




# Welcome

## Before we get started

1. Today's webinar is scheduled to last 75 minutes including Q&A and a short break
2. Closed Captions are available on the desktop and mobile Zoom app (click the CC button)
3. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
4. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons!



# digitalculturenetwork.org.uk

  [Ask a Tech Champion](#) [Events](#) [External Support](#) [News](#) [About](#) [Knowledge Hub](#) 

We've created resources and advice for you to use during the COVID-19 lockdown. [Read More](#)

## Digital skills for the arts

### Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

[Browse our Knowledge Hub](#)



Knowledge Hub



Beginner Read  
Video and Digital Content

#### Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read  
Social Media

#### Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago

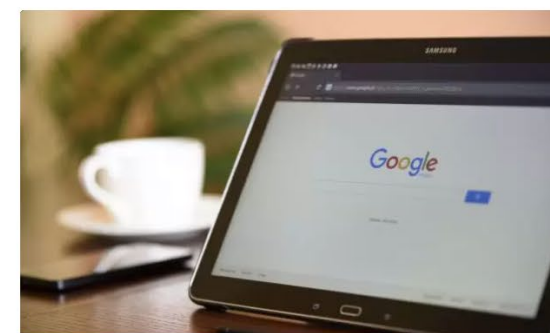


Beginner Read  
Social Media

#### Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago



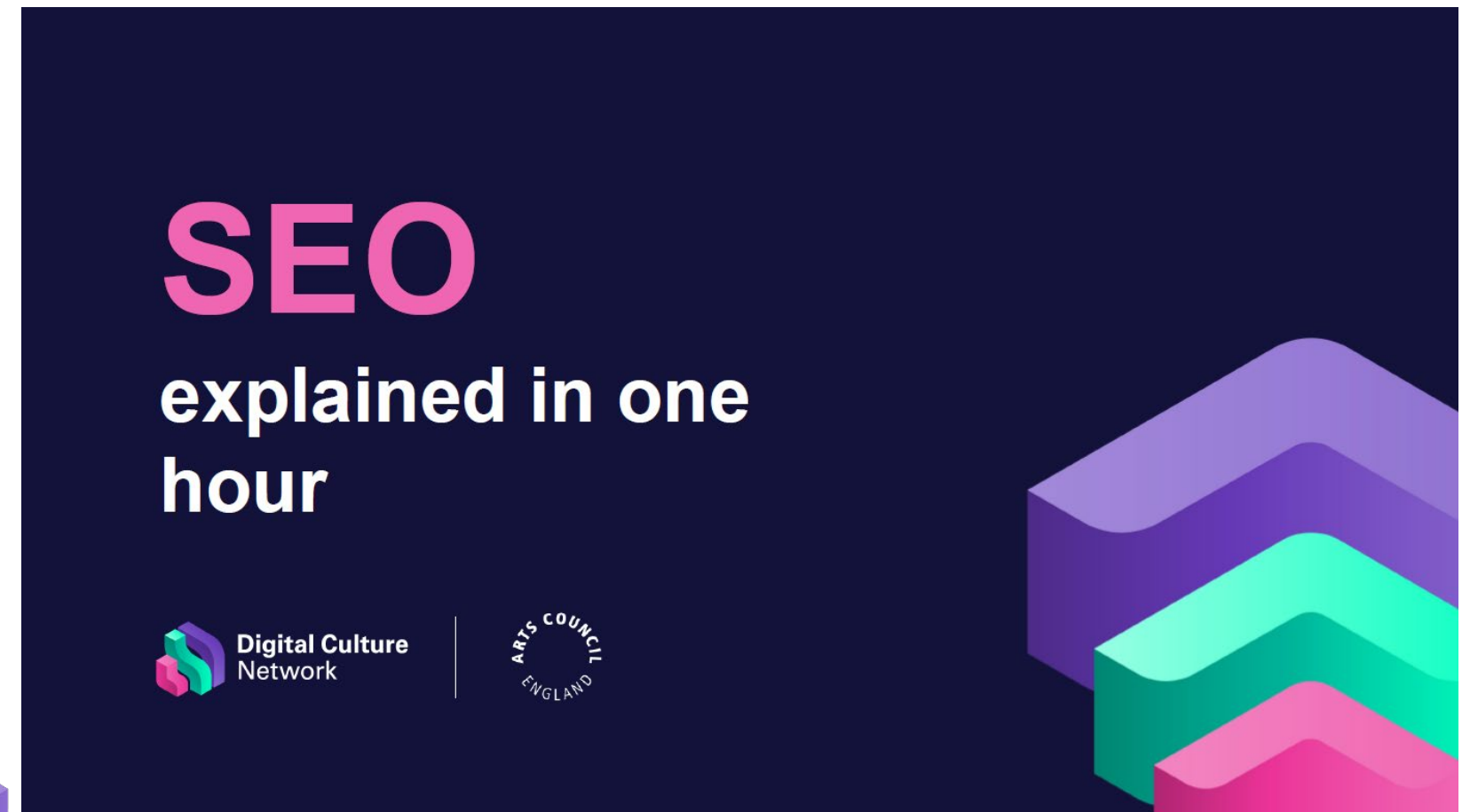
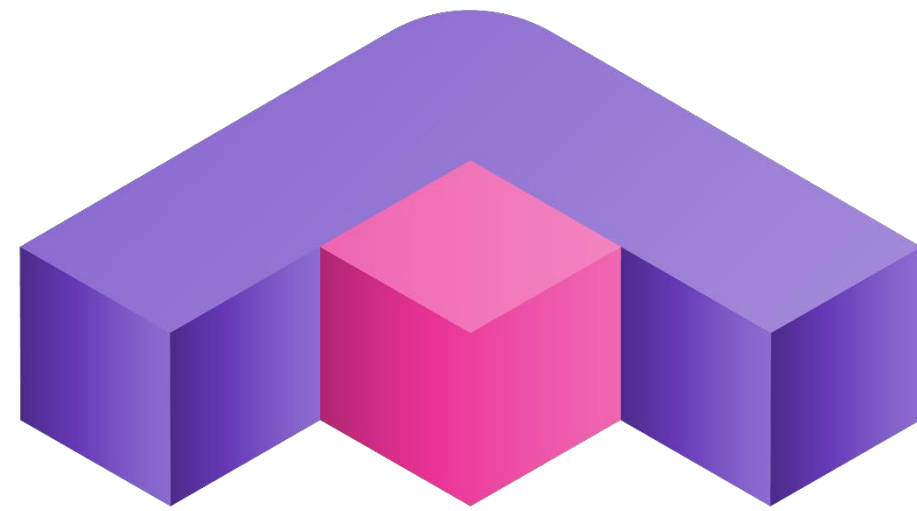
# Demystifying SEO: Actionable tips for the cultural sector

Monica Thomas, 8<sup>th</sup> November 2023



# Recorded Webinar: SEO Explained in One Hour

Get an overview of search engine optimisation by watching this recorded webinar on the DCN Knowledge Hub



# What we will cover

- **SECTION 1:** How to use SEO to get results

**BREAK**

- **SECTION 2:** Rich results to increase your reach beyond your website
- **SECTION 3:** Choosing an SEO strategy that is right for you

**Q&A**

**END**



# 1. How to use SEO to get results

- SEO – basic concepts
- Choosing keywords to optimise a page
- The basics of page optimisation
- Break (5min)
- SECTION 2
- SECTION 3
- Q&A



