**Skimmers, Swimmers & Divers**

*Creating Engaging Content for Your Digital Audience*

**Review the optimization checklist.**

As you execute your digital strategy, use the checklist to ensure your digital content is engaging for its intended audiences.

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| **Skimmers** | **Swimmers** | **Divers** |
| * Can the most important questions be answered quickly? (Hours, location, transit, safety, parking, etc.) * Have you claimed your third-party listings? * Are you actively managing your reviews and messages? * Can you adjust your typography for better skimming? * How can you incorporate iconography? * Are elements hyperlinked where possible? * Do you have a search function on your website? | * Is your website mobile responsive? * Have you tested your mobile website to identify usability issues? * How can you “curate” your digital content? * Are your digital resources accessible from a single place on your website? * Can you provide suggested itineraries? * Is there a clear call to action? * Can you make recommendations for next steps? * Where can you incorporate popups? | * Do you have a posting schedule for every channel? * What templates or patterns can you repeat in your posting schedule? * How can you repurpose your digital content for different channels? * How can you incorporate a variety of multimedia formats? * Are you responding to comments and messages? * Are you asking questions and starting conversations? * How can you invite people to contribute? |

**Match your digital assets to each type of visitor.**

Review your digital strategy and determine which assets and channels are best suited for each type of visitor. Identify where you might be lacking opportunities for engagement.

Insert text here

Insert text here

Insert text here

Insert text here

Insert text here

Insert text here

Insert text here

**Skimmers**

**Swimmers**

**Divers**

**Optimize your major digital initiatives for each type of visitor.**

List all of your major digital content assets on the left. Review each one, noting ways you could make each asset more useful for the applicable groups.

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| **Digital Assets** | **Skimmers** | **Swimmers** | **Divers** |
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