



**10 TIPS**  
TO TAKE ADVANTAGE OF  
THE OPPORTUNITIES OFFERED  
BY THE INTERNET

# EDITORIAL

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Today more than ever, the art and cultural sectors are heavily influenced by the need for a digital transformation. Uses have evolved, as demonstrated by the COVID-19 crisis: Internet is now a key channel when it comes to being visible to all, but also to keeping in touch with audiences. Rolling out an online presence is therefore essential to ensuring a long-term future for your activity... and its development!

This guide presents 10 tips to inspire you to make the most of the many opportunities offered by the Web, whatever the size of your establishment and the path you've chosen. Let's get started!

## ← TIPS

## CONTENTS

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- 01 Launching your website:  
a single, independent and controlled  
digital space **page 3**
- 02 Choosing a clear and catchy  
domain name **page 4**
- 03 Using your website content to stay  
in touch with your audiences **page 6**
- 04 Dematerialising your ticket services **page 8**
- 05 Offering an immersive online experience **page 9**
- 06 Working your referencing and visibility  
to attract new clients **page 10**
- 07 Interacting with your audiences  
and staying tuned **page 11**
- 08 Diversifying your sources of revenue  
thanks to the Internet **page 13**
- 09 Playing on creative formats **page 14**
- 10 Measuring the impacts of your actions **page 15**

# Launching your website: a single, independent and controlled digital space

A website allows your museum to be visible to all Internet users around the world, at any time. Combined with the right functions, it thus acts as a 24/7 commercial showcase!

A wide range of **website creation tools** offering easy start-up are now available to create your website. Or, if time or expertise are an issue, you can always enlist the help of a professional, even on a limited budget. The important thing is to **set your expectations and your budget**. To start with, stick to a simple, **well-presented design that fits with the visual identity of your establishment**. And lastly, **think responsive**.

55% of Internet traffic originates from smartphones<sup>1</sup>.

By adapting your website to all screen sizes, you guarantee an optimised experience for all users and improve your natural referencing (SEO).

In addition to presenting your museum, your website should indicate the following at the least:

- your contact details (address, telephone number)
- your opening times
- your cultural programme
- your prices

To facilitate the interaction with your different audiences, remember to include a **contact form** or a chatbot.

Of course, your museum is not only open to inhabitants of your country, so remember to **also think international!** By making your website available in several languages, you automatically make your content accessible to Internet users around the world and doubtlessly future visitors.

Finally, to ensure your website complies with regulations, make sure to include your legal information and to configure the management of your cookies<sup>2</sup> to obtain the **consent of Internet users to the collection of their personal data** (GDPR).



<sup>1</sup> Source: Digital 2021 July Global Statshot Report - We Are Social & Hootsuite.

<sup>2</sup> Cookies are small files containing data on an Internet user exchanged between their terminal (computer or smartphone) and a Web server.

## Choosing a clear and catchy domain name

### Your domain name is your Internet address.

To help visitors find you easily online, choose a **short, coherent and memorable domain name that's easy to pronounce!** Adding a keyword with the location of your museum or your field of expertise can enhance its identification and allow Internet users to find you more quickly in the search engine results. Replacing spaces with hyphens, meanwhile, offers clearer legibility. In addition, make sure you think about the connotation associated with your Internet address in your native language as well as in other target countries.

### OUR ADVICE

## .museum: the domain name suffix dedicated to the museum world

A .museum domain name shows your place in the museum world with transparency and pride. A guarantee of the legitimacy and prestige of your establishment, the .museum domain name suffix also has an international profile: a great way to promote your know-how and instantly stand out.

As an example (see page 5), it would be much simpler for the Musée National du Cristal et de la Minéralogie de Paris to register [museeducristal-paris.museum](http://museeducristal-paris.museum) than [museenationalducristaletdelamineralogiedeparis.museum](http://museenationalducristaletdelamineralogiedeparis.museum). And why not [cristal-paris.museum](http://cristal-paris.museum) or [crystal-paris.museum](http://crystal-paris.museum) depending on the language.

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The .museum TLD seemed like the obvious choice for our website address [...] It goes without saying, of course, that the .museum TLD promises future visitors museum-specific content available in multiple languages!

