



LibreOffice
The Document Foundation



ROME
CONFERENCE

Search Engine Optimization Findings

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Agenda

- What is SEO
 - Understanding Search Engine Business
- Current situation of TDF
 - What have we done in the past
- Some data already collected
 - Each group of website has its own data
- What expect from SEO
 - There is no free lunch
- How to achieve better results
 - Some initiatives to follow

What is SEO?

- Search Engine Optimization
- Set of techniques to improve results of a web search on any Search Engine (SE)
- The truth on SEO
 - SEO techniques can't violate “fair usage”
 - A moving target: rules change permanently
 - Rules violation implies heavy penalties, including ban
 - Plenty of wizzardry, heuristics and “rules-of-thumb”
 - Thousands of “experts”, each with his own tricks
 - You can't avoid looking at SEO

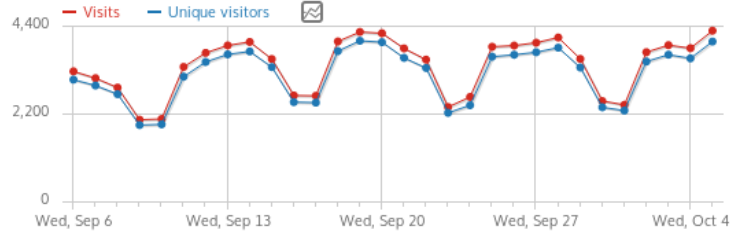
Current situation at TDF

- Truth is, SEO were not really addressed @TDF
- All search results were consequence of an “organic” crawling of our websites by the SE spiders
- So we were heavily under-searched
 - We didn't had a look at the search consoles
 - We compete in the office suite business and our competitor is a giant in the market.

Some data collected: WIKI

- WIKI: 4400 visits a day (showing 30 days)

Visits Over Time



Total de cliques

74.182

Total de impressões

2.466.378

CTR méd.

3,01%

Posição méd.

32,2

Total de links
1.419.718

Maior quantidade de links

libreoffice.org

documentfoundation.org

getgnu.org

mail-archive.com

abclinuxu.cz

Mais »

Conteúdo dos Sitemaps

Todos os tipos de conteúdo

- Enviado
- Indexados

Páginas da web

17.759 Enviado

9.568 Indexados



Total de páginas indexadas

140.473

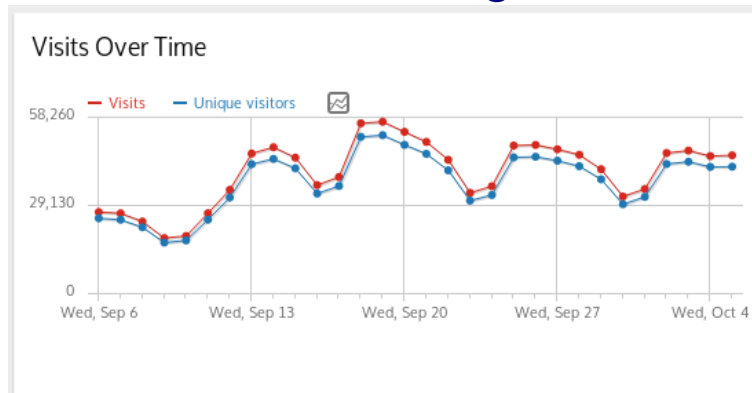
Bloqueadas por robôs

76.919



Some data collected: WWW

- www.libreoffice.org 40K visits/day



Total de cliques

322.328

Total de Impressões

2.795.197

CTR méd.

11,53%

Posição méd.

