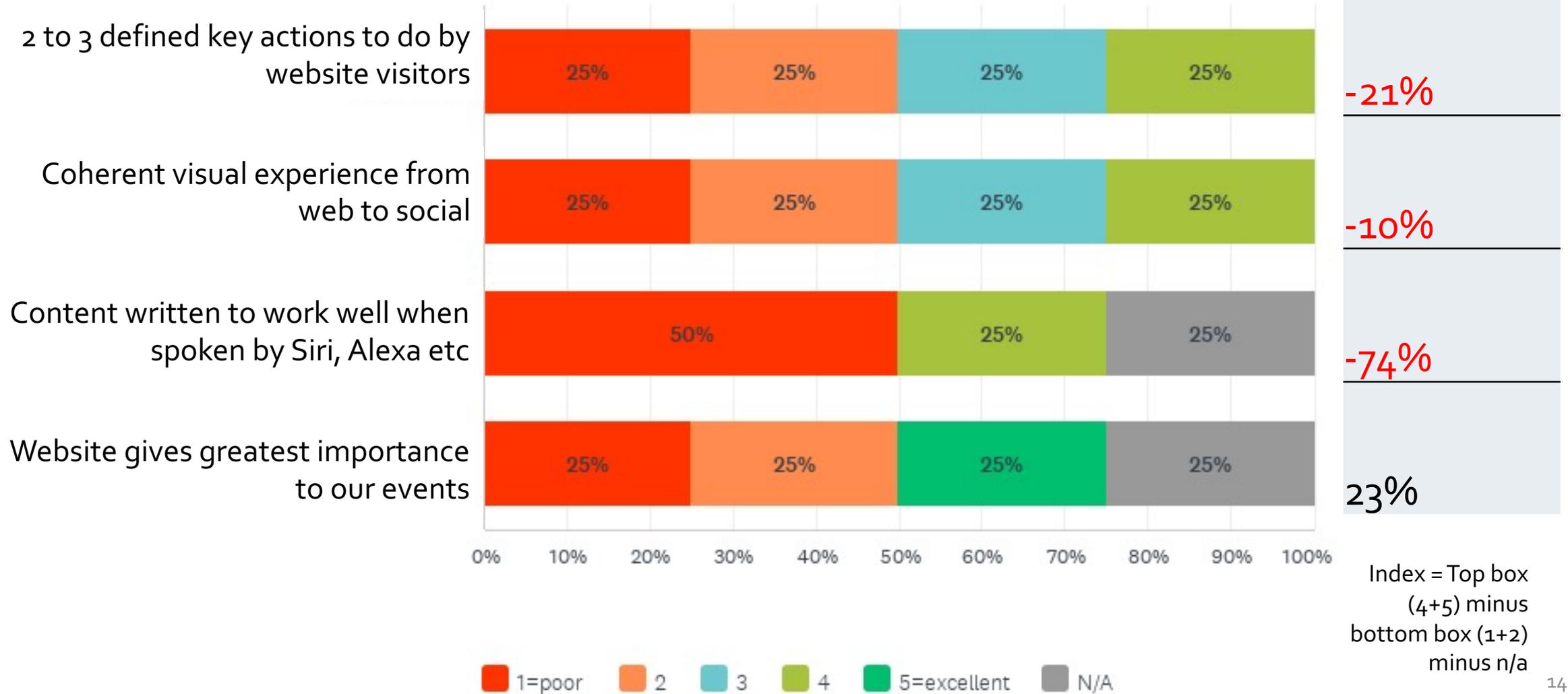
### In the web (web 3.0)

