

UA Comms WG Meeting

10 November 2021

Attendees

Maria Kolesnikova
Poncelet Illeleji
Arinola Akinyemi
Collin Roberts
Gerardo Martinez H.
Lilian Ivette
Mark Datysgeld
Simone Catania
Seda Akbulut

Agenda

1. Welcome and Roll-call
2. UASG033 dissemination efforts - continue
3. UASG website SEO audit – how to proceed
4. [UASG Social Campaign \(Paid\) - development of brief](#)
5. [List of Tech Market Leaders for UASG communication - initial draft](#)

Meeting Notes

SEO Optimization

UASG website SEO audit – how to proceed on this topic was discussed. There are two sides of SEO optimization.

- 1) Technical Side. Our website can be checked on technical aspects by SEO machines. This can be done by Blacknight. Maria has some SEO reports. However, same reports can be gathered from Blacknight as well.
- 2) Keyword and Content Alignment: We need to determine what exact keywords internet users are searching on the Internet that are relevant to our content (other than universal acceptance, such as email validation, etc.) Also, what UA-relevant keywords are searched more often? Knowing these keywords will help our website to be seen in the first ranking.

Ranking in social engines is also another aspect to be included in this work. Our website should be the best in providing the relevant information to the users. Currently, it is not bringing organic traffic to our website.

Another problem is that all our materials are included in pdf files. Search engines lower rank content on the pdf file compared to the content available on webpages such as HTML.

For this 2nd point, “keyword and content alignment”, preparing a SOW for the SEO audit is suggested to look at this work from a professional point of view. Another suggestion was to do a technical audit on our own. Wordpress is used on uasg.tech. A plug in might be helpful in helping this. However, the content list might require more work that requires professional experience. It was commented that the document hub was recently indexed individually for each document.

The SOW will basically need to include content review, defining keywords, audit on keywords users use in their searching, how many tags are placed on our pages, other keywords required, etc.) Alternatively, we can ask for volunteers to start working on this. Simone Catania is interested in joining the SEO effort as he has experience in this area.

[List of Tech Market Leaders for UASG communication - initial draft](#)

The group started to work on the shared document for UA global awareness task. Members are requested to provide input on the document and determine criteria to find out who the market leaders are in the technology industry. When we list the top 20 companies based on our criteria, then we will communicate with these companies with the help of ICANN.

[UASG Social Campaign \(Paid\) - development of brief](#)

The group continued the social media campaign work by discussing the shared document.

We first need to identify who we want to reach at in these campaigns (developers, governments, certain regions)

Then we think of retaining the followers and increasing the number of our followers. Hence, we need to keep providing relevant information to our stakeholders. There can be one message to all stakeholders, and customized messages for each stakeholder group. The document aims to provide messaging for stakeholders, such as governments, developers, etc.

To start with, it was suggested that we can make a paid social media campaign for Python developers, full stack developers, back-end developers who are between 35-50 age, and located in Eastern Europe, Russia, Asia Pacific, Brazil, India, Israel, US. For China, making a social campaign requires more effort to make it in Chinese.

The group will continue to identify what social media platforms these developers prefer to use. Then messaging will be crafted.

It was stated that UASG’s most active account is Twitter in general.

The agenda of the next meeting was identified as to continue on UASG Social Paid Campaign document and identify the social media platforms that each stakeholder group prefers to use.

Next meeting: Monday 15 November 2021 UTC 1600 UTC

Action items

No.	Action Item	Owner
1	Ask Blacknight if they can make a technical SEO audit on uasg.tech	Seda
2	Contact ICANN ITI team, Blacknight to find out the relevant keywords for SEO.	Seda
3	Check budget availability for SOW on “Keyword and Content audit for SEO optimization”	Seda
4	Follow-up on volunteering the SEO work	Simone Catania
5	WG members are requested to add more criteria to the following document. Also, to add URLs showing the top technology leader companies. https://docs.google.com/document/d/1P8RzS7NyuGP7apdJ7x3RIPXNW8wy9bii4aSkSP8aRvo/edit	All