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](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](http://www.cgcom.org) 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](http://tiki.org/1789) (french)
   - [SEO on Wikipedia](http://en.wikipedia.org/wiki/Seo)
2. Documentation pages linked on SEO themes
   - [Clean URLs](http://tiki.org/5526)
   - [Meta Tags](http://tiki.org/5527)
3. Links on Web Analytics softwares
   - [List of web analytics software on Wikipedia](http://en.wikipedia.org/wiki/Web_analytics_software)
   - [Piwik](http://piwik.org)
   - [CrawlTrack](http://crawltrack.com)
   - [Open Web Analytics](http://openwebanalytics.org)
4. This page in french
   - [TikiFest2010-Montreal-4-SEO](http://tiki.org/1789)
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