

# THE *Creative* TOURIST

An Internet Marketing Cornucopia for Arts Marketing Professionals



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## Introduction

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### The Aim of this Guide

This document is a collection of ideas that you can use to improve your Internet marketing. We have collected tips across 4 main areas: web design, search engine optimisation, social media, and email marketing.

This resource was developed as part of the Tickets for Tourists project funded by Fáilte Ireland, and managed by Theatre Forum.

As an arts marketing professional, you may find this set of checklists useful as you start to develop a new site, or work on improving your Internet marketing campaigns.

There are 4 resource packs available as part of the Tickets for Tourists project from [www.theatreforumireland.com](http://www.theatreforumireland.com) and from Fáilte Ireland, Cultural Tourism & Festival and Cultural Events Unit.

1. An Introduction to Landing Pages for Arts Marketing Professionals (plus workbook)
2. An Introduction to Web Analytics for Arts Marketing Professionals
3. An Introduction to Pay Per Click Advertising for Arts Marketing Professionals
4. An Internet Marketing Cornucopia for Arts Marketing Professionals



## Section 1: Improve Your Website

### 1. Check how quickly your website loads

<http://www.websiteoptimization.com/services/analyze/>

This site lets you know how much a page on your website “weighs” – and as a result how quickly the website will load. It will also evaluate the quality of the technical build of your HTML. You might want to share this data with your web designer.

### 2. Check how easy your web copy is to read

<http://juicystudio.com/services/readability.php#readintro>

Writing for the web means writing simply. Short sentences, short paragraphs, bullet point lists. The Readability Test will let you know how easy it is to read your copy. Keep in mind we’re aiming to write for someone with 6 or 7 years education!

### 3. Create a Google Map

<http://maps.google.co.uk/>

Create your own custom map, highlighting your office location, or points of interest. Embed the map in your own web page. You need to be logged into your own Google account, and then select My Maps, and then Create a New Map.

### 4. Rewrite your About Us page

Your About Us page is one of the most commonly visited pages before a prospective customer will contact you. Review your About Us page, and ensure you are making it clear what differentiates you from other arts organisations, what makes your organisation special, your values, your awards

### 5. Get a Favicon

<http://tools.dynamicdrive.com/favicon/>

A Favicon is the small icon (“Favourites Icon”) that appears in the web browser next to the address. It is a special format, so use a Favicon Generator to create the .ico file, and then upload the file to your website.

### 6. Check Your WeWe Score

[http:// www.futurenowinc.com/wewe.htm](http://www.futurenowinc.com/wewe.htm)

How much do you talk about yourself on your website, rather than talking about the benefits you bring to your customers. Your WeWe score is how much you talk about “we”, “us” or “I”. Calculate your score, and rewrite your content focusing on your customers needs and benefits.



## 7. Check Your Bounce Rate

[http:// www.google.com/analytics/](http://www.google.com/analytics/)

Google Analytics is a free piece of software that enables you to measure how visitors discover and interact with your site. Your Bounce Rate is a visit where a single page is viewed, and then the visitor leaves. Review your Bounce Rate for each page, for different keywords, and plan how you could improve your website.

## 8. Understand your Google Analytics

<http://www.google.com/analytics/>

Google Analytics offers a huge amount of user information, and you need to define your own key measures. Numbers of enquiries? Numbers of visitors? Numbers of page views? Be sure to take a look at our Google Analytics guide

## 9. Get a Custom 404 page

<http://www.hallam.biz/blog/2007/05/seo-and-error-404-messages.html>

A custom 404 page is a special page on your site that displays when a page is missing or a broken link is found. You will need to create the page, copy the page to your webserver, and then modify your server settings to display the new page when an error is encountered. Full instructions available on my site, or get your web developer to help you.

## 10. Offer Free Stuff

Why not offer free things that don't cost you money, but your users value? How about fact sheets, hints and tips, guides, free newsletters, and more. How about the chance to win tickets, or the chance for a backstage tour?

## Section 2 : Improve Your Search Engine Optimisation

### 1. Find Your Current Positions in Google

Use Free Monitor for Google to check your current rankings. Next time you run the report, it will show how your positions have changed.

Download the software from: <http://www.cleverstat.com/en/google-monitor-query.htm>

Use the Options menu to change your country to UK, and search the first 30 results.

Use the Project menu to add your URL, and then a list of your keywords

And finally, hit the Magnifying Glass icon to search for your current rankings.

### 2. Find out what Google knows about your site

In the Google search box type in [info:www.mysite.com](http://info:www.mysite.com)

Google will report back:

**Cache** will tell you the last day the spider crawled your site. In the top right of the cached window, click on Text only version to see what your page looks like to the spiders.