Bernd Greisinger,  
PRESIDENT OF THE NON-PROFIT FOUNDATION  
THAT RUNS THE GREISINGER MUSEUM.  
[www.greisinger.museum](http://www.greisinger.museum)



Go to

[www.welcome.museum](http://www.welcome.museum)



to check the availability of a domain name in just a few clicks.



The 'first-come-first-served' rule applies to domain names, so make sure to check its availability now and register it. To maintain full control of your name on the Internet, **remember to register different spelling variants** which you can then redirect to your main Internet address.

Lastly, to ensure consistency in your .museum communication and to present a more professional image, **opt for a customised email address!** Using your domain name authenticates your establishment at a glance and officialises the content of your exchanges.

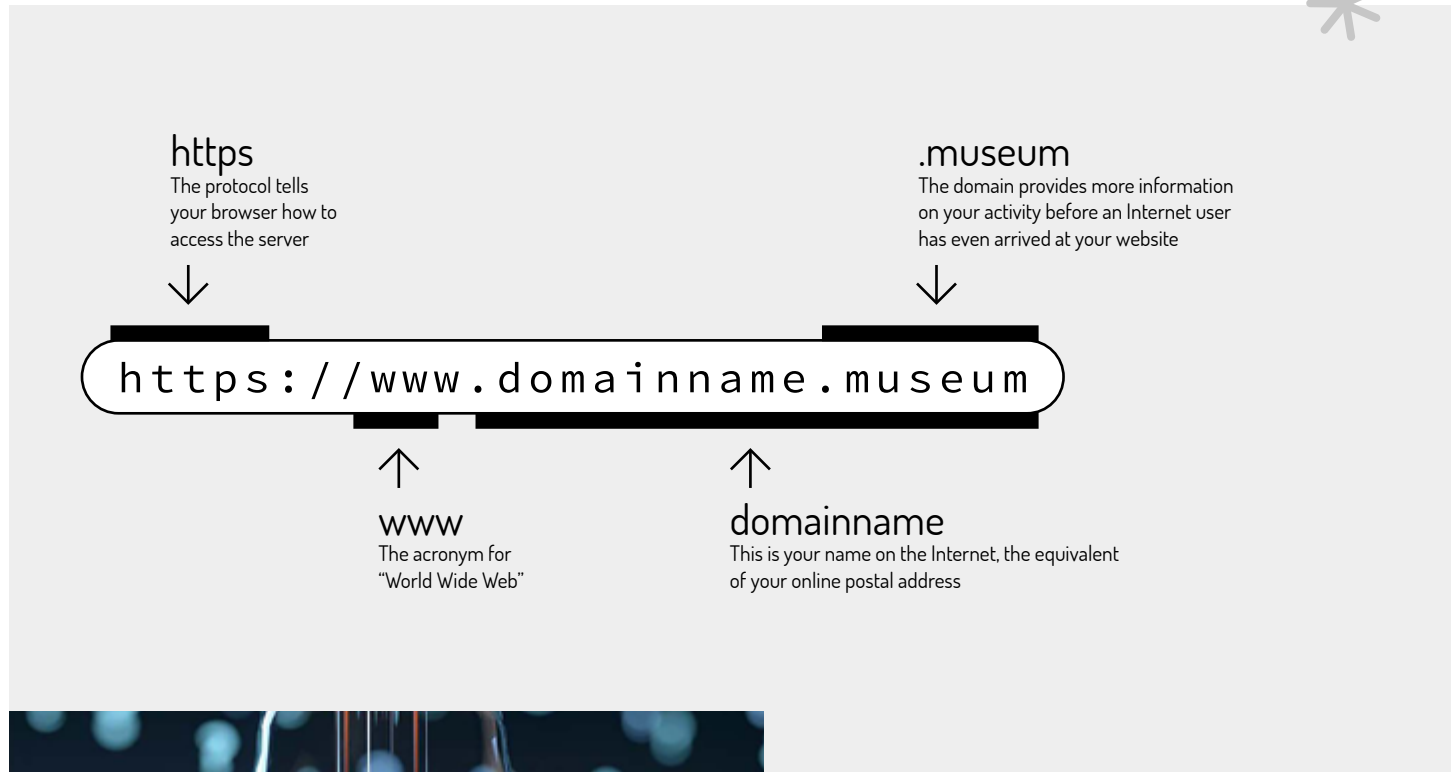
**EXAMPLE**



### Customised email address

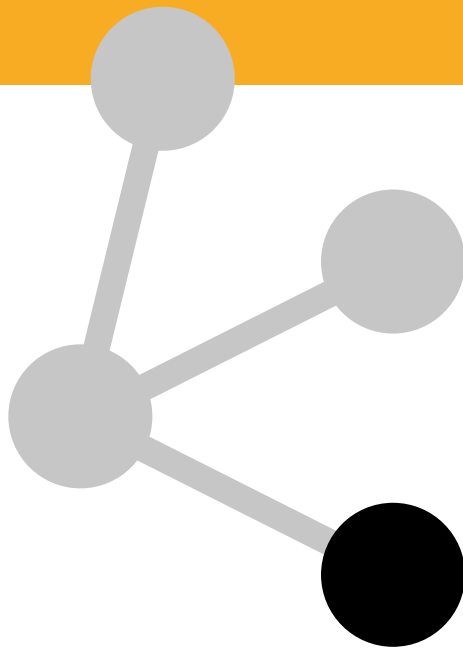
More often than not, the purchase of a domain name includes the configuration of a customised email address. Once this is done, you can adapt it to all of your employees or departments. Your email address will continue to exist as long as your domain name is renewed.

The Musée National du Cristal et de la Minéralogie de Paris could therefore register the address [contact@crystal-paris.museum](mailto:contact@crystal-paris.museum), which can be adapted to its different departments and/or employees.



# 03

## Using your website content to stay in touch with your audiences



A selection of objects, publication excerpts, photographs... **Bring together some of your masterpieces by theme** in a dedicated section accessible from your website's homepage and allow your users to study them under a magnifying glass whenever they want. A way to promote the works on display at your museum and make people want to discover more.

EXAMPLE



Inspiration:  
Petit Palais portfolio



The collections portfolio of the Petit Palais is a fantastic application of this. Each work is illustrated, described in detail and classified by major period in the history, by artist and lastly, by typology. By offering **different themed circuits**, the Petit Palais allows its Internet users to discover all of its masterpieces at their convenience. At the same time, the museum also brings real added value by revealing the highlights that have marked the constitution of its collections, thus **promoting not only its works but also its history**.

