

# UA Comms WG Meeting

22 December 2021

## Attendees

Lilian Ivette Deluque  
Simone Catania  
Poncelet Ileleji  
Hadia Elminiawi  
Adarsh BU  
Seda Akbulut

## Agenda

1. Welcome and roll-call
2. Results of Social Paid Campaign (by Seda)
3. SEO and FAQs (by Seda)
4. Dissemination of UASG033 (by Mark D)
5. List of Tech Market Leaders for UASG communication - initial draft  
<https://docs.google.com/document/d/1P8RzS7NyuGP7apdJ7x3RIPXNW8wy9bii4aSkSP8aRvo/edit>
6. AOB

## Meeting Notes

### Results of Social Paid Campaign

For the social media campaign, we have finalized the post content and the image. We are waiting for a tool that creates a short URL with uasg.tech domain name, instead of bit.ly. Bit.ly is not working in Bangladesh. Seda contacted ICANN's E&IT and Blacknight to get advice on short URL service providers. The alternatives for short URL service providers are short.io, cutt.ly and rebrandly.com.

### SEO planning

A brief overview was provided about SEO planning for the uasg.tech website. We aim to drive organic traffic to our website and increase the ranking in search engines. Also, for developing the SEO oriented content, the group plans to hire an agency. Simone's suggestions were shared with Blacknight. In light of this advice, we will further look into what options Blacknight can offer, and for what services we will need an agency and volunteers. In the meantime, Blacknight offered a

one-month trial of a digital SEO tool, called sitebooster. Until the Comms WG comes up with a solution about a SEO agency, we expect to receive some recommendations to improve the website ranking. The regional aspect of SEO optimization was highlighted. The ranking and optimization should not focus on the people nearby. While sitebooster seems to be focused on some specific markets, if we implement the recommendations it provides, it will help our ranking worldwide. Below are some initial suggestions we received from [sitebooster](#).

## Search Engine Visibility



Your site is listed on Google



Your site is not listed on Bing



Your site is not blocklisted by Google



Your site has not blocked search engines

## Analysis of your site's content

### Onpage

#### LINKS



You have 0 broken link(s)

#### PAGE TITLES



All of your page titles are long enough



5% of your page titles are too long



There are no missing page titles



There are no duplicate page titles

#### **B** HEADLINES



94% of your headlines are too short



2% of your headlines are too long



There are no missing headlines



5% of your pages have multiple H1 headlines

#### PAGE DESCRIPTIONS



All of your page descriptions are long enough



All your page descriptions are not exceeding the maximum recommended length



85% of your page descriptions are missing



There are no duplicate page descriptions

## FAQ page on [uasg.tech](https://uasg.tech)

[UASG011](#) and [UASG031](#) are FAQ documents. These are suggested to be published in a clickable format to have a better index in the search engines. While doing so, we will also keep the pdf file. The review will be done by Sarmad, Seda and Gwen. However, we don't have a timeline for this. If we prioritize this task, then we should leave some other tasks in progress.

A brief update on dissemination of UASG033 was provided. As Mark D. was not in the meeting, we have moved to the next topic.

The main purpose of the "List of Tech Market Leaders" was mentioned. To create global awareness, UASG will reach out to big tech leaders. The group needs to decide how the outreach will be done, and who will contact which companies. The group will further review the document and come up with suggestions on these areas.

Lilian mentioned that the Newsletter for January release can be ready in the 2nd week of January due to the holiday season.

**Next meeting:** Wednesday 05 January 2022 UTC 1400-1500

### Action items

No.	Action Item	Owner
1		