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

# Assessment Results and Benchmark: Website Backend



# Assessment Results and Benchmark: User Experience



# Assessment Results and Benchmark: Amplifying

With one click visitors can share any webpage with their social networks



Benchmark

-62%

From every page, users can connect with our social networks



-28%

Users can easily subscribe to our e-news



-3%

Users can buy tickets easily, quickly and securely



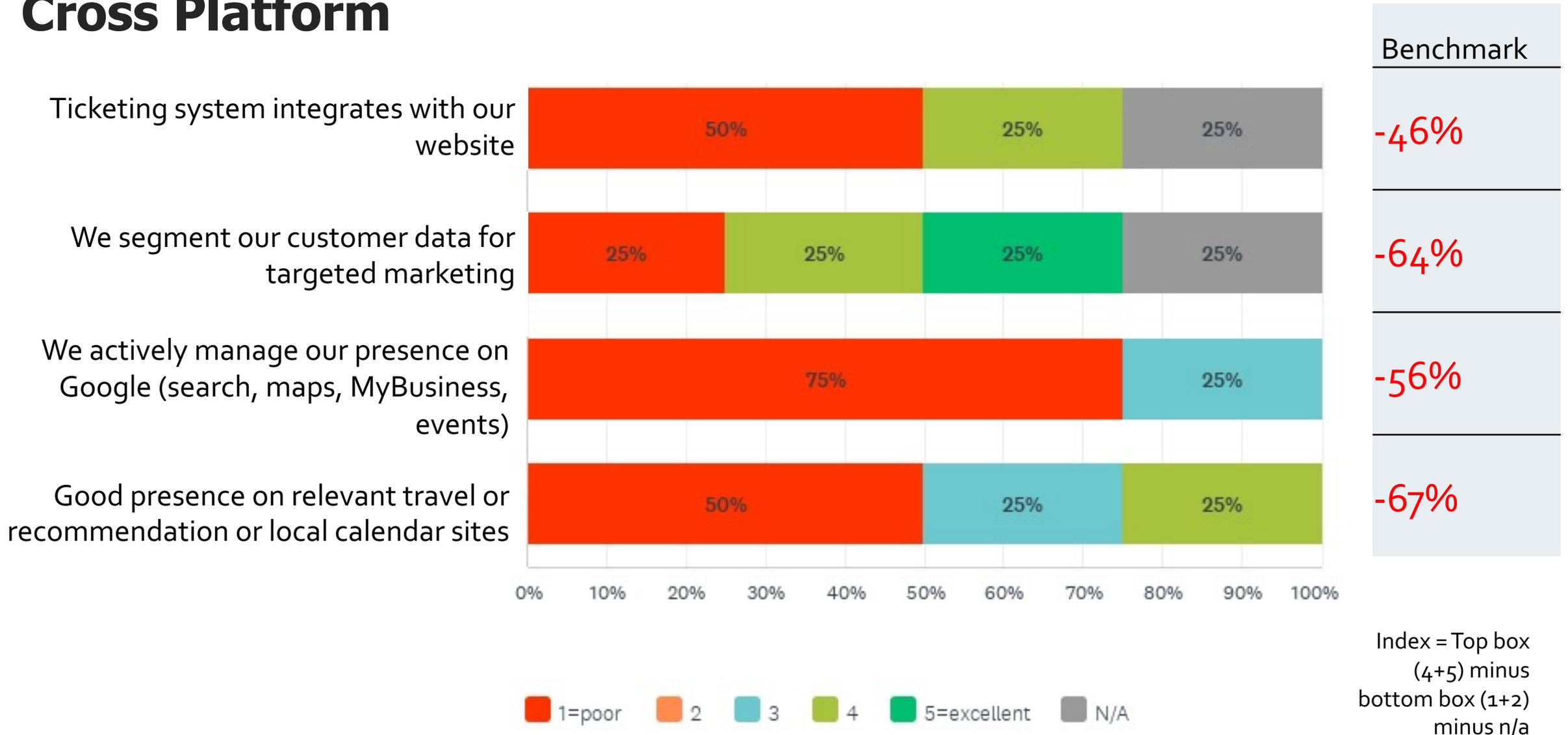
-15%

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

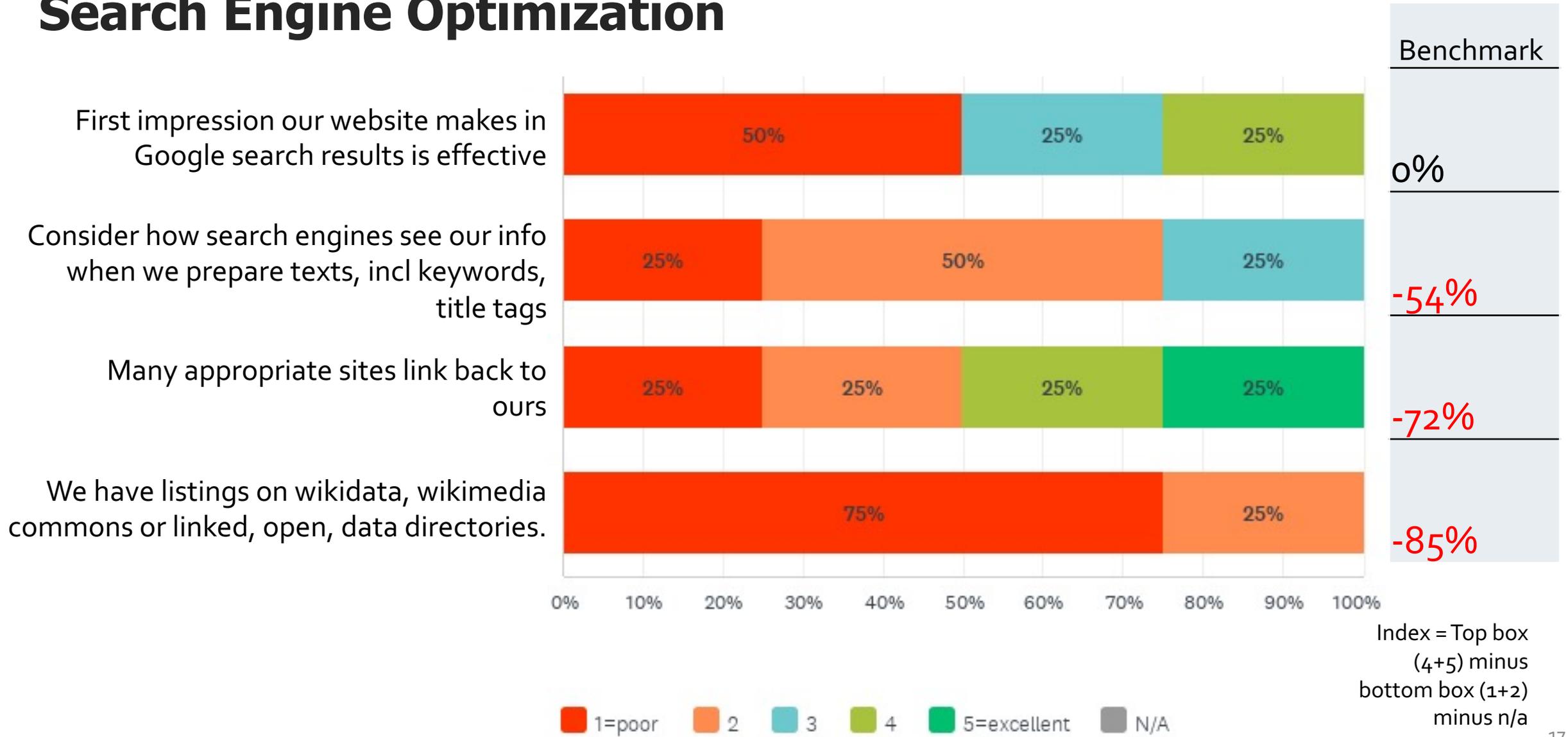
1=poor 2 3 4 5=excellent N/A

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

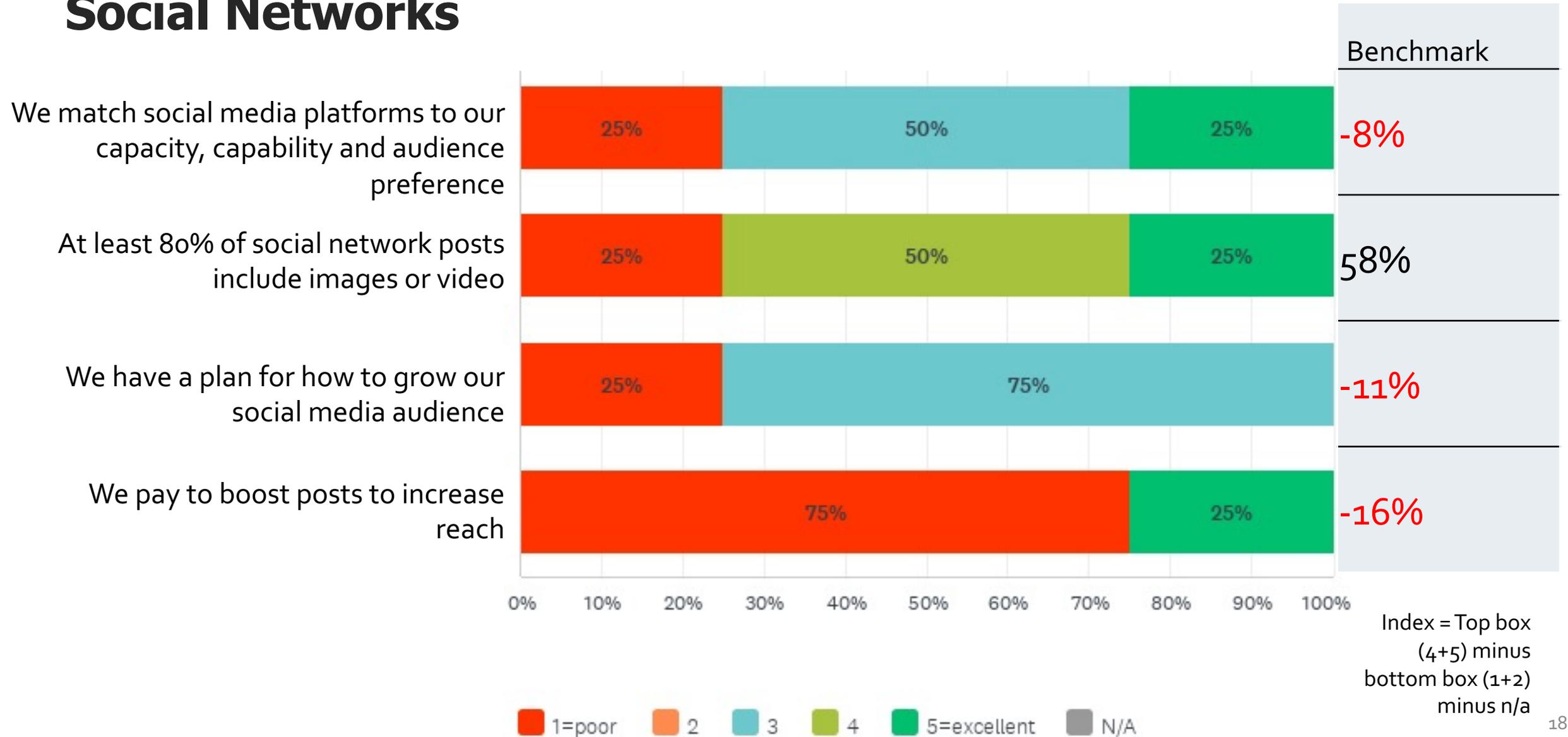
# Assessment Results and Benchmark: Cross Platform



# Assessment Results and Benchmark: Search Engine Optimization

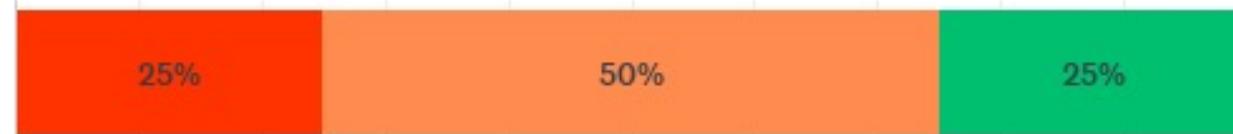