Jazzing up your website with a **blog section** is also an excellent way to **boost your visibility** and **foster interactions with your visitors and potential visitors**.

You can use your blog to explore all the topics related to your museum while **varying the formats** to satisfy your different audiences: news, inspiration, educational fact sheets, interviews, etc.

EXAMPLE



## Inspiration: the Centre Pompidou's “Magazine” section

Exhibitions, society, cinema, literature, behind the scenes, etc. Its various segments make the Centre Pompidou's blog something of a magazine in itself. By covering topics related to art in general, as well as museum news, the magazine alternates between **information, marketing content and brand content**. A fantastic way to reach out to as many Internet users as possible while demonstrating an openness to the art world, all from an expert point of view.

Lastly, **remember to share your content on your digital spaces** to target a broader audience. A newsletter, for example, lets you keep your contacts directly informed of major events and news at the museum. Start by incorporating a **subscription form** on your website, making sure it complies with GDPR requirements. Opt for a simple-to-use email sending tool with a responsive design that will allow you to easily analyse your performance.

## OUR ADVICE

# Newsletter: finding the right frequency

However many elements you want to push in your newsletter, it's important to maintain a regular sending frequency in order to build a lasting relationship with your contacts: monthly, bi-monthly, weekly, etc. It all depends on your capacity to supply your subscribers with new subjects!

GDPR

When an Internet user fills in the fields of your online forms, they provide their personal data: surname, first name, email address, etc.

To comply with legal requirements regarding the protection of Internet users, you need to:

- Obtain the Internet user's consent
- Keep the proof of their consent
- Systematically inform them of their rights and the processing of their personal data
- Transfer and store their personal data securely

# 04

## Dematerialising your ticket services



It's no surprise: consumers are increasingly accustomed to e-commerce practices, your audiences are also following this trend. By offering an **online ticket service**, you are fulfilling the expectations of your visitors by allowing them to complete their **registration and purchases in advance**, in just a few clicks, at any time of day or night. It also **simplifies your booking management** by delegating all or part of this task to your website.

