

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

Page Name	Main Audience	Secondary Audience	Linked Links to from	Content Outline	Design Notes	CTA	SEO - Page Description	SEO- Search Intent*	SEO - Keywords (Still important but not as)	SEO - Long Form? **
What Is Tiki?	0, 2, 3, 7, 9,	1, 4, 5, 6, 8, 10, 11, 12, 13	Top Menu	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.	1 Download 2 Register 3 Click link to more specific info			Yes

Get Tiki - Try Tiki	0	4, 5, 6, 7, 8,	Top Menu	Get Tiki - Try Tiki (new page)	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	1, 2, 3	0	Top Menu	Get Help (new page)	Current relevant content at: https://doc.tiki.org/Get-Help https://tiki.org/Support	
Get Involved	0, 1, 2, 3, 4, 5, 6,	10, 13	Top Menu	Join Also Participate Tiki-Welcome is related.	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.	Yes

*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

Page Linked To*	Main Audience	Secondary Audience	Page Section Linked From	In Turn Links To	Content Outline	Design Notes	CTA	SEO - Page Description	SEO - Search Intent	SEO - Keywords	SEO - Long Form?
New Users and Admins	0, 2		New users/admins	https://doc.tiki.org			1 Register at tiki.org				
Get Tiki	0,	4, 5, 6, 7, 8,	New users/admins (current links)				1 Download Tiki				
Community	0,		Current Tiki users	(current links)			1 Log in				
New Sysadmins Information	3	2	Sysadmins				1 Register at tiki.org				
Developers Information	4		Developers/coders	tiki-register.php dev.t.o https://gitlab.com/tikiwiki/tiki https://sourceforge.net/projects/tikiwiki/			1 Register at tiki.org				
Designers Information	5		Graphic/UI/UX Designers	tiki-register.php https://themes.tiki.org**			1 Register at tiki.org				
Info for Translators	6		Translators/i18n fans	tiki-register.php			1 Register at tiki.org				
Service Providers	7, 8		HTML integrators/consultants				1 Contact us				
Enterprise Support Information	9	8	Enterprise consultation firms				1 Contact Us				
Collaborating with Tiki	10		Associations, organizations, projects				1 Contact us				
Listing Tiki	11		Software listings and marketplaces				1 Contact us				
Evaluating Tiki	12, 0		Software solution evaluators				1 Contact us				
To Philanthropic Organizations	13		Philanthropic and charitable organizations				1 Contact us				

Notes:

* Tentative names in the case of pages to be created.

**themes.t.o needs to be fixed/improved before it's linked to.