# Assessment Results and Benchmark: Social Networks



# Assessment Results and Benchmark: Analytics

We analyze social media campaign performance



Benchmark

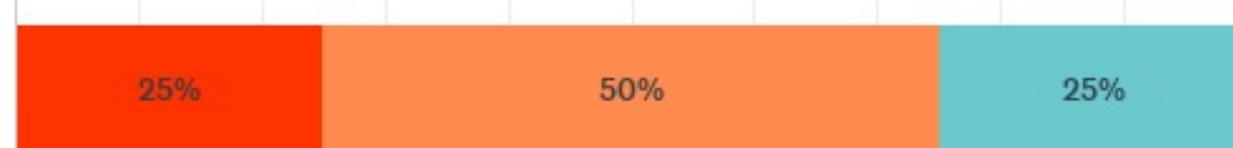
-13%

We use Google Analytics to track web statistics



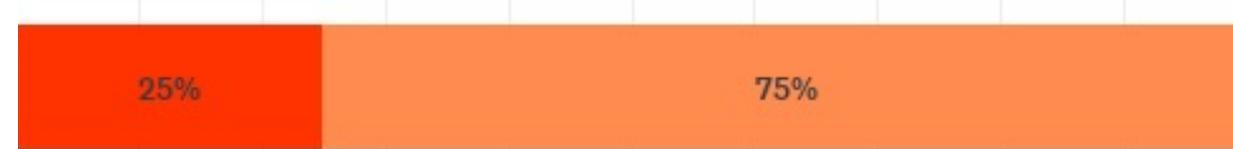
-32%

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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