Strategic Marketing OSGeo Website

OSGeo

Who are the nearly 8179 visitors that came to the website in October?

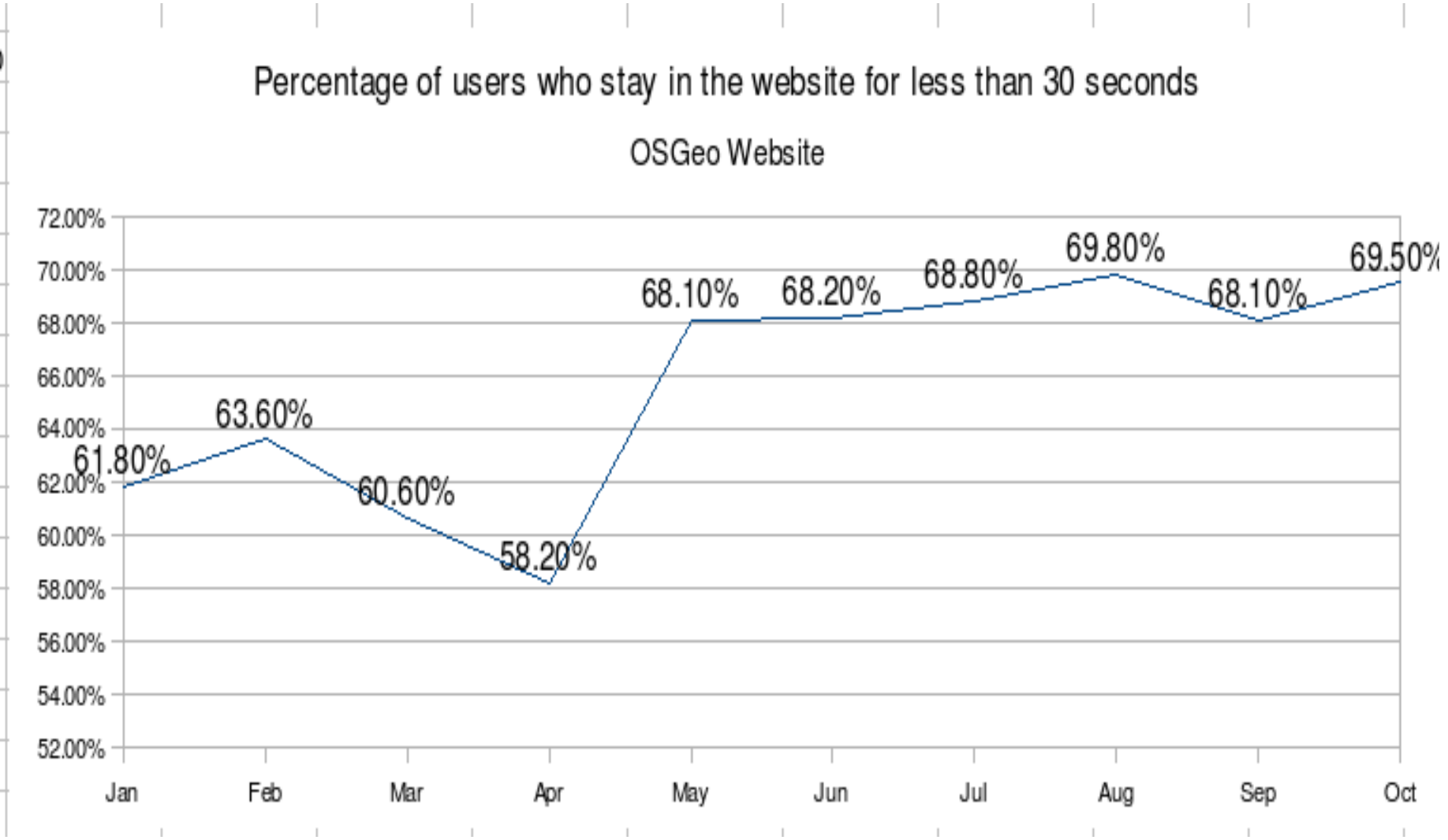
Basically anyone interested in learning more about or contributing to the FOSS Geo spatial Software, right?

But...

OSGeo

From these 8179 visitors, 65% (approx 5316) leave the website in less than 30 seconds.

Is it possible to make these people stay longer?


Percentage of users who stay in the website for less than 30 seconds
OSGeo Website
72.00%
70.00%
68.00%
66.00%
64.00%
62.00%
60.00%
58.00%
56.00%
54.00%
52.00%
61.80%
63.60%
60.60%
58.20%
68.10%
68.20%
68.80%
69.80%
68.10%
69.50%
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct

Goal

Increase the use and promote OSGeo's visability.