From simple ticket sales to the complete administration of a customer relationship tool, there are a wide range of options for dematerialising your ticket services that can adapt to all needs and budgets. We recommend **opting for a customisable solution** (web page, URL, booking forms, tickets, invitations, etc.) **with a module that can be directly integrated into your website for a smooth and centralised user journey.**

Lastly, **pay close attention to your descriptions** in order to better promote your cultural programme and thereby your establishment! Illustrate them with quality images and, once published, **relay them on all your digital media to ensure maximum exposure.**

### OUR ADVICE

## A flexible service offering

**To increase your visitor numbers**, remember to propose **different rates** (children's, student, family, senior and group prices) as well as **different packages** (tour + audioguide, tour + workshop, etc.) in order to make additional sales. Likewise, **occasional discounts** encourage visitors to buy... and help you optimise time slot occupancy rates! It's a virtuous circle.

### E-ticketing software

E-ticketing software (commonly known as "SaaS" or "Cloud software") is a good compromise.

It doesn't require installation, it's intuitive, and some programs offer application programming interfaces (APIs) that can be integrated into your different software applications in addition to your website, of course. On average, you're looking at €60 per month.



# > 05

## Offering an immersive online experience

Incorporating a **virtual tour** on your museum website is an ingenious and original way to further encourage your Internet users to come to your museum in person. By giving a foretaste of your exhibitions and collections through an **immersive experience**, you allow users to **start their visit before they've even arrived at your establishment and thus boost your online visibility**. Note: your virtual tour can be integrated on your different social network pages. These actions will have a positive impact on your search engine optimisation, placing your museum website in the top search engine results. This creates the impression of a more accessible, more modern... and more connected museum!

Captured from still pictures, a high-definition virtual tour can be easily created using a telephone or tablet. All you need to do then is **compile your photos to create a panorama**, then transform this panorama into a virtual tour. These two steps require the use of dedicated software.

For an enhanced immersive experience, **add a soundtrack, text and images**. Of course, you can also call on the help of a professional.

If you have a limited budget, a simplified virtual gallery comprising videos, audio content and photos is always a good start.



### Adding the virtual tour to your professional profile

The main search engines allow you to publish a professional profile of your museum containing the following information: website, address, telephone number, opening times, prices, reviews, photos, etc. By integrating your virtual tour using cross linking with your website and a list of set keywords, your SEO will automatically improve.

EXAMPLE



#### Inspiration: La Piscine virtual tour, André Diligent Museum of Art and Industry in Roubaix



The André Diligent Museum of Art and Industry in Roubaix (known as "La Piscine") allows visitors to virtually explore its permanent collections, its botanical garden and its bathrooms. The 3D rendering ensures a smooth, high-definition viewing, just like in real life... without the crowds! Naturally, its temporary exhibitions are not included so as not to give too much away. A way to pique visitors' curiosity... and bring them to the museum.

# 06

## Working your referencing and visibility to attract new clients



### Visibility is still crucial when it comes to the Internet.

For your website to appear in the first search engine results, you need to **work on your referencing**.

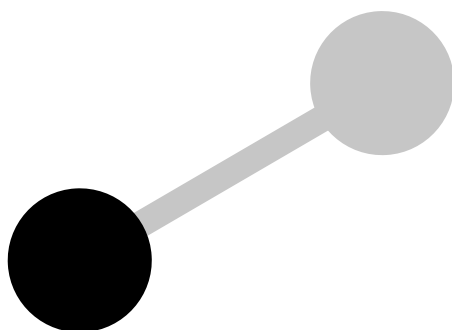
This can be **organic** (and therefore free) or **paid** if you decide to buy sponsored links or position yourself on certain keywords.

To climb up the user search rankings, you need to produce **well-structured content** and regularly post new content. Think about registering your museum in **online directories** as well, such as the ones for your city or region, or those dedicated to the museum world. This will boost your SEO and raise your profile!