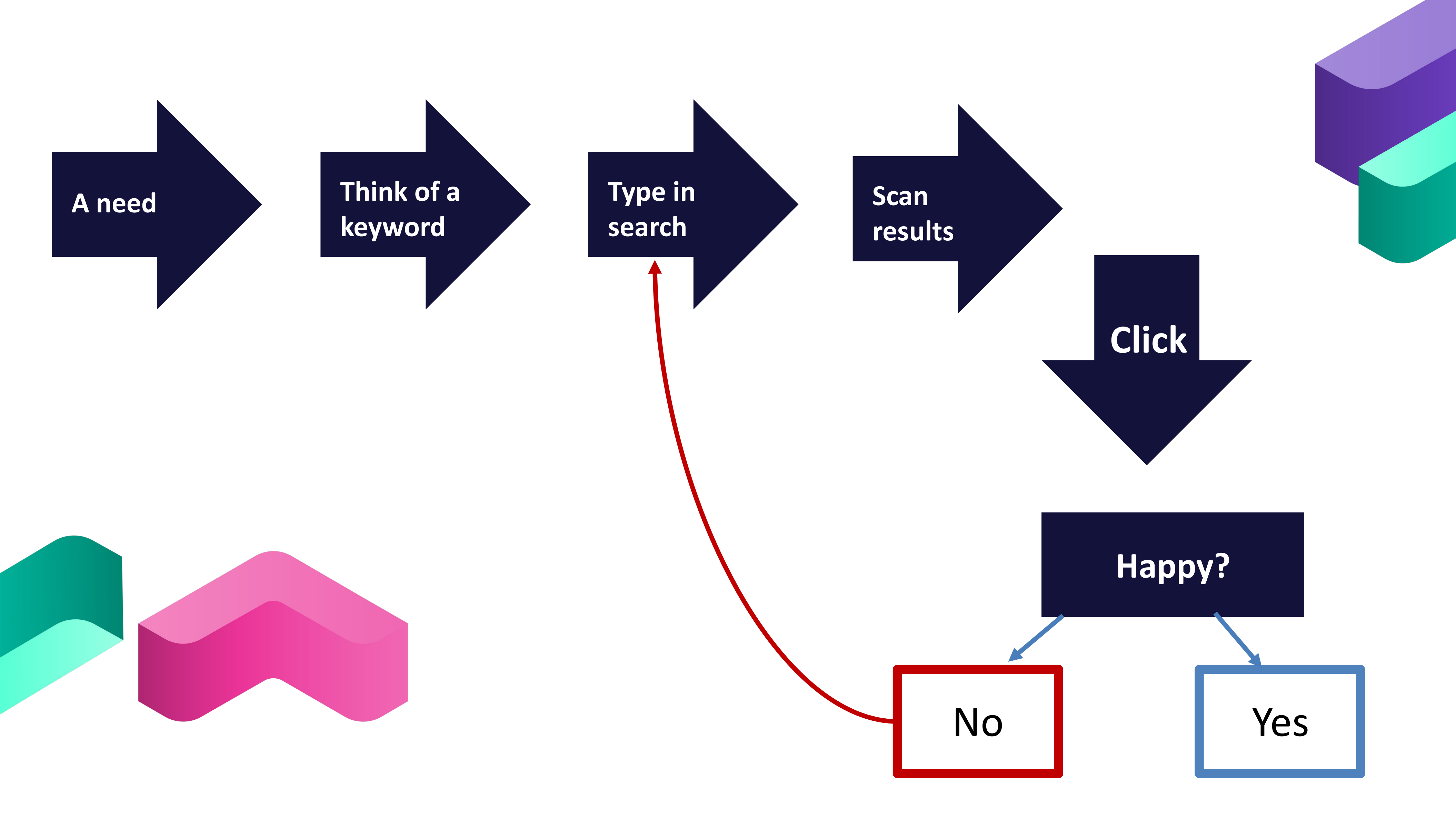
# Quick Poll





**SEO = Search Engine Optimisation**





A need

Think of a keyword

Type in search

Scan results

Click

Happy?

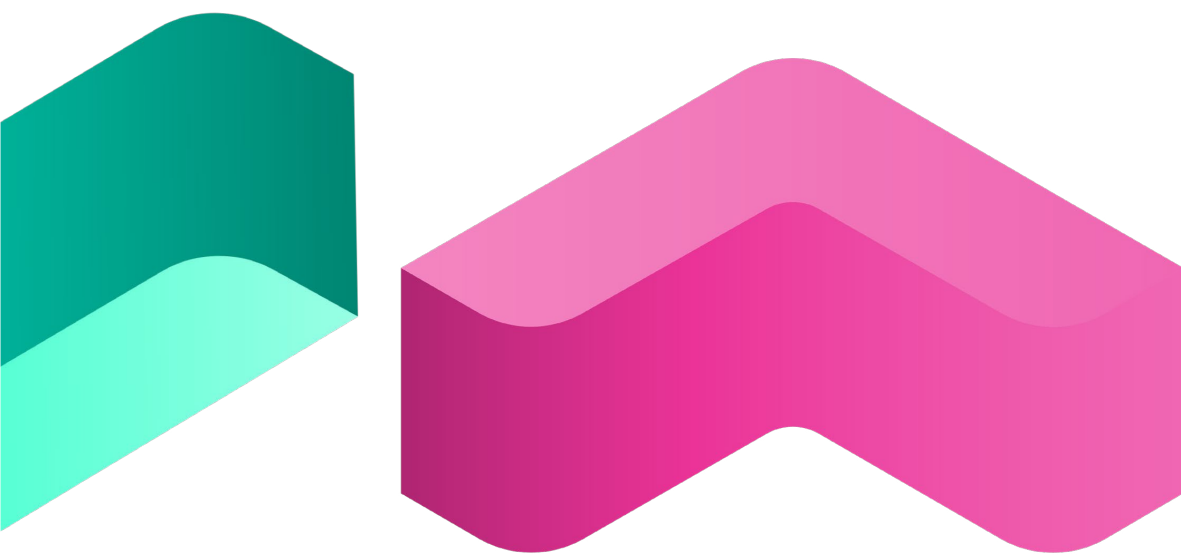
No

Yes



**keywords = search phrases that people put into Google to get results**

**ranking = how you place in Google for a particular keyword**



What are folk songs about?

Videos Images In english Ks3 Examples Traditional Characteristics Types Elements All filters Tools

About 186,000,000 results (0.39 seconds)

See results about Folk songs Musical genre

Folk songs are usually sung at social occasions and locations where there is an element of sharing ideas or sentiment. The subject matter ranges from commemorative (the death of Nelson), to rural (cropping hay), and after the industrial revolution also became more urban in topic with a political edge. 17 May 2018

Making Music  
https://www.makingmusic.org.uk › resource › introducti...  
An introduction to: Folk music | Making Music

People also ask

What is the concept of folk songs?

What is the purpose of singing folk songs?

Wikipedia  
https://en.wikipedia.org › wiki › Folk\_music  
Folk music

Britannica  
https://www.britannica.com › ... › Folk Music  
Folk music | Definition, History, Artists, Songs, Instruments ...  
Folk music, type of traditional and generally rural music that originally was passed down through families and other small social groups.

Featured snippet

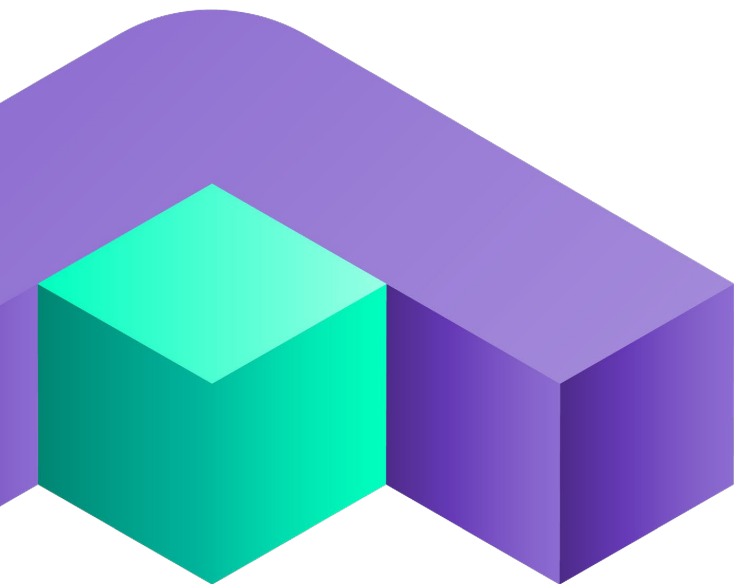


(Meta) title



(Meta) title

Meta description



Localised Google  
Maps result

museums near me

Maps For kids Images Shopping Free Science Best With dinosaurs Art

About 1,580,000,000 results (0.32 seconds)

Results for **Museums in Sunderland, County Durham**

Find results on

- Dayoutwiththekids: 20 Best Museums and Art...
- Tripadvisor: THE 10 BEST Museums in...

Places

Rating Hours

- Beamish, the Living Museum of the North**  
4.8 ★★★★★ (21K) · Open-Air Museum  
Stanley  
Open-air living museum of historic life
- Durham Museum and Heritage Centre**  
4.2 ★★★★★ (60) · Museum  
Durham  
Opens soon · 11 am  
Local history reconstructions & exhibits
- Sunderland Museum, Winter Gardens**  
4.4 ★★★★★ (2.4K) · Museum  
Sunderland  
Local history & botanical collection

Localised rich result



Search bar: museums sunderland

Filters: Maps, Images, Prices, Opening times, Shopping, Tickets, Free, News, Best

About 4,240,000 results (0.36 seconds)

Results for **Sunderland** · Choose area

### Museums / Sunderland

From sources across the web


3 more

**Tripadvisor**  
https://www.tripadvisor.co.uk > Attractions-g227059-...

### THE 5 BEST Museums in Sunderland (Updated 2023)

Museums in Sunderland · 1. National Glass Centre · 2. North East Land, Sea and Air Museum · 3. Sunderland Museum & Winter Gardens · 4. Ryhope Engines Museum · 5 ...



**Sunderland Culture**  
https://sunderlandculture.org.uk > Our Venues

### Sunderland Museum & Winter Gardens

Enjoy a range of free and affordable activities for all ages and abilities! ... Elmer and Friends, the Colourful World of David McKee. An exhibition from Seven ...