**Similar** to will show you other sites that are indexed in a similar way, typically your competitors

**Linked to** shows you *only a small sample* of other sites linking to your site

**From the site** shows you all the pages from your site Google can see. Be sure to check for duplicate title tags, or duplicate descriptions

**Contain the term** are sites that mention your web address, but don't have a working link.

### 3. Do Your Keyword Research

<https://adwords.google.com/select/KeywordToolExternal>

This tool shows search volumes on Google UK for the last month, and annual monthly average. Use this tool to discover what phrases people use when searching for your product or service.

Use the Show/Hide columns option to show additional information.

Try putting your own website into the Website Content option at the top right, and see what keywords Google suggests for your site



#### 4. Fix Your Title Tags

Title Tags are one of the single most important indicators to Google to help it to index your web pages. You amend your Title Tags as part of changing your web pages.

Title Tag checklist:

- 65 characters maximum in your Title Tag
- Put your most important words first, typically what you do, followed by who you are
- Every page should have a different Title Tag
- Make your Title Tags read well – they appear in the search results



#### 5. Check Your Keyword Density

<http://www.ranks.nl>

You can check each individual page on your site to see what the spiders see in terms of the concentration of your text. This report will also show you a checklist of all the places where your key phrases should appear.

#### 6. Review Your Meta Tags

The Description Meta Tag is the two lines of black text that appear in the Google search results. Rewrite your meta descriptions to be powerful marketing messages, encouraging people to click on your links. You have 150 characters or so to play with.

#### 7. Check Your Inbound Links

<http://siteexplorer.search.yahoo.com>

Find everybody linking to you, and then discover who is linking to your competitors. Remember, you can check on a page by page basis, or use the pull down menus to select all the links coming into every page on the site.



#### 8. Check Your SEO score

<http://website.grader.com/>

This free tool will measure the basics of your search engine optimisation efforts, and identify way to improve your rankings in the search engines.

## 9. Discover your Google Page Rank

<http://toolbar.google.com>

Google assigns a trust rank to every page on the Internet, from 0 to 10. Typically, small businesses have a score of 3-5. This score only changes every few months, so it just keep an eye on it, and don't fret!

## 10. Look at Your Google Webmaster Tools Data

[http:// www.google.com/webmasters/tools/](http://www.google.com/webmasters/tools/)

Google makes available important search engine optimisation information, which only you can see as a website owner. You need to have a free Google account, and then create a Webmaster Tools account. Verify your account by uploading a file to your server. Start by taking a look at your Top Search Queries in the Statistics section.



## Section 3 : Use the Social Internet

There is no such thing as the “perfect landing page”, but we have created a simplified 5 step framework for you to work through when planning your landing pages.

We call these the Five S’s, and have identified 5 characteristics of new visitors to your website for you to consider. These are deliberately tongue in cheek, but we hope will be memorable as you start to plan your landing pages! Visitors to your website are:

### 1. Research your reputation on the Social Internet

<http://www.socialmention.com/>

Social Mention is a search tool that lets you check what people are saying about you on blogs, forums, Twitter and other social media sites. It is an online reputation monitoring tool that helps you to “listen” to the social internet.

### 2. Check your Reviews on the Internet

There are many review sites on the Internet. Research which sites might be reviewing your performances by looking at the Reviews in your Google Local Business listing, and then investigating review sites such as

- [www.tripadvisor.com](http://www.tripadvisor.com)
- [www.indublin.ie](http://www.indublin.ie)
- [www.independent.ie](http://www.independent.ie)
- [www.qype.co.uk](http://www.qype.co.uk)
- <http://www.bview.co.uk/>
- <http://www.touchnottingham.com/> or other Touch Local directories

### 3. Research Twitter

<http://search.twitter.com/>

Start your social Internet activities by monitoring what other people are talking about, how they communicate. You can use Twitter search to find people talking about your products, your competitors, and your own company.

Investigate how companies are being helpful with Twitter

How to Use Twitter for Business: <http://johnjantsch.com/TwitterforBusiness.pdf>

Examples of companies using Twitter:

<http://buzzmarketingfortech.blogspot.com/2008/12/brands-that-tweet.html>



#### 4. Create Twitter account

<http://twitter.com/dublinfringe>

<http://twitter.com/galwayartsfest>

<http://twitter.com/corkmidsummer>

A good way start using Twitter:

**Listen:** read other tweets, follow other arts professionals, and observe how they are using it well

**Engage:** start sending out your own tweets, keeping in mind your target audience. Are you talking to arts journalists? Your audience? Your Partners?

**Measure:** are you getting people tweeting about your organisation? More visitors to your website? More ticket sales?

#### 5. Join Linked In

<http://www.linkedin.com/in/susanhallam>

Linked In is a valuable business networking website. At the very least, it can provide you with a keyword rich anchor text link to your website. Use the service to connect with other business people you know.

#### 6. Join Facebook

<http://www.facebook.com/>

Facebook offers you a vibrant community, wanting to engage with you and your organisation. Start by creating your own personal Facebook profile.