**Buying online publicity** is also a good way to reach a pinpointed target audience. Like with “traditional” advertising, contact an advertising agency to purchase your media space and tailor your message to the target you’re looking to reach.

When it comes to **partnerships**, identify hotels, tourism offices and restaurants whose clients could become yours and propose a visibility exchange with these establishments. Likewise, using **influencers** to promote your museum can be highly effective.

Lastly, don’t hesitate to reach out to **journalists** to publicise your news. Propose a **press release or press pack to download** from your website, for example. You can also invite them to your preview showings to get them talking about you.



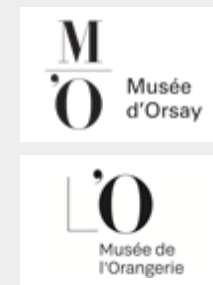
# Interacting with your audiences and staying tuned

In addition to your website, **social networks** are a useful channel to interact with, unite and grow your community. Plus they are particularly in synch with the uses of younger generations. A shrewd way to give your audiences a **different take on your art!** Place the priority on the platforms used by your target audiences, publish regular content while also **diversifying your posts** (message, image, etc.) and sponsor certain posts to reach your followers and gain new ones. And why not **try competitions** to foster engagement! In addition to increasing your online visibility, they systematically lead to one (or more) happy winners and project a positive image of your establishment.

EXAMPLE  
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## Inspiration: Le Calendrier des Petits M'O competition

Run by the Musée d'Orsay and the Musée de l'Orangerie, Le Calendrier des Petits M'O is an online competition for youngsters. Every day for 25 days, participants can take a quiz with questions on the works conserved at the two establishments. In addition to the numerous benefits to be gleamed, it's an agile way to expand their audiences while enabling users to explore their universe. By joining forces to organise the competition, the two museums are pooling their visibility among their respective communities.



## Competition rules

Each competition should correspond to a specific set of rules which form a contract between you and your participants. To this end, you should list and write out all of the terms and conditions: participation conditions, functioning, duration, results announcement, prizes and, of course, conditions for the awarding of prizes.

At the same time, remember to **leave a personalised reply to all reviews and comments** posted on your establishment, whether positive or negative.

So make sure you **regularly monitor the Web** to find out what's being said about you. Some online tools tell you when your museum is mentioned on the Internet (blog articles, forums, social networks, etc.). That way you can more easily **measure and manage your e-reputation**.

Don't forget to send your visitors a **satisfaction questionnaire** as well to get their immediate feedbacks. This shows you are interested in their opinion and gives you valuable information on the positive points of your establishment and points to improve. An automated reminder can easily be integrated into your customer relationship solution to obtain these feedbacks without even lifting a finger!

Keep in mind that it's by staying receptive to the suggestions shared by your Internet users that you can make the most progress.



EXAMPLE



## Inspiration: #GettyMuseumChallenge #BetweenArtAndQuarantine competition

Launched during the 2020 lockdown by the Rijksmuseum in Amsterdam, then taken up by the J. Paul Getty Museum in Los Angeles, the Getty Museum Challenge invited Internet users to reproduce works of art at home using their own day-to-day objects. The photos taken were relayed on major social media accompanied by a hashtag (#GettyMuseumChallenge, #ArtEnQuarantaine, #BetweenArtAndQuarantine, etc.). An offbeat competition designed to promote culture, even during lockdown. In total, no fewer than 300,000 people from around the globe joined in!



@annabatana reproducing *Woman Playing the Guitar* by Gerrit van Honthorst

# Diversifying your sources of revenue thanks to the Internet

If your museum has its own physical store, why not show off your catalogue of merchandise to users around the world **by rolling out your e-commerce site**. In addition to bringing in new income, you'd be giving your visitors a tangible souvenir to extend their experience and earn their loyalty. What's more, you'll pique the interest of other potential visitors: **it's a win-win!**

Still with a view to disseminating your collections through this merchandise, your museum's e-store needs to be **strategically established on your website**. Display clear product cards and quality images and combine them with sales-oriented descriptions in connection with your works to encourage more purchases. A final key point: **don't forget to draft and publish your general terms and conditions of sale**.

## Ts&Cs

The general terms and conditions of sale summarise all of the information supplied by a professional vendor to its clients in the form of clauses. In other words, these terms and conditions set out your establishment's commercial policy.