How?

1) Medium term based strategical marketing planning.

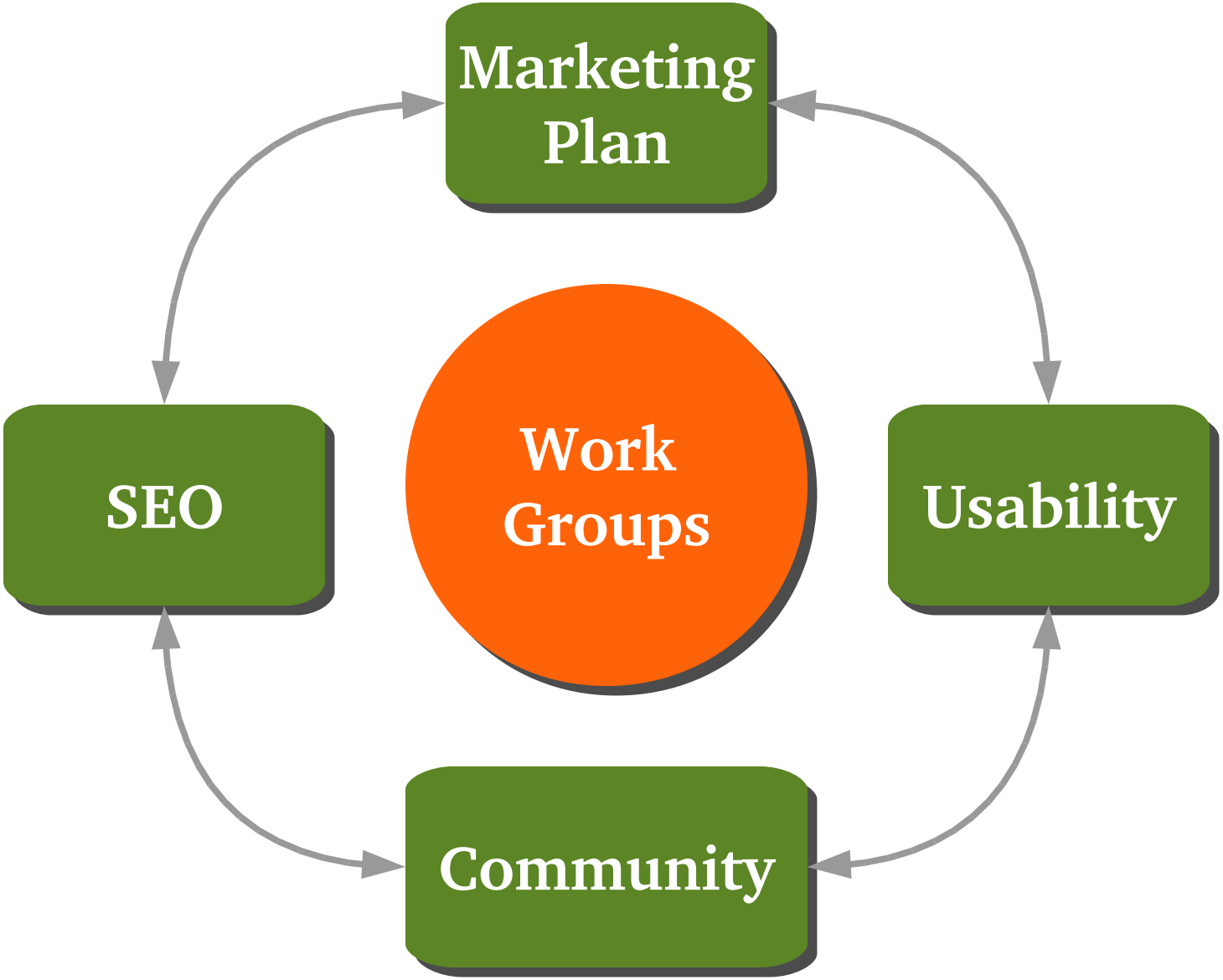
2) Seek for higher rankings on search engines (Related KW).

3) Feeding the community.

