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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 occurences 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