TikiFestSEO2010

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What

• A one day sprint to improve Tiki SEO
  ○ Cyril’s SEO plan for Tiki (french)
  ○ doc:SEO
  ○ dev:SEO

The goal is to both improve Tiki as an application and Dogfood on the *tiki.org sites

When

• Sébastien Lord-Jetté offers the Wednesday, December 15, 2010, from 9:00 to 17:00.

Who

Present

• Cyril Gallant
• Sébastien LJ
• Daniel Cedilotte
• Philippe Cloutier
• Marc Laporte
• Hugo Laporte
• Philippe Dallaire
• Etienne Lachance
• Patricia Campbell
• Simon Lussier
• André Proulx
• Daniel G.
Not present

- Régis Barondeau
- Renoir Boulanger http://evo.cat.io SEO expert
- Patrick Allard
- Pascal St-Jean
- Louis-Philippe Huberdeau

Not confirmed

- members of the SEO team.
- you?

Where

- In the CGCOM rooms meetings.

How

- Most of the day will happen in French
  - But you can add your questions/concerns/suggestions here in English

Related links

1. Variety of On-lines SEO tools
   - SEO plan for Tiki (french)
   - SEO on Wikipedia
2. Documentation pages linked on SEO themes
   - Clean URLs
   - Meta Tags
3. Links on Web Analytics softwares
   - List of web analytics software on Wikipedia
   - Piwik
   - CrawlTrack
   - Open Web Analytics
4. This page in french
   - TikiFest2010-Montreal-4-SEO
Notes from Marc

- Improve Tiki SEO Performance (without additional effort from Tiki admin)
  - Canonical, Sitemap, etc.
- How to track the evolution of traffic and SEO performance
  - What is the evolution of my site over time (and others in my sector)
  - Piwik, Google Analytics, etc.
  - Who is linking to other sites in my sector? (so we can contact them to be listed)
  - What is the credibility of my site (PageRank, Alexa, etc.) vs other sites in the same sector
- Improve SEO Performance for your site
  - Better content
  - For each keyword, in which page does my site appear?
  - Analyze my Tiki content with respect to these keywords (how many occurrences of each type of content (title, content, etc.) "Density"
  - What are my keywords?
  - Are these good keywords (ex.: less crowded space)
- How to buy ads
  - Same as above, but need money