[Plan Your Visit](#) · [Permanent Exhibitions...](#) · [Shop now](#) · [Food & Drink](#)



### People also ask

How much does it cost to go to the Sunderland Museum and Winter Gardens? ▾

When was Sunderland Museum built? ▾

Localised rich result 2



comedy night near me

Tonight Tickets Shopping Maps Images Tomorrow Tuesday Videos

About 995,000,000 results (0.63 seconds)

Results for [redacted] SPZ · Choose area

### Events

Today Tomorrow This Week This Weekend Next Week This Month

- 2 NOV** Lucy Beaumont: The Trouble and Strife  
Thu 2 – Fri 3 Nov  
Tyne Theatre & Opera House, 109-113 Westgate Rd  
Newcastle upon Tyne
- 11 NOV** Paul Smith- Joker  
Sat, 18:30–22:00  
Rainton Arena, Mercantile Rd  
Houghton le Spring
- 26 JAN** Roy 'chubby' Brown  
Fri, 18:30–22:30  
O2 City Hall Newcastle, College House, Northumberland Rd  
Newcastle upon Tyne

[Search more events](#)

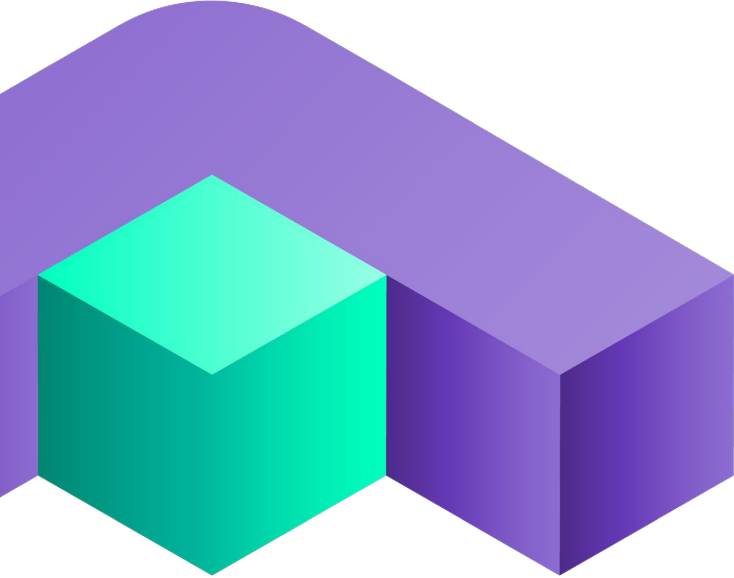
[Learn more](#) [Feedback](#)

### Find results on

- Ticketmaster  
[Comedy Guide 2023 |...](#)
- Seetickets  
[Comedy Tickets](#)

### Places

Map showing locations: The Stand Comedy Club Newcastle, The Customs House



About 5,830,000 results (0.51 seconds)

**B** Brunel Museum  
<https://thebrunelmuseum.com>

### Brunel Museum: Homepage

The Brunel Museum is an educational charity run by volunteers that tells the story of one of the world's great engineering dynasties.

#### Visit Us

Visit Us. Visits for schools and other groups can be arranged ...

#### What's On

What's On · Tunnelling Through Time · Virtual Tours · Living ...

#### Tunnel Shaft

The former entrance shaft to the historic Thames Tunnel will ...

#### Find Us

Find Us · Cycling: The museum is on the Q14 Quietway from Cycle ...

[More results from thebrunelmuseum.com »](#)

#### People also ask

Can you walk through the Brunel tunnel?

What is Brunel most famous for?

What is the nearest tube to the Brunel Museum?

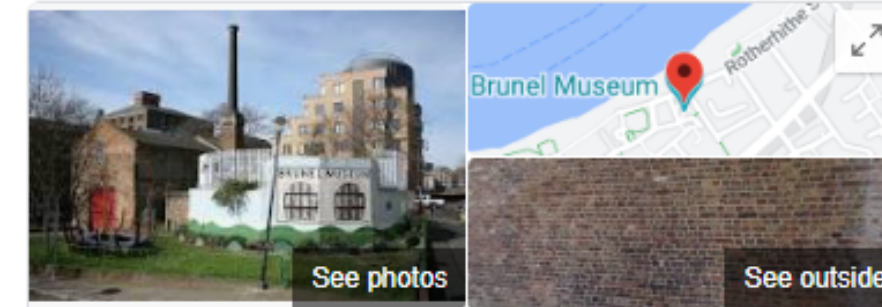
Where is Brunel buried?

Feedback

**W** Wikipedia  
[https://en.wikipedia.org/wiki/Brunel\\_Museum](https://en.wikipedia.org/wiki/Brunel_Museum)

### Brunel Museum

The Brunel Museum is a small museum situated at the Brunel Engine House, Rotherhithe, London Borough of Southwark. The Engine House was designed by Sir Marc ...



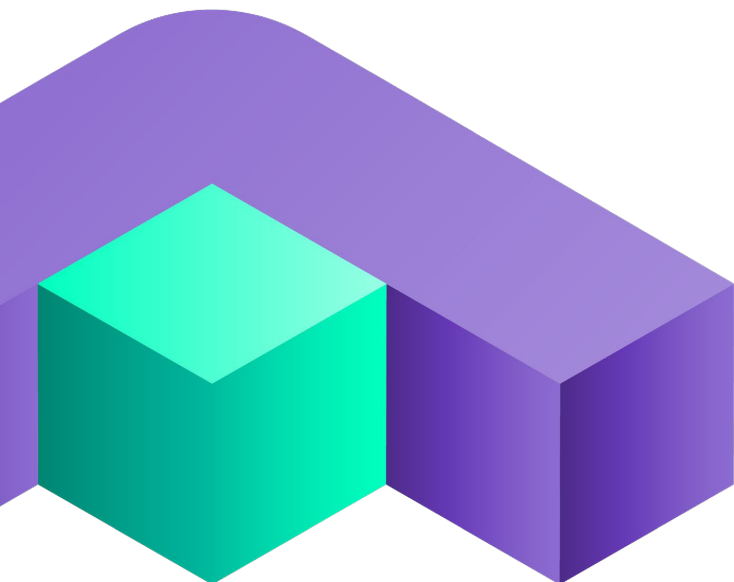
0:59  
**Brunel Museum**  
Website Directions Save Call  
4.2 ★★★★★ 758 Google reviews ⓘ  
Museum in London, England  
[SEE TICKETS](#)

**Sponsored**  
GetYourGuide  
Rotherhithe Riverside Self-Guided Discovery Game  
£21 · 5.0 ★ (2)  
Free cancellation

The Brunel Museum is a small museum situated at the Brunel Engine House, Rotherhithe, London Borough of Southwark.  
[Wikipedia](#)  
**Address:** Railway Ave, London SE16 4LF  
**Hours:** Closed · Opens 10:30 am Fri  
Updated by this business 1 week ago  
**Phone:** 020 7231 3840  
**Architect:** Marc Isambard Brunel  
**Opened:** 1961  
**Function:** Museum  
[Suggest an edit](#) · [Own this business?](#)



Google Business Profile panel



what is dramaturgy



beehivedramaturgy.com  
http://www.beehivedramaturgy.com › whatisdramaturgy  
**WHAT IS DRAMATURGY? — Beehive**  
A dramaturg is a dedicated person on the creative team whose primary task is to support the play's development by asking key questions, starting conversations, ...

31.24%

Wikipedia  
https://en.wikipedia.org › wiki › Dramaturgy  
**Dramaturgy**  
Dramaturgy is the study of dramatic composition and the representation of the main elements of drama on the stage. The term first appears in the eponymous work ...  
Definition and history · Practice · Copyright

Dramatics Magazine  
https://dramatics.org › what-is-dramaturgy  
**What is Dramaturgy?**  
The basic definition of dramaturgy is "the art or technique of dramatic composition or theatrical representation." It comes from the Greek word dramaturgía, ...

MasterClass  
https://www.masterclass.com › articles › dramaturgy  
**What Is Dramaturgy? 5 Examples of ...**  
17 Dec 2021 — Dramaturgy is an in-depth study of the work that playwrights, screenwriters, and directors create. Writers and directors may take on the role ...

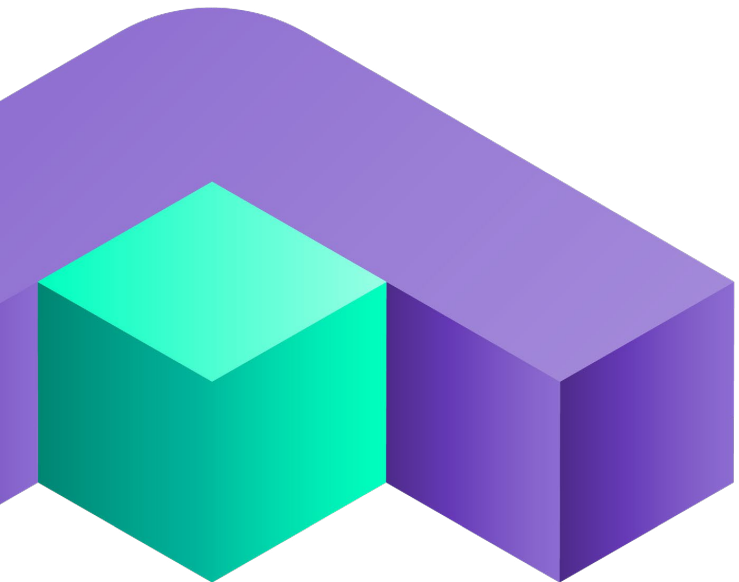
67.60%

Study.com  
https://study.com › learn › lesson › dramaturgy-social...  
**Dramaturgy in Sociology | Analysis, Theory & Approach**  
12 Mar 2022 — According to Goffman's dramaturgical theory, people assume roles that they use in their daily interactions with others.

