

# Skimmers, Swimmers & Divers

## *Creating Engaging Content for Your Digital Audience*

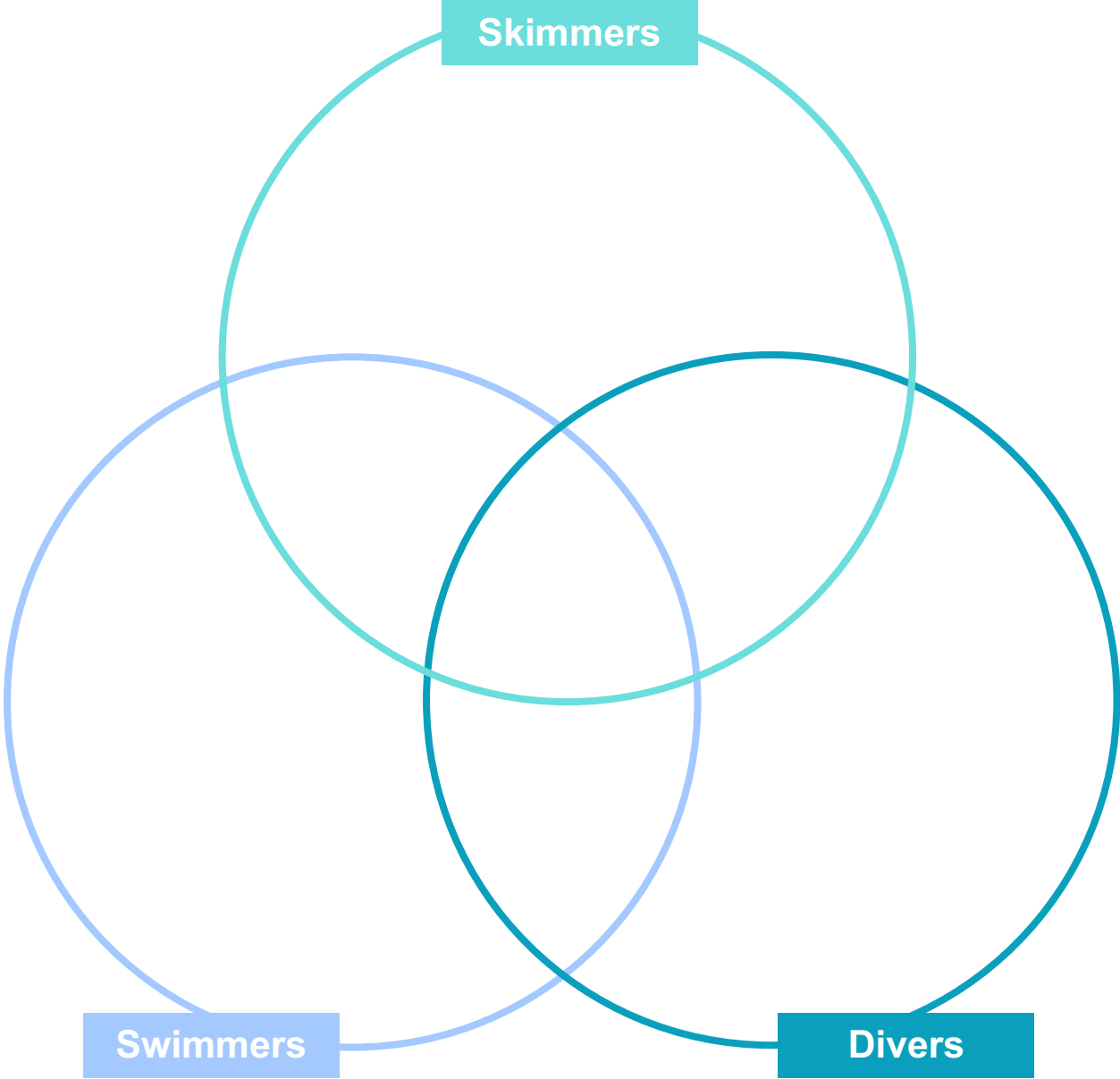
### **Review the optimization checklist.**

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

Skimmers	Swimmers	Divers
<ul style="list-style-type: none"><li><input type="checkbox"/> Can the most important questions be answered quickly? (Hours, location, transit, safety, parking, etc.)</li><li><input type="checkbox"/> Have you claimed your third-party listings?</li><li><input type="checkbox"/> Are you actively managing your reviews and messages?</li><li><input type="checkbox"/> Can you adjust your typography for better skimming?</li><li><input type="checkbox"/> How can you incorporate iconography?</li><li><input type="checkbox"/> Are elements hyperlinked where possible?</li><li><input type="checkbox"/> Do you have a search function on your website?</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Is your website mobile responsive?</li><li><input type="checkbox"/> Have you tested your mobile website to identify usability issues?</li><li><input type="checkbox"/> How can you “curate” your digital content?</li><li><input type="checkbox"/> Are your digital resources accessible from a single place on your website?</li><li><input type="checkbox"/> Can you provide suggested itineraries?</li><li><input type="checkbox"/> Is there a clear call to action?</li><li><input type="checkbox"/> Can you make recommendations for next steps?</li><li><input type="checkbox"/> Where can you incorporate popups?</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Do you have a posting schedule for every channel?</li><li><input type="checkbox"/> What templates or patterns can you repeat in your posting schedule?</li><li><input type="checkbox"/> How can you repurpose your digital content for different channels?</li><li><input type="checkbox"/> How can you incorporate a variety of multimedia formats?</li><li><input type="checkbox"/> Are you responding to comments and messages?</li><li><input type="checkbox"/> Are you asking questions and starting conversations?</li><li><input type="checkbox"/> How can you invite people to contribute?</li></ul>

**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.



**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.

Digital Assets	Skimmers	Swimmers	Divers