The points to be included are:

- The address of your establishment, its trading name, its contact details (telephone number and email address), its SIRET number and its intracommunity VAT number
- The contact details of your customer service department
- Your pricing terms
- Your terms and conditions for orders (confirmation and grounds for invalidation)
- Payment methods and conditions, and the rules governing payment security
- Proof of payment
- Your order placement, cancellation and refund policy
- The contact details of a consumer ombudsman

When finalising an order, a box indicating that the client accepts the general terms and conditions of sale must be included. For guidance, there are a number of websites that allow you to quickly draft your Ts&Cs using templates.

## Playing on creative formats

While the Web is a key communication channel, it is also (and above all) a way to **show your daring** by indulging your creativity.

New augmented reality **visual filters** are currently trending among users and brands. For example, you can reproduce some works using specialist software and allow the entire world to repost photos and videos using your own filters. Quiz format, trompe l'œil effect, video animation... there are plenty of options, so make the most of them!

Another format is **live streaming**. Solo or with several participants, it guarantees a **direct exchange with your followers** and offers the opportunity to lift the veil on the topics of your choice. It's a great tool to strengthen relationships with your audiences on your social networks. Just like **podcasts**, another trending format that is easy to put in place. Whether documentary, fictional or fully immersive, they allow you to enhance your renown and showcase your works, your establishment and yourself by exploiting the proximity created by the use of voice.

**Gamification** is a powerful tool to use with younger generations. Combining **storytelling and interactivity**, these 2.0 game formats allow your audiences to take control of their own experience. A way to leave an impression and position yourself as an innovative museum.

EXAMPLE



### Inspiration: MAM podcasts



With no fewer than 5 different podcast series, the Musée d'Art Moderne de Paris (MAM Paris) gives young and old alike the opportunity to expand their culture through enriched content on certain works and their artists. The series entitled "Les incontournables du MAM" ("Key pieces at the MAM") by non-seeing author and storyteller Claire Bartoli, for example, guarantees listeners an imaginary, sensory and subjective journey amidst the museum's greatest masterpieces.

EXAMPLE



### Inspiration: Medelia video game gamification



Introduced by the Institut du Monde Arabe, Medelia is an educational video game that allows young people aged 7 to 11 to explore the medieval Mediterranean and the ties that connected its many cultures. A total of 6 major cities to explore in 6 different centuries, enigmas to solve and an array of works and monuments to discover to get your hands on the Medelia treasure.

## Measuring the impacts of your actions

In order to validate the actions put in place and increase their effectiveness, you need to systematically **analyse the performance** of your actions. To do so, **regularly monitor the statistic** for your website, social networks, newsletters, etc. and summarise your results in a monitoring table comprising the most relevant indicators. This will enable you to **track the source of your traffic, to observe the behaviour of your Internet users and above all, to understand it!** You can then **adjust your strategy** in consequence and capitalise on what works best.

Whatever the case may be, don't hesitate to **test, implement and try again**. It may seem tough, but it is in fact an excellent way to make progress and put your time and money to good use.

Remember to evaluate the impact of your online presence on your activity after a few months. Have your visitor numbers increased? What share of turnover do online sales represent? These answers will allow you to **establish a roadmap and identify your next key actions**.

### OUR ADVICE

## The most relevant indicators

A number of key indicators can be used to evaluate the performance of your actions on the Web:

- For your **website**, you can monitor the number of unique visitors, their visit duration, your bounce rate, the number of downloads (for a themed paper, for example), your conversion rate on your e-store and/or your e-ticketing office, etc.
- When a **newsletter** is sent to your contact base, you can calculate your open rate, click rate, click-to-open rate. Also don't forget to look at the most-clicked links.

- On **social networks**, the benchmark indicator is the engagement rate.
- The rate of return gives you the return on investment after any paid operation (very useful for your sponsored campaigns, for example).



# So there we are!

Your museum is ready to make the most of the opportunities offered by the Internet while ensuring complete control and effectiveness.

Keep in touch! The welcome.museum teams publish news and tips throughout the year, specially selected for professionals in the museum world to help increase visibility and find inspiration 24/7.

Go to [www.welcome.museum](http://www.welcome.museum)

