

# TikiFestSEO2010

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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

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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