Appalachian State University  
https://theatreanddance.appstate.edu › dramaturg  
**Dramaturg | Department of Theatre and Dance**  
It is the job of the dramaturg to learn as much as possible about the play (its structure, its language, its themes, etc.)

Theatre Links  
https://theatrelinks.com › dramaturgy  
**What Exactly is Dramaturgy? 35 Useful Theatre Resources**  
24 Oct 2023 — A dramaturge is usually a writer, critic, or scholar who advises a theatre on literary points, as well as editing classic texts and perhaps ...

6-10 receive only 3.73%





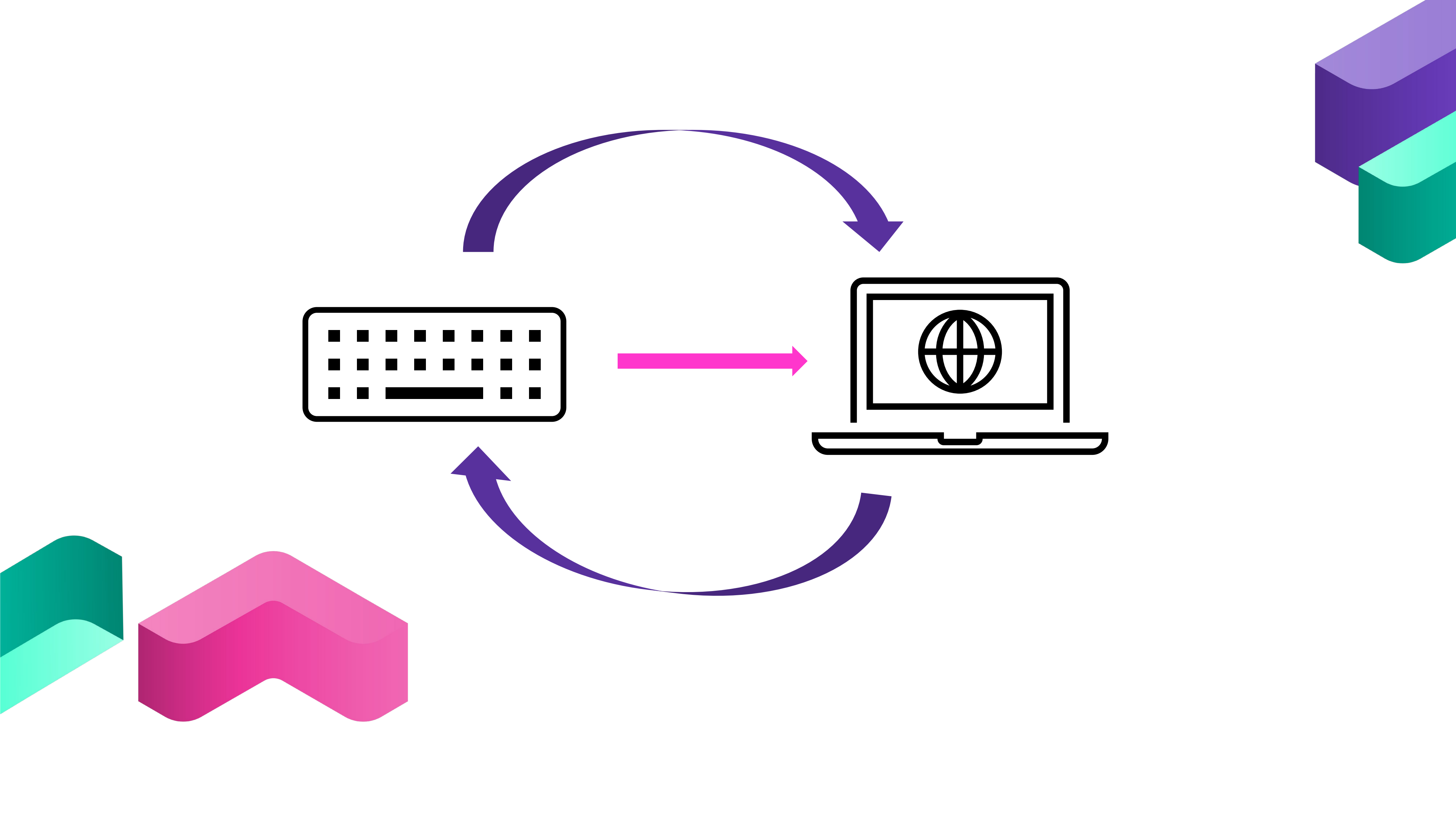
# To recap:

- Google now offers an array of rich results on top of the regular ones
- Many of those results are localised
- They may appear alongside your regular result
- Some might even bypass your website
- Rich results are in “position zero” and get the most attention
- Only the top 5 results get any meaningful traffic

# 1. How to use SEO to get results

- SEO – basic concepts
- Choosing keywords to optimise a page
- The basics of page optimisation
- Break (5min)
- SECTION 2
- SECTION 3
- Q&A





# What page do you picture when you think:

- CPD
- MAC Online

- Continuous Professional Development dance teachers
- CPD dance
- Midlands Art Centre Online

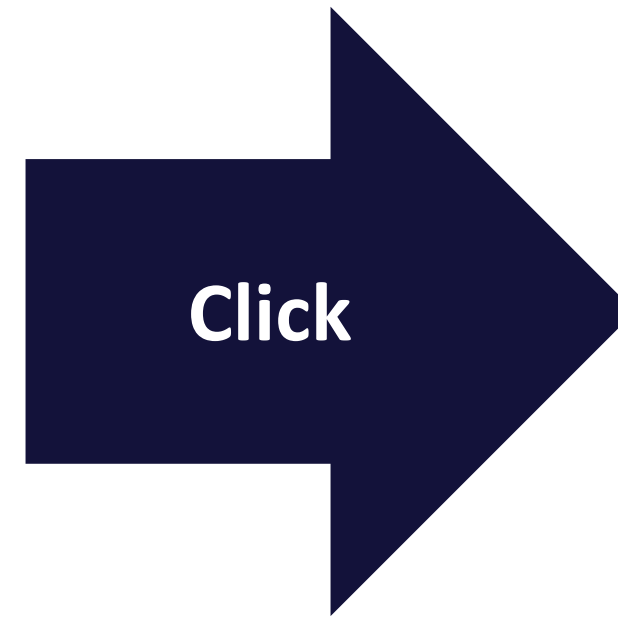
Relevant and  
unambiguous

# Are you more likely to search for?

- Performing arts company
- Multi-disciplinary visual arts space

- Theatre
- Art gallery

In plain  
English



- If the results I see are not what I've been looking for, I'm likely to go back and type in something else.
- So, make sure that the results for the keyword you are targeting are comparable to what you are offering.

# When you think “quirky things to do in London”– what page do you expect to see?

Like this?

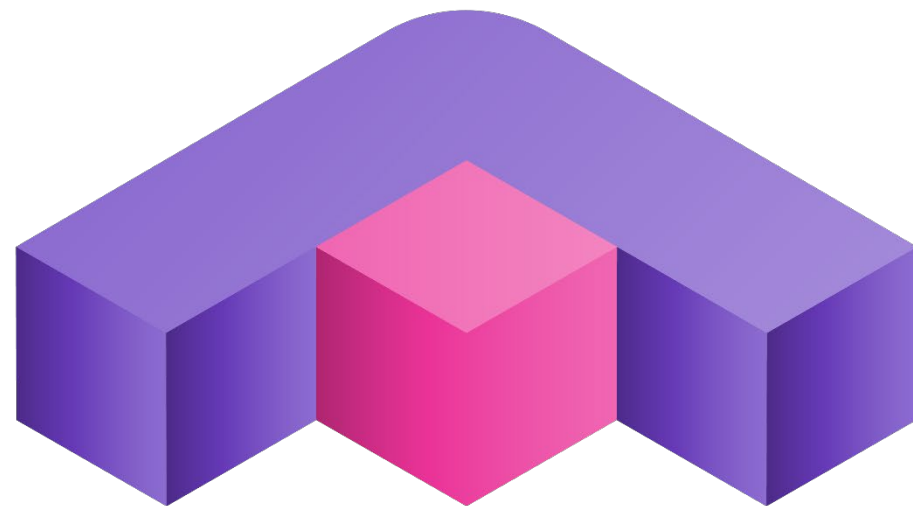
The screenshot shows a website header for 'LONDON x LONDON' with navigation links: HOME, AREAS, DO, EAT, DRINK, CULTURE, HISTORY, LONDON TRAVEL TIPS, and ABOUT US. Below the header, it says 'LAST UPDATED: 13TH SEPTEMBER 2023' and 'BY: JULIANNA BARNABY'. The main title is '56 Quirky and Unusual Things to do in London'. There is a 'LET'S GET SOCIAL!' section with buttons for Facebook, Pinterest, and Instagram. The article text begins with 'Think it's all "been there, done that" when it comes to London? Think again. London is full of secret spots for you to explore. Need inspiration? Check out these 56 quirky, weird and unusual things to do in London.' It continues with 'London has a lot going for it. There are the big attractions, the museums... basically the stuff that everyone talks about.' and 'But sometimes, well, we're a bit over the obvious stuff, right? We've done all the big things to do in London and are looking for something a little out there to occupy our time.' The article concludes with 'So I set out to discover some of the more unusual places to visit in London, the quirky spots and obscure pastimes. This is what I found.'

