

TikiFestSEO2010

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What

- A one day sprint to improve Tiki SEO
 - [Cyril's SEO plan for Tiki \(french\)](#)
- <http://www.waterandstone.com/book/2010-open-source-cms-market-share-report>
- 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