

# **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)
- List of Tech Market Leaders for UASG communication initial draft <a href="https://docs.google.com/document/d/1P8RzS7NyuGP7apdJ7x3RIPXNW8wy9bii4">https://docs.google.com/document/d/1P8RzS7NyuGP7apdJ7x3RIPXNW8wy9bii4</a> aSkSP8aRvo/edit
- 6. AOB

## **Meeting Notes**

#### **Results of Social Paid Campaign**

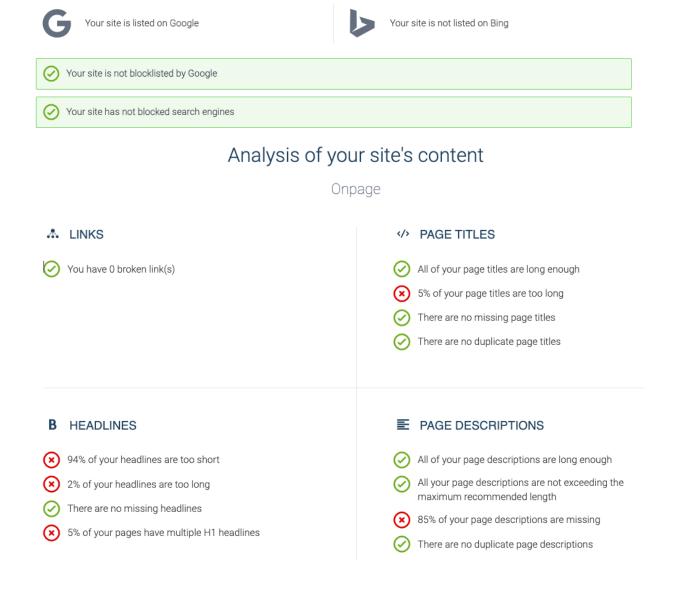
For the social media campaign, we have finalized the post content and the image. We are waiting for a tool that creates a short URL with uasg.tech domain name, instead of bit.ly. Bit.ly is not working in Bangladesh. Seda contacted ICANN's E&IT and Blacknight to get advice on short URL service providers.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





## FAQ page on <u>uasg.tech</u>

<u>UASG011</u> and <u>UASG031</u> 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		