Or like this?

The screenshot shows the website for 'THE VIKTOR WYND MUSEUM'. The header includes navigation links: What's On, The Museum, The Absinthe Parlour, Gone With The Wynd, and & More... There are also links for SHOP, JOIN, and VISIT. The main image is a museum exhibit featuring a taxidermy specimen of a bear's head, a large glass sphere on a stand, and a wax figure of a man's head. A text box overlay reads: 'THE VIKTOR WYND MUSEUM OF CURIOSITIES FINE ART & UNNATURAL HISTORY'. Below this, it says 'THE "PATAPHYSICAL WUNDERKABINETT" IN THE HEART OF LONDON'S EAST END, FROM RELICS OF EXTINCT BIRDS, OLD MASTER ETCHINGS OF DEAD PEOPLE TO BROKEN CHILDREN'S TOYS, FAIRIES, MERMAIDS OF UNICORNS, TAKING IN CREATURES OF THE DEER, DANDIES OF EROTICA'. At the bottom of the text box, it says 'EXPLORE THE COLLECTIONS'.

# Do you stand a chance to rank for these keywords?

- “venue hire” and “donate” terms are usually too competitive.
- Similarly: “10 best things to do in Newcastle”, “great days out in Manchester”, “gifts London” are too competitive.
- Are you competing against giants?





# Keywords need to be:

- Relevant and unambiguous
- Formulated in a language people use
- Must meet the search expectation
- Achievable



# 1. How to use SEO to get results

- SEO – basic concepts
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- Break (5min)
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- Q&A




# Example of a page aligned with search

search “gifts for engineers”

 Genius Lab Gear  
<https://geniuslabgear.com> > blogs > for-scientists > uni... 

## 17 Best Gift Ideas for Engineers (in 2023)

What is the best **gift** for an **engineer**? · The Pocket **Engineer** - Credit card-sized **engineering** ruler and reference · Funny **Engineering** word magnets · **Engineering**- ...



- Keyword in the (meta) title,
- The title tells me that there is
  - A selection of gifts on that page (17)
  - The selection is current (2023)
- Keywords in the meta description

← → × 🏠 <https://geniuslabgear.com/blogs/for-scientists/unique-gift-ideas-for-engineers>

POCKET TOOLS WORD MAGNETS LAB COATS SCIART STICKERS BLOG RESOURCES

 GENIUS LAB GEAR

POCKET TOOLS WORD MAGNETS LAB COATS SCIART STICKERS BLOG ▾ RESOURCES ▾

## 17 BEST GIFT IDEAS FOR ENGINEERS (IN 2023)

10 min read

Engineers are notoriously difficult to find gifts for. They tend to want things that are practical, functional and unique. Being an engineer myself, I wanted to assemble what I think are the best gifts for engineers and engineering students.

- Keyword in the URL
- Keyword in the title
- Keyword in the first paragraph

# Example of a page not aligned with search

- Organisation offers Escape Room for Families
- The escape room is called “Mega Spy HQ”
- The keywords would be: “escape room for children”, “escape room for families”, etc.

**URL:** [www.organisation.co.uk/mega-spy-hq/](http://www.organisation.co.uk/mega-spy-hq/)

**Title:** Mega Spy HQ | Organisation Name

**Meta Description:** (missing)

*An alternative day out for your family, Mega Spy HQ is an amazing and imagination-building experience for everyone both young and old. Come and see if you can break the enemy code before the time runs out.*

# Rules for URLs

**GOOD:**

[www.organisation.co.uk/events/family-escape-room](http://www.organisation.co.uk/events/family-escape-room)

**BAD:**

[www.organisation.co.uk/mega-spy-hq](http://www.organisation.co.uk/mega-spy-hq)

[www.organisation.co.uk/funded/family-escape-room](http://www.organisation.co.uk/funded/family-escape-room)

[www.organisation.co.uk/mega%spy?hq](http://www.organisation.co.uk/mega%spy?hq)

# How to optimise a page:

- Establish what the right keyword for the page should be.
- Use the keyword in:
  - The URL
  - The title of the page (and meta title)
  - The meta description
  - The first paragraph of the page
  - (and in other places on the page as well)
- Make sure that your URLs are structured correctly.

# Break



Digital Culture  
Network





## 2. Rich results to increase your reach

- Google Business Panel
- Localised rich results
- SECTION 3
- Q&A



# Quick Poll 2



About 5,830,000 results (0.51 seconds)

**B** Brunel Museum  
<https://thebrunelmuseum.com>

### Brunel Museum: Homepage

The Brunel Museum is an educational charity run by volunteers that tells the story of one of the world's great engineering dynasties.

#### Visit Us

Visit Us. Visits for schools and other groups can be arranged ...

#### What's On

What's On · Tunnelling Through Time · Virtual Tours · Living ...

#### Tunnel Shaft

The former entrance shaft to the historic Thames Tunnel will ...

#### Find Us

Find Us · Cycling: The museum is on the Q14 Quietway from Cycle ...

[More results from thebrunelmuseum.com »](#)

#### People also ask

Can you walk through the Brunel tunnel?

What is Brunel most famous for?

What is the nearest tube to the Brunel Museum?

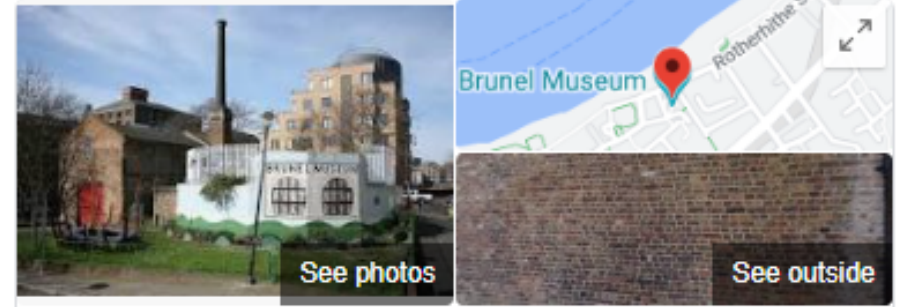
Where is Brunel buried?

Feedback

**W** Wikipedia  
[https://en.wikipedia.org/wiki/Brunel\\_Museum](https://en.wikipedia.org/wiki/Brunel_Museum)

### Brunel Museum

The Brunel Museum is a small museum situated at the Brunel Engine House, Rotherhithe, London Borough of Southwark. The Engine House was designed by Sir Marc ...



0:59  
**Brunel Museum**  
Website Directions Save Call

4.2 ★★★★★ 758 Google reviews ⓘ

Museum in London, England

[SEE TICKETS](#)

**Sponsored**  
GetYourGuide  
Rotherhithe Riverside Self-Guided Discovery Game  
£21 · 5.0 ★ (2)  
Free cancellation

The Brunel Museum is a small museum situated at the Brunel Engine House, Rotherhithe, London Borough of Southwark.  
[Wikipedia](#)

**Address:** Railway Ave, London SE16 4LF

**Hours:** Closed · Opens 10:30 am Fri  
Updated by this business 1 week ago

**Phone:** 020 7231 3840

**Architect:** Marc Isambard Brunel

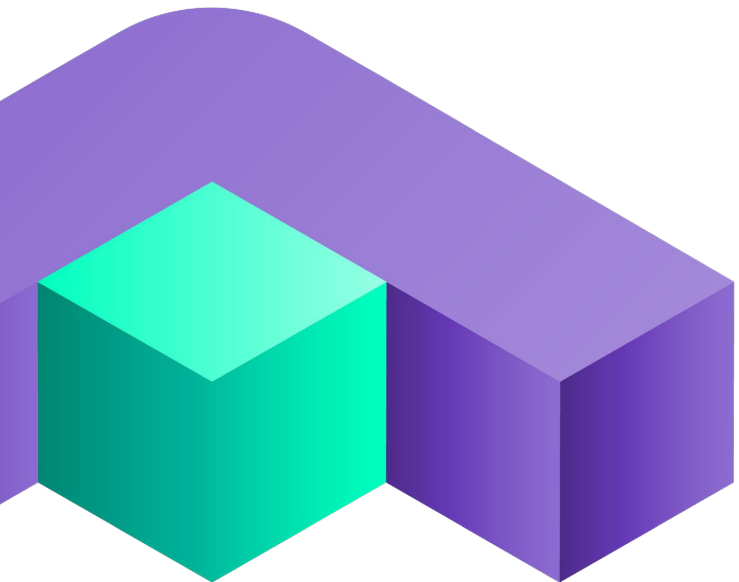
**Opened:** 1961

**Function:** Museum

[Suggest an edit](#) · [Own this business?](#)



Google Business Profile panel – Brunel Museum





See photos

0:49



# Rich Mix

Website

Directions

Save

Call

4.5 1,936 Google reviews

Cinema

Community arts hub staging music, dance and spoken word performance, art shows and film screenings.