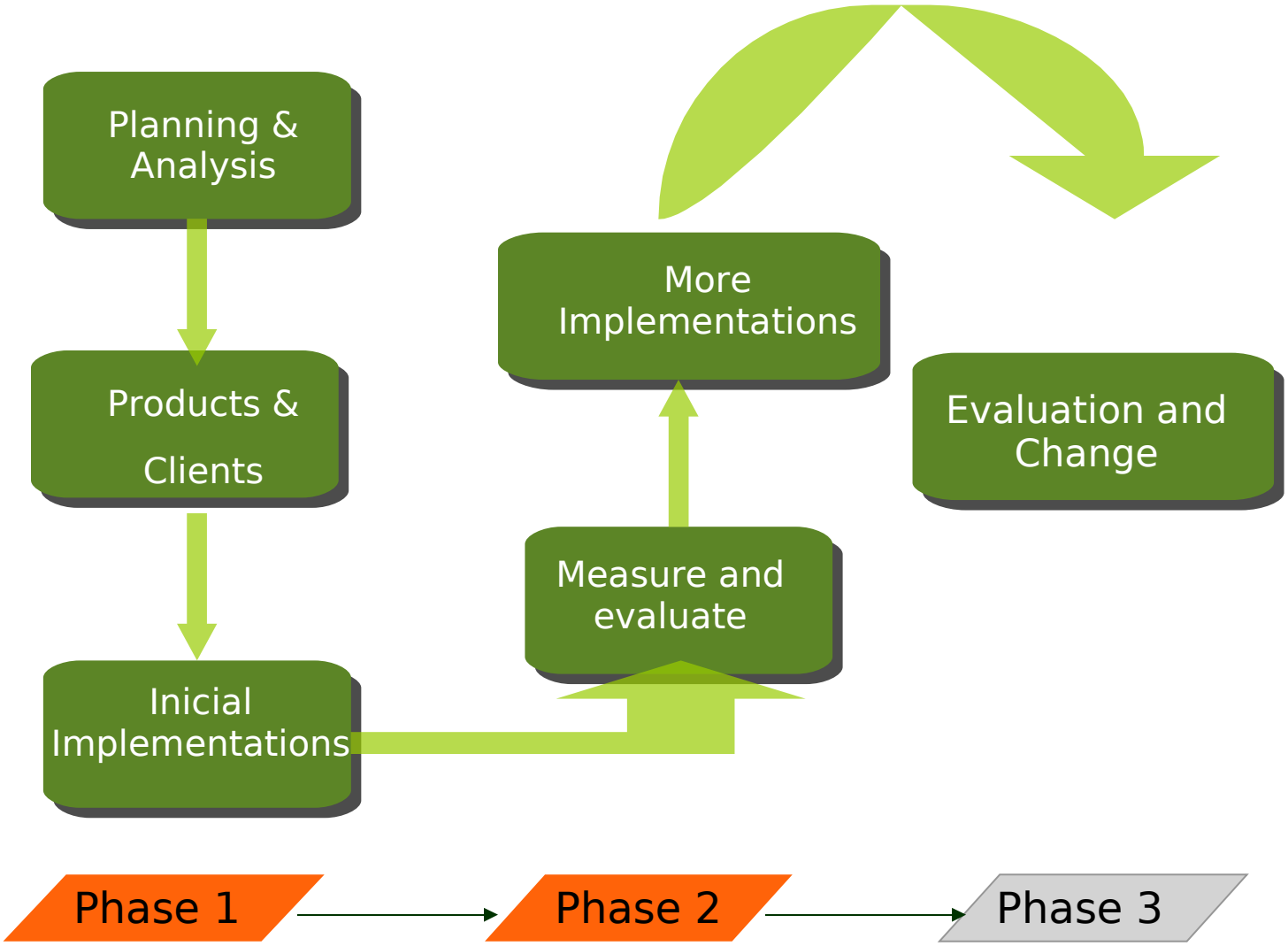
4) Making the more website usable, navigable.

Actions to Increase and Promote Visibility

- Establish clear Marketing goals.
- Discover who are the websites visitors (then Segment).
- Develop creative platforms to increase visibility.
- Organize the goals and make a marketing chronograph.
- Measure the effects of the marketing initiatives.


Marketing Plan
SEO
Work Groups
Usability
Community

Phases


Planning & Analysis
Products & Clients
Inicial Implementations
Measure and evaluate
More Implementations
Evaluation and Change
Phase 1
Phase 2
Phase 3

KPI's

KPI's AwStats

- Unique Visitors.
- Visits (duration).
- Pages (most viewed).

What we need to Understand

- What do users look for (Besides what the KW Awstats gives us)?
- Where are we ranked for these keywords in organic search?
- What were the most viewed pages in the last 12 months (optimize these first)?

What do users look for to arrive at OSGEO

mapguide (12.4 % Oct)
mapguide open source (8.5 % Oct)
osgeo (8.3 % Oct)
map guide (2.9 % Oct)
fdo (1.8 % Oct)

Rankings (Nov 07)

