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 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