**Address:** 35-47 Bethnal Grn Rd, London E1 6LA

**Phone:** 020 7613 7498

[Suggest an edit](#) · [Own this business?](#)

## Events

Wed, 11 Oct 20:00 **Adulting**

Fri, 13 Oct 19:00 **Ko Shin Moon**

Sun, 15 Oct 17:30 **David Kamara**

Sun, 22 Oct 15:30 **Gospel Sundays**

[View 15+ more](#)

## Questions & answers

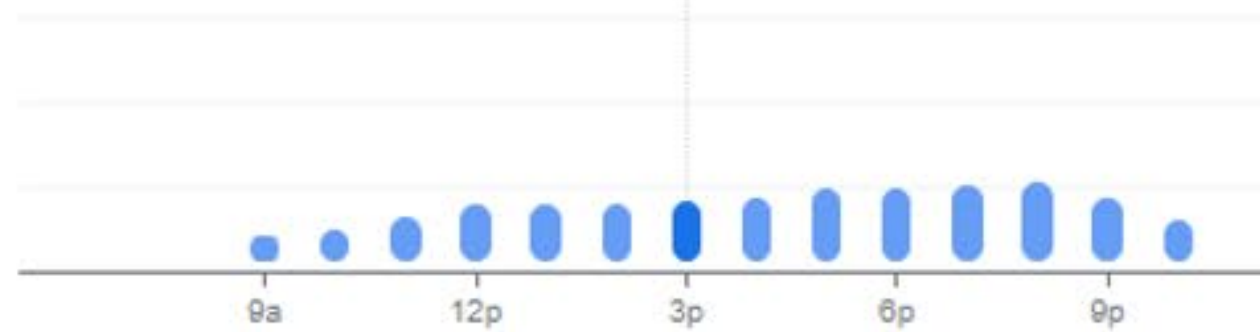
[See all questions \(7\)](#)

[Ask a question](#)

## Popular times

MON TUE WED THU FRI SAT SUN

3 pm: Usually not too busy



[Send to your phone](#)

[Send](#)

## Reviews from the web

3.9/5 [Facebook](#) · 724 votes

## Reviews

[Write a review](#)

[Add a photo](#)

Reviews aren't verified



"Great place, friendly staff, awesome deals and really cool acts."



"Cheap prices on a monday night and nice comfy screening room"



"Indigo - indian street food is very close to this, food is pretty good here."

## From Rich Mix

"We are Rich Mix. We welcome the communities of the world in East London to create, enjoy and share culture. Our programme covers every genre imaginable – from live music, spoken word, theatre, dance, talks and visual art in our performance and... [More](#)



Rich Mix on Google

We have 20% discount available when you book our screens in May + June for your 2023 hire! Our central Shoreditch landmark arts centre is a fully-equipped multi-purpose venue featuring our stage and studio, cinema screens, Street Side space, outdoor advertising, bars and...



[View all](#)

22 May 2023

[Book](#)

## Profiles



[Instagram](#)



[Facebook](#)

## People also search for

[View 10+ more](#)



[Rio Cinema](#)



[Barbican Centre](#)



[BFI Southbank](#)



[South London](#)



Sign up to the Digital Culture Network Newsletter!

Grow your digital skills • Get free digital advice • Hear about best practice

Newsletter sign up

Knowledge Hub · Talking to Your Customers · How to use Google Business Profile – 2023 Guide

#### Share Article



Monica Thomas · Beginner Read · Typical Reading Time 11 mins



# How to use Google Business Profile – 2023 Guide

**Google Business Profile** (formerly Google My Business) is a free tool that organisations can use to increase their visibility online and in Google search results. To qualify for a Google Business Profile, you need to be either a bricks-and-mortar company (like a venue or a gallery), or a service company operating in a particular geographical area (like a touring company). This service is not really suitable for organisations and individuals with a purely online presence.

Although there are many other ways to get your business to show up on Google's first results page during a search, a Google Business Profile should be considered as an effective part of a marketing plan. It gives you some control over what information is shared on Google about your business, a medium to interact with current and potential customers,

#### In this article

[What is Google Business Profile?](#)

[Why use Google Business Profile?](#)

[How to Create a new Google Business Profile listing](#)

[How to Verify your Google Business Profile Listing on Google](#)

## 2. Rich results to increase your reach

- Google Business Panel
- Localised rich results
- SECTION 3
- Q&A









cinema listings near me

Shopping Kids Maps Images Matilda Nope Babylon Smile Avatar

Results for Houghton le Spring · Choose area

### Films playing

 Trolls Band Together 1h 32m Animation/Co...	 Five Nights at Freddy's 2h 34m Horror/Evil	 Killers of the Flower Moon 3h 26m Drama/Crime	 PAW Patrol: The Mighty Movie 1h 35m Family/Advent...	 The Great Escaper 1h 36m Drama/Roma...	 Bottoms 1h 32m Comedy/Hilari...
--	---	--	--	---	--

**Cineworld**  
https://www.cineworld.co.uk › cinemas › newcastle-up...

### Cinema Listings For Newcastle upon Tyne

Unlimited cinema for one monthly fee of £16.99 at Cineworld Newcastle. Screening films in 2D, 3D, 4DX, Screen X (270 degree cinema) and Superscreen!

**My Vue**  
https://www.myvue.com

### Vue | Cinema Listings and Latest Movies | Book Film Tickets

See the latest films and live events in 2D, 3D, IMAX and IMAX 3D at Vue cinemas. Browse movie times at a cinema near you and book your tickets online today.

Manchester Printworks · Leeds The Light Cinema · Vue Gateshead Cinema · Saw X

**ODEON**  
https://www.odeon.co.uk

### ODEON - Cinema Listings & Latest Movies | Book Tickets Now










See the latest films, listings, times, IMAX, 3D, 2D film releases at ODEON. Browse cinema listings, watch movie trailers and book tickets online.

trolls 3 showtimes

Near me Images Where to watch Shopping News London Cast of Videos Maps

Results for Houghton le Spring · Choose area

### Films playing

 Trolls Band Together 1h 32m Animation/Co...	 Five Nights at Freddy's 2h 34m Horror/Evil	 Killers of the Flower Moon 3h 26m Drama/Crime	 PAW Patrol: The Mighty Movie 1h 35m Family/Advent...	 The Great Escaper 1h 36m Drama/Roma...	 Bottoms 1h 32m Comedy/Hilari...	 The Exorcist: Believer 2h 1m Horror/Exorcis...	 Taylor Swift: The Eras Tour 2h 49m Documentary/...	 The Creator 2h 15m Drama/Sci-fi
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**Trolls Band Together**  
2023 · Animation/Comedy · 1h 31m

Overview Cast Showtimes Reviews Behind the scenes Songs


#### Performance times

Near Houghton le Spring

Today	Thu	Fri	Sat	Sun	Mon	Tue
1 Nov	2 Nov	3 Nov	4 Nov	5 Nov	6 Nov	7 Nov
<b>Gala Theatre &amp; Cinema</b> 5.7 mi-Millennium Place, DURHAM DH1 1WA						
Standard 13:50						
<b>ODEON Luxe Durham</b> 5.8 mi-The Riverwalk, DURHAM DH1 4SL						
Standard 13:00 13:45 14:30 15:30 16:15 17:00 18:00						
<b>Cineworld - Dalton Park</b> 6.4 mi-Church Street, Dalton Park Outlet Shopping Centre, MURTON SR7 9HU						
Standard 13:20 14:10 15:40 16:30 17:15 18:00 18:50						

Already watched Want to watch

#### About

 TROLLS BAND TOGETHER | Official Traile...  
2:53

6/10 IMDb 1/5 Atom Tickets

91% liked this film  
Google users

Poppy discovers that Branch and his four brothers were once part of her favorite boy band. When one of his siblings, Floyd, gets kidnapped by a pair of nefarious

theatre plays near me

Maps Tonight Images For children's Shopping Live Opera Videos

About 619,000,000 results (0.65 seconds)

