Is the old-fashioned website dead...

- ....or just feeling very poorly?
SEO

...what is it?

- Search Engine Optimization
Do…

- be sure to own your own domain (buy for several years)
- never use links such as “read more”, “click here” etc.
- flash looks cool, but its content is invisible to Google
- pictures should have good alt-tags
- use good title-tags for each, individual page on your site
- give your pages good descriptions
- use your search-keyword in title, text and links
Vi er Danmarks største kulturhistoriske museum - og helt gratis! Kig forbi natmus.dk for nyt om aktiviteter, udstillinger og viden om kultur og historie.
The Sun Chariot

The Sun Chariot was found in September 1902, when the former bog Trundholm Mose in northwestern Zealand was ploughed for the first time. The Sun Chariot was made in the Early Bronze Age around 1400 BC. The elegant spiral ornamentation that crosses the golden sun disc reveals its Nordic origin. The Sun Chariot illustrates the idea that the sun was drawn on its eternal journey by a divine horse. A sun image and the horse have been placed on wheels to symbolize the motion of the sun.

You can see the Sun Chariot in room 12 of the exhibition.

Other sun chariots?
Don’ts

- Don’t use white text on white background
- Don’t use tiny text or invisible links
- Don’t ”overoptimize” your site
Social media....

...what is it?

- Mainstream, not cutting edge
- Something, which is not special

YouTube – flickr – blogs – Facebook - Twitter
Why?

Alle skal forbinde Nationalmuseet med folkelig bredde, videnskabelig dybde og høj service
Possible goals?

- to get more visitors in the museum
- to get more visitors at the museum website
- to reach new users
- to get in contact with younger audiences
Not just new media – new ways too

<table>
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<th>QuestionDocument</th>
<th>0%</th>
<th>16%</th>
<th>32%</th>
<th>COUNT</th>
<th>PERCENT</th>
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<tbody>
<tr>
<td>Ja, jeg kommer ofte på museet</td>
<td></td>
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<td></td>
<td></td>
<td>62</td>
</tr>
<tr>
<td>Ja, jeg kommer på museets website, facebook, får nyheder el. lign.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>55</td>
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<tr>
<td>Nej, jeg synes ikke, at jeg &quot;bruger Nationalmuseet&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>43</td>
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<tr>
<td>Nej, men jeg har været der engang med skolen</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>37</td>
</tr>
</tbody>
</table>
An example – new users on mainsite

- Wikipedia (.dk) 79.82% (3.048)
- mik.dk – online museum guide 53.54% (2.699)
- Google 59.93% (335.377)
- Facebook 45.45% (7.056)
Being a part of the world

- Being part of the stream
- Being sharable and spreadable
Benefits

- Spreading knowledge and resources
- Becoming less elitist
- Getting smarter!
Challenges

- Time?
- Necessary ressources and skills?
- Am I a person or an institution?
New challenges

- location services
- gamification
- lazyweb
Workshop – to do’s

Charlotte S H Jensen
Google your own website

- Is it visible if you google its name (in various languages)
- What would someone google if they didn’t know the name? Try that!
- Do you like the result?
- How can you improve?
  Better description?
  Better title?

A Google Local page? With pictures & videos?
Is it enough to find the museum by its name?

- People who search by name, location etc. already knows your museum!

- What can you offer to people, who are not visitors?

  What makes your museum special:
  - a unique object or archaeological site?
  - a special event?
  - a certain knowledge/tradition is preserved here?

- Which keywords would be relevant
  What queries would you like to answer?
Which keywords would be good for the museum?


- Get inspiration on more possible keywords choose some with high/average search volume and low competition [https://adwords.google.com/o/Targeting/Explorer?__u=10000000000&__c=10000000000&ideaRequestType__=KEYWORD_IDEAS#search.none](https://adwords.google.com/o/Targeting/Explorer?__u=10000000000&__c=10000000000&ideaRequestType__=KEYWORD_IDEAS#search.none)

- Try using them in a title and description Description should be 160 characters
Make a page

- Do a search for Venus of Willendorf
  Do you get a page from the museum that has the object? Why – Why not?

- Write a highly visible page for the Venus
  Title
  URL
  160 character description
  Headline
  Alt-tag of picture
  Description of picture
  Beginning of the text (remember to use the keyword!)

- Check out how your text performs
  http://www.ranks.nl/cgi-bin/ranksnl/tools/article_analyzer.cgi
Good tools

- Check the Page-rank of your site
  http://www.prchecker.info/

- Measure your Twitter engagement

- Is anyone talking about your museum?
  http://www.socialmention.com/

- Is your museum influential?
  http://klout.com

- discuss your findings!
...and when you get home

- Install Google Analytics (no charge) or similar on your site, and start monitoring:

  Where do your website users come from?
  Which pages do they see on your site?
  How many pages do they see?
  How long do they stay?
  Are they new users?
  How many are returning visitors?

  ....what do you want to improve?