14,5

Total de links
1.337.851

Maior quantidade de links

libreofficeforum.org

documentfoundation.org

distrowatch.com

blogspot.com

Conteúdo dos Sitemaps

Todos os tipos de conteúdo

- Enviado
- Indexados

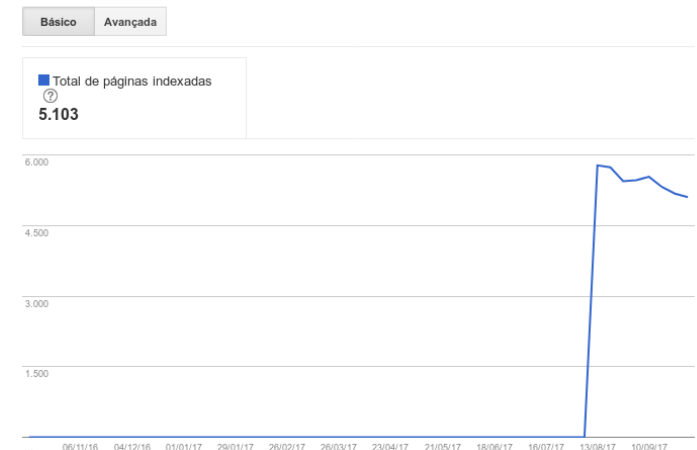
Páginas da web

95 Enviado

66 Indexados

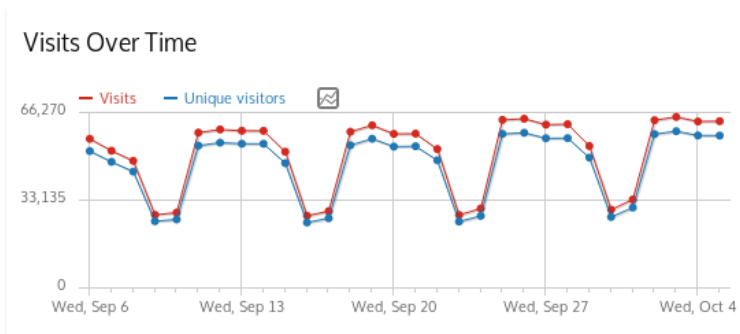


Status do índice Mostrando dados do ano anterior



Some data collected: WIKIHELP

- WIKIHELP: 60.000 visits/day



Total de cliques

937.899

Total de Impressões

10.345.147

CTR méd.

9,07%

Posição méd.

15,0

Sitemaps

Por mim (1)

Todos (1)

Conteúdo dos Sitemaps

Todos os tipos de conteúdo

- Enviado
- Indexados

Páginas da web

150.150 Enviado

62.637 Indexados



Links para seu site

Total de links
546.304

Maior quantidade de links

libreoffice.org

fkn-systems.de

linguee.com

blogspot.com

documentfoundation.org

Status do índice

Mostrando dados do ano anterior

Básico Avançada Total de páginas indexadas Bloqueadas por robôs

Removidas **ATUALIZAÇÃO**

Total de páginas indexadas
464.047

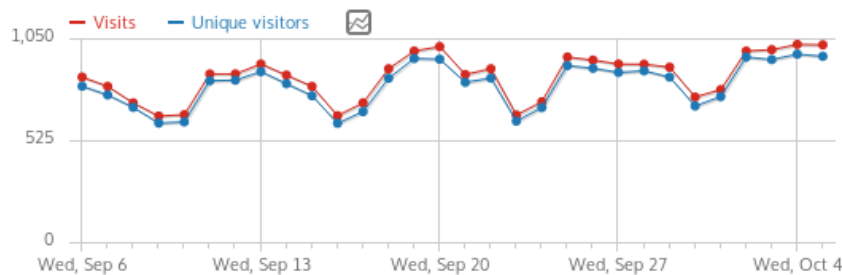
Bloqueadas por robôs
924.816



Some data collected: Documentation

- DOCUMENTATION: 1000 visits / day

Visits Over Time



Total de cliques

1.101

Total de impressões

29.301

CTR méd.

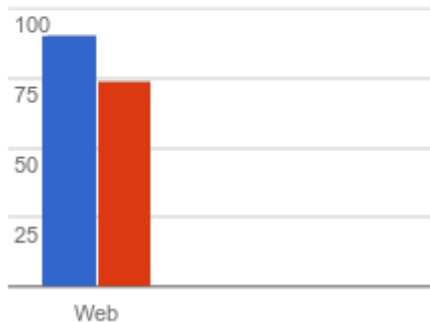
3,76%

Posição méd.

53,0

Sitemaps

■ 91 URLs enviados
■ 74 URLs indexados



Links para seu site

Total de links
57.995

Maior quantidade de links

libreoffice.org

documentfoundation.org

blogspot.com

google.com

Status do índice Mostrando dados do ano anterior

Básico Avançada Total de páginas indexadas Bloqueadas por robôs

Removidas **ATUALIZAÇÃO**

■ Total de páginas indexadas
184

■ Bloqueadas por robôs
0



What to expect from SEO?

- Searches will return what we have to show
 - Bad contents, poor results
- SEO is not going to make you more popular than MS Office
 - e.g. “pivot table”
- Almost all links in LibreOffice websites are “internal”
 - Belong to the same domains
 - Lowers page ranking
 - We need to get links to LibreOffice pages from abroad

Initiatives to follow

- SEO is important for web visibility and rules must be followed
- Behave as a fair player in SEO
 - Do not try to fool the crawlers
- Sitemaps are essential, keep the updated
- Monitor the SE search console and PIWIK data closely
 - Searches tells much on what users wants
 - Traffic tells much on how SE are efficient.
- Make the NL teams understand what to do for localized SEO.

Thank you!



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