Results for **Houghton le Spring** · Choose area

### Events

Today Tomorrow This Week This Weekend Next Week This Month Next

- 2 NOV** **Lucy Beaumont: The Trouble and Strife**  
 Thu 2 – Fri 3 Nov  
 Tyne Theatre & Opera House, 109-113 Westgate Rd  
 Newcastle upon Tyne
- 4 NOV** **Gareth Malone**  
 Sat, 19:30  
 Tyne Theatre & Opera House, 109-113 Westgate Rd  
 Newcastle upon Tyne
- 10 NOV** **Eurythmics Songbook FT Dave Stewart Sweet Dreams...**  
 Fri, 19:30–23:30  
 Sunderland Empire Theatre, 4-5 High St W  
 Sunderland

theatre plays near me

Today Tomorrow This Week This Weekend Next Week This Month Next Month

- 2 NOV** **Lucy Beaumont: The Trouble and Strife**  
 Thu 2 – Fri 3 Nov  
 Tyne Theatre & Opera Hous...  
 Newcastle upon Tyne
- 4 NOV** **Gareth Malone**  
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 Tyne Theatre & Opera Hous...  
 Newcastle upon Tyne
- 10 NOV** **Eurythmics Songbook FT Dave Stewart Sweet Dreams...**  
 Fri, 19:30–23:30  
 Sunderland Empire Theatre,...  
 Sunderland
- 4 NOV** **JLS - matinee show**  
 Sat, 12:00–16:00  
 Utilita Arena, Arena Way  
 Newcastle upon Tyne
- 26 NOV** **Kennedy Street Enterprises Present Nathan Carter...**  
 Sun, 19:30  
 Tyne Theatre & Opera Hous...  
 Newcastle upon Tyne
- 9 NOV** **Hejira: Celebrating Joni Mitchell**  
 Thu, 19:30–22:45  
 Gosforth Civic Theatre, Reg...  
 Newcastle upon Tyne

**2 NOV** **Lucy Beaumont: The Trouble and Strife**

Save event Get tickets Directions Share

### Details

Thu, 2 Nov, 20:00 – Fri, 3 Nov, 00:00  
Tomorrow

Tyne Theatre & Opera House  
109-113 Westgate Rd, Newcastle upon Tyne

It's time for the wife to tour now... Award-winning stand-up comedian BEFORE she met Jon Richardson, Lucy Beaumont is going to let loose and let slip on her roller coaster world. Life through the... [Read more on Tyne Theatre & Opera House](#)

### Information and Tickets

Seetickets.com **TICKETS**

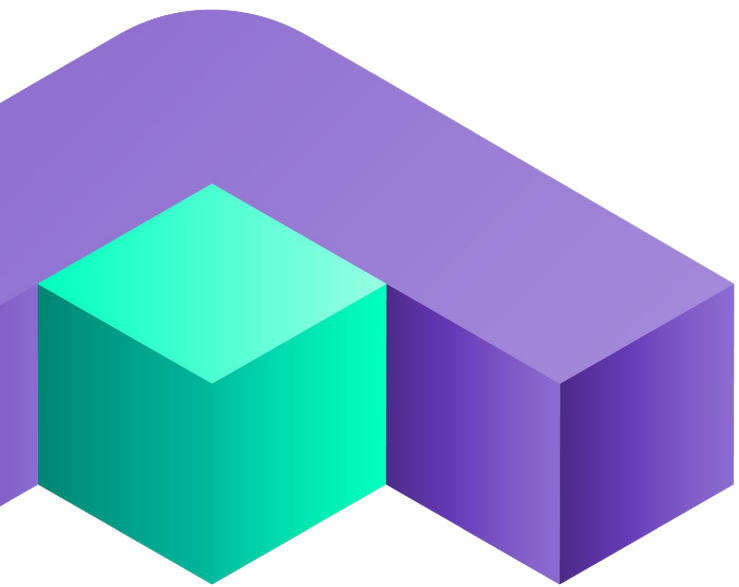
Ents24.com **TICKETS**

More sources



# How do you rank for these local searches?

- Set up your Google Business Profile.
- Have a well-structured website (events should be under “events” or “what’s on”).
- Add structured data to your website
- Get your events listed on external websites such as:
  - Eventbrite
  - Ticket Master
- Can you get a Wikipedia listing?



# 3. Choosing an SEO strategy that is right for you

- When SEO is not a good choice
- The three levels of SEO optimisation
- Q&A



# SEO is not a good strategy if:

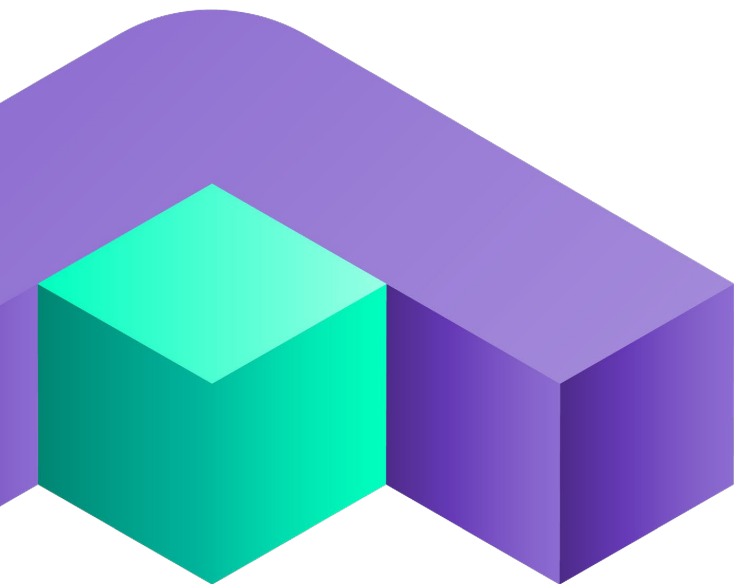
- Your target audience is not the general public.

