Tiki Community Audience and Navigation

As the first part of the Tiki Community 2021 Navigation Revamp, we made a list of types or categories of visitors to tiki.org at Tiki Community Audience and Objectives. This page describes a proposed tiki.org navbar menu (Table 1, first column) and homepage links (Table 2, first column) and how visitors would follow the respective links to subsequent pages to get the information they're looking for. It's a work in progress.

Site Visitor/User Types

(These user types' numbers are used in the tables below.)
0 Potential Tiki users (individual or organization) (Distinct from "Individual or organization evaluating Tiki")
1 Current Tiki users (end users or admins)
2 Someone who inherits a Tiki project
3 New Sysadmins (in an organization)
4 Potential/New developers
5 Potential/New Graphic designers
6 Potential/New Translators
7 Tiki consultants
   + HTML integrators
   + Digital marketing specialists
8 Tiki service firms
9 Enterprise support firms
10 Association that would like to collaborate with Tiki
11 Software listings
   + Software marketplaces
12 Individual or organization evaluating Tiki
   + Independent software evaluation firms
   + Due diligence by a procurement officer for a public tender
   + Government digital services
   + Certifications bodies
13 Philanthropy or charity due diligence

Table 1 - Top Menu and Pages It Links To

<table>
<thead>
<tr>
<th>Page Name</th>
<th>Main Audience</th>
<th>Secondary Audience</th>
<th>Linked from</th>
<th>Content Outline</th>
<th>Design Notes</th>
<th>CTA</th>
<th>SEO - Page Description</th>
<th>SEO - Search Intent*</th>
<th>SEO - Keywords (Still important ** but not as)</th>
<th>SEO - Long Form?</th>
</tr>
</thead>
</table>
What Is Tiki?

Introduction
Use existing page content, but revised/restyled as necessary. Already info colors - add appealing visuals and layout for hero/topics/etc. Maybe use PluginLayout or just hide left column for not-logged-in users.

Get Tiki
Combine Get Tiki and Try Tiki, the latter of which is a small page. I thought about keeping existing pages and using PluginInclude, but now I think it would be best to start fresh.

Get Help
Current relevant content at:
https://doc.tiki.org/Get-Help
https://tiki.org/Support

Get Involved
For now, Join is included. But some of the content is too micro and should be moved to another page. Also, I think we need to take a step back and get a wider view/fresh perspective. Reading it again, I think it mostly needs to be replaced.

*The motivation for/purpose of the search that finds this page

**Long-form pages (2100 - 2400 words) tend to rank higher than short content.

Table 2 - Links in the Body of the Homepage and the Pages they Link To

<table>
<thead>
<tr>
<th>Page Linked To*</th>
<th>Main Audience</th>
<th>Secondary Audience</th>
<th>Page Section Linked From</th>
<th>In Turn Links To</th>
<th>Content Outline</th>
<th>Design Notes</th>
<th>CTA</th>
<th>SEO - Page Description</th>
<th>SEO - Search Intent</th>
<th>SEO - Keywords</th>
<th>SEO - Long Form?</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Users and Admins</td>
<td>0, 2</td>
<td>New users/admins</td>
<td><a href="https://doc.tiki.org">https://doc.tiki.org</a></td>
<td>1 Register at tiki.org</td>
<td></td>
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</tr>
<tr>
<td>Get Tiki</td>
<td>0, 2, 3, 8</td>
<td>New users/admins (current links)</td>
<td></td>
<td>1 Download Tiki</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Community</td>
<td>0, 2, 3</td>
<td>Current Tiki users</td>
<td>(current links)</td>
<td>1 Log in to Tiki.org</td>
<td></td>
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<tr>
<td>New Sysadmins Information</td>
<td>3, 2</td>
<td>Sysadmins</td>
<td></td>
<td>1 Register at tiki.org</td>
<td></td>
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<tr>
<td>Developers Information</td>
<td>4, 5, 6, 7, 8</td>
<td>Developers/coders</td>
<td>tiki-register.php dev.to <a href="https://gitlab.com/tikiwiki/tiki">https://gitlab.com/tikiwiki/tiki</a> <a href="https://sourceforge.net/projects/tikiwiki/">https://sourceforge.net/projects/tikiwiki/</a></td>
<td>1 Register at tiki.org</td>
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<tr>
<td>Designers Information</td>
<td>5, 6, 7</td>
<td>Graphic/UI/UX Designers</td>
<td>tiki-register.php <a href="https://themes.tiki.org">https://themes.tiki.org</a>**</td>
<td>1 Register at tiki.org</td>
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<tr>
<td>Info for Translators</td>
<td>6, 7</td>
<td>Translators/18n fans</td>
<td>tiki-register.php</td>
<td>1 Register at tiki.org</td>
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<tr>
<td>Service Providers</td>
<td>7, 8</td>
<td>HTML integrators/consultants</td>
<td>1 Contact us</td>
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<tr>
<td>Enterprise Support Information</td>
<td>9</td>
<td>Enterprise consultation firms</td>
<td>1 Contact us</td>
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<tr>
<td>Collaborating with Tiki</td>
<td>10</td>
<td>Associations, organizations, projects</td>
<td>1 Contact us</td>
<td></td>
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<tr>
<td>Listing Tiki</td>
<td>11</td>
<td>Software listings and marketplaces</td>
<td>1 Contact us</td>
<td></td>
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<tr>
<td>Evaluating Tiki</td>
<td>12, 0</td>
<td>Software solution evaluators</td>
<td>1 Contact us</td>
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<tr>
<td>To Philanthropic Organizations</td>
<td>13</td>
<td>Philanthropic and charitable organizations</td>
<td>1 Contact us</td>
<td></td>
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</tbody>
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Notes:
* Tentative names in the case of pages to be created.
**themes.t.o needs to be fixed/improved before it's linked to.