#### 7. Create a Facebook Organisation Page

<http://www.facebook.com/kilkennyarts>

<http://www.facebook.com/nationalconcerthall>

<http://www.facebook.com/ProjectArtsCentreDublin>

A Facebook Page is separate to your personal Facebook profile. It represents your organisation, and allows you to connect with audience. It is a public page that can appear in the search engine results, and can have a link back to your website.

Or consider advertising on the Facebook network, , targeting your ads to users in specific geographies, age groups, genders, interests....

<http://www.facebook.com/advertising/?pages>



## 8. Upload Videos to YouTube

<http://www.youtube.com/user/DublinTheatreFest>

<http://www.youtube.com/user/WexfordFestivalOpera>

You can upload your own videos to the free YouTube service, and you can create your own YouTube channel of videos. You can create videos showing how your business works, top tips, hints and tricks. You can then embed these videos to play in your own website, or include other videos if appropriate.

Google now includes Videos in the search engine results, and it acts as another inbound link to your website.

## 9. Write a Blog

[http://www.abbeytheatre.ie/behind\\_the\\_scenes/article/the\\_plough\\_and\\_the\\_stars\\_week\\_3\\_blog](http://www.abbeytheatre.ie/behind_the_scenes/article/the_plough_and_the_stars_week_3_blog)

Blogging is one of the most powerful communication techniques on the Internet, generating keyword rich content, stimulating discussion, building audience engagement, and driving inbound links into your organisation. There are a number of free blogging software tools, of which WordPress is one of the best known. Make sure you incorporate your blog into your own website, and once you get started, that you have a plan to keep up the momentum!

## 10. Share your Content

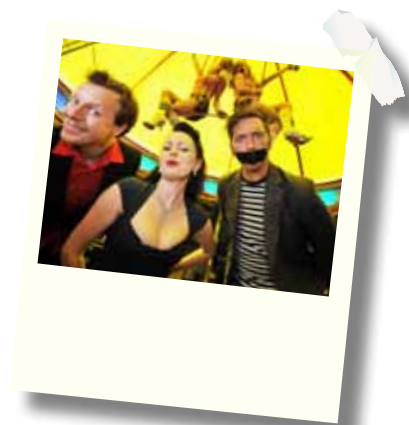
Your marketing team has created lots of content that you can Share using Social Media websites. Social media isn't just about networking, it is also about sharing and socialising your content.

Share your PDFS and make them dynamic online books at [www.issuu.com](http://www.issuu.com)

Share your Powerpoint presentations and embed them in your webpages at [www.slideshare.com](http://www.slideshare.com)

Share your Photographs on [www.flickr.com](http://www.flickr.com)

Share your videos on [www.youtube.com](http://www.youtube.com)



## Section 4 : Email Marketing Checklist

<b>Building Your Email Lists</b>		
1. Do you request an email address on every form that your customers and prospects complete?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2. Do you request an email address when visitors register on your website?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
3. When asking for an email address, do you also ask permission to email them?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
4. Do you have a system and procedure for collecting and storing your email addresses?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
5. Do you have a privacy policy stating how you will use email addresses (such as we do not sell lists)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6. If you are considering renting an email marketing list from a list broker, have your reviewed the quality of the list?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Developing Your Email Marketing Content</b>		
7. Have you defined the goals of your campaign: examples include generating enquiries, click through to website	<input type="checkbox"/> Yes	<input type="checkbox"/> No
8. Does your planned message pass the WIIFM test – “What’s In It for Me?”	<input type="checkbox"/> Yes	<input type="checkbox"/> No

<p>9. Could recipients of your planned message think you are just sending advertising or junk?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>10. Have you considered the benefits and drawbacks of sending either a plain text message, or one in HTML?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>11. Have you reviewed the appearance of your email message in the Outlook Preview Pane?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>12. Does your Subject line grab the reader's attention without looking like spam?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>13. Does your From line include your company name or brand?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>14. Do you have a clear Call to Action?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>15. Have you proofread your message before sending it out, checking spelling and grammar?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>16. Do you test your message, sending to a friendly audience before you broadcast generally?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>17. Have you provided a way for readers to unsubscribe?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>18. Do you have a process to clean up your email address list, including bounces and unsubscribes?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>19. Have you personalised the message?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	

<p>20. Have you identified yourself fully in your message, including complete contact details?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>21. Have you created a landing page for this email campaign, if required?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p><b>Measuring Your Email Success</b></p>		
<p>22. Do you measure how many people unsubscribe to your mailing?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>23. Do you keep track of how many people open your email message?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>24. Do you keep track of how many people click on the links in your email message?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>25. Do you provide a link to forward this email to a friend or colleague?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	
<p>26. Do you provide a way to let your readers give you feedback?</p>	<p><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>	