[Home](#) > [Venue Hire](#) > [Corporate Bookings](#) >

## CORPORATE EVENTS

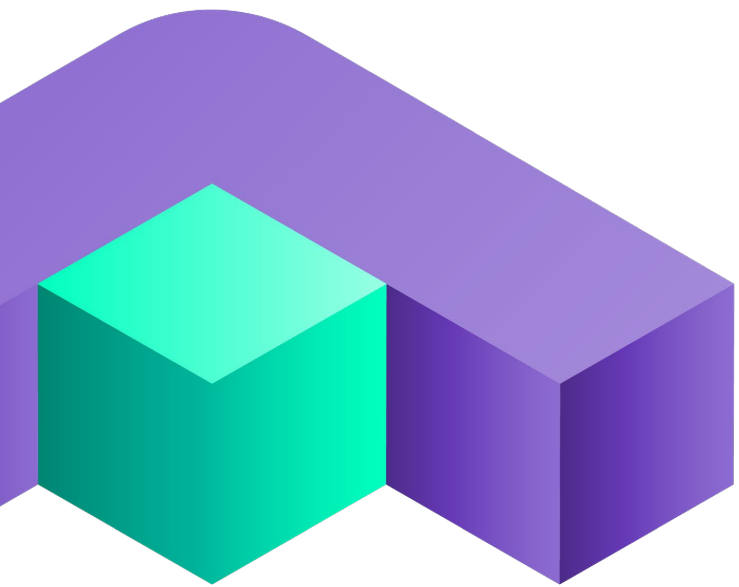
OUR PARTNERS

## Institutional donors and foundations



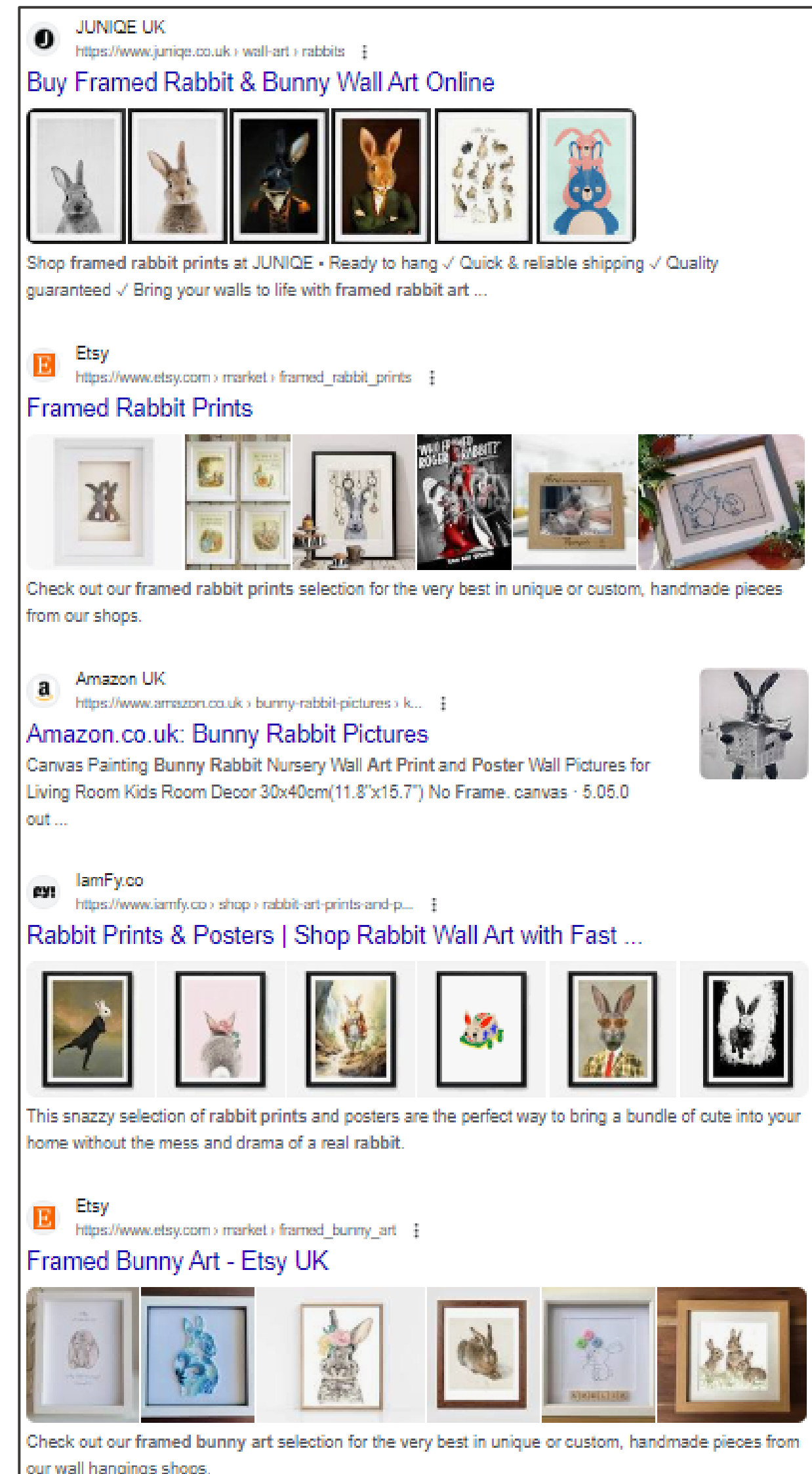
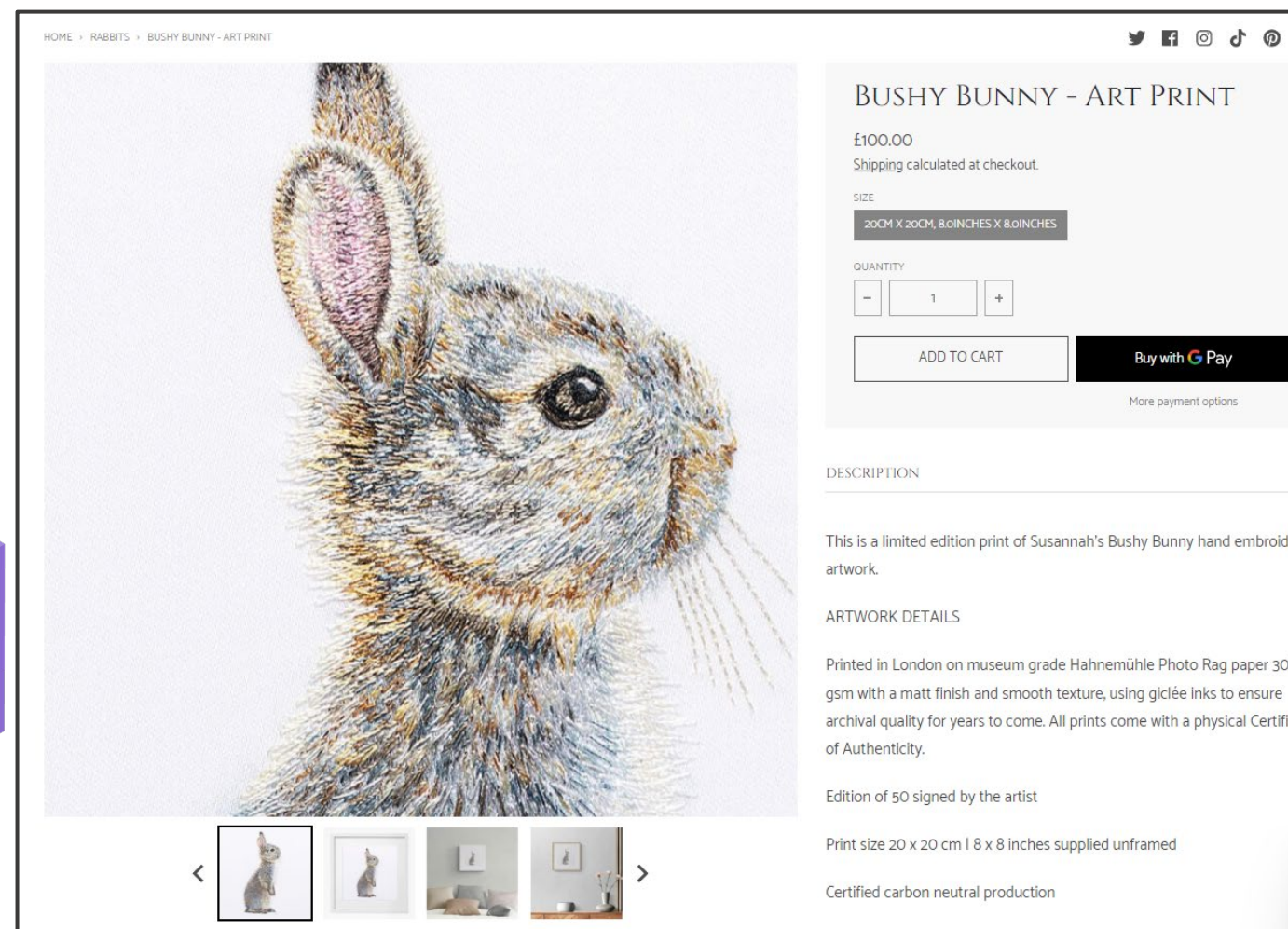
# SEO is not a good strategy if:

- People don't search for what you offer
- Your offer relies primarily on visual appeal
- You are selling high-ticket items



# SEO is not a good strategy if:

- All other results are cheaper than your product.
- Top results are taken by huge well-known websites

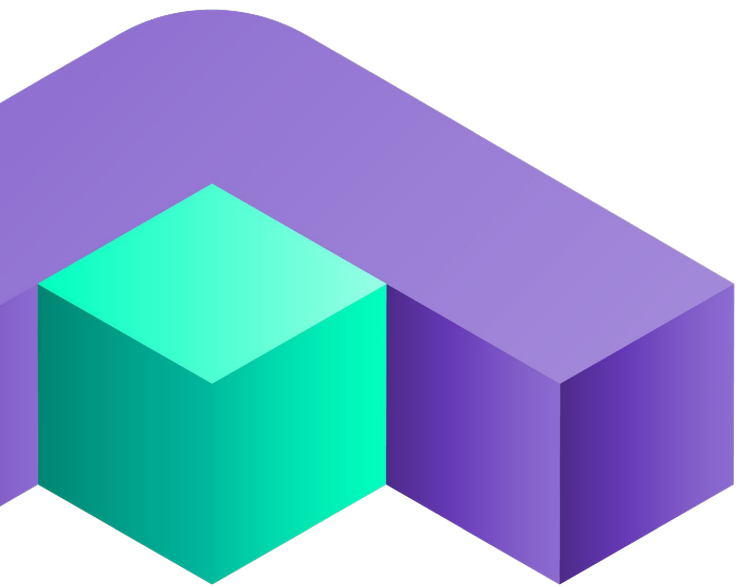


# SEO is not a good strategy if:

- You need results quickly.



Traditional SEO works best on  
evergreen content



# 3. Choosing an SEO strategy that is right for you

- When SEO is not a good choice
- The three levels of SEO optimisation
- Q&A



# Three levels of SEO optimisation (1)



Content marketing

Work with what  
you have

The Basics

- Is your website accessible?
- Is it fast to load on the mobile and on desktop?
- Is it mobile friendly?
- Do you have any broken links that need to be fixed?
- Do you rank for your brand terms?
- Do you have your Google Business Profile set up?
- Is your content well structured?



# Three levels of SEO optimisation (2)



Content marketing

Work with what  
you have

The Basics

- Check your current rankings
- Improve on existing rankings
- Check your meta titles
- Check your meta descriptions
- Check your URLs
- Can you improve the existing content?
  - Is there content that could be re-aligned with better keywords?
  - Can you optimise the pages better?
  - Can you expand the content and make it more comprehensive?

# Three levels of SEO optimisation (3)



Content marketing

Work with what  
you have

The Basics

- Do keyword research to identify keywords to target.
- Develop content strategy to support your SEO
- Create a content calendar to regularly produce well-optimised content
- Implement link building and online PR into your strategy

# Let DCN Help You



**Roberta Beattie**

Tech Champion for  
Accessibility



**Andy Leitch**

Tech Champion for  
Websites



**Muhammad  
Momin**

Tech Champion for

- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)



**Monica Thomas**

Tech Champion for

- Search Engine Optimisation (SEO)
- Google Ad Grants

# Q&A



**Digital Culture  
Network**



# Get in touch

## Send us an email

[digitalnetwork@arts council.org.uk](mailto:digitalnetwork@arts council.org.uk)

## Join the mailing list

[digitalculturenetwork.org.uk](http://digitalculturenetwork.org.uk)

## Join the conversation

[@ace\\_dcn](https://twitter.com/ace_dcn)

[#DigitalCultureNetwork](https://twitter.com/hashtag/DigitalCultureNetwork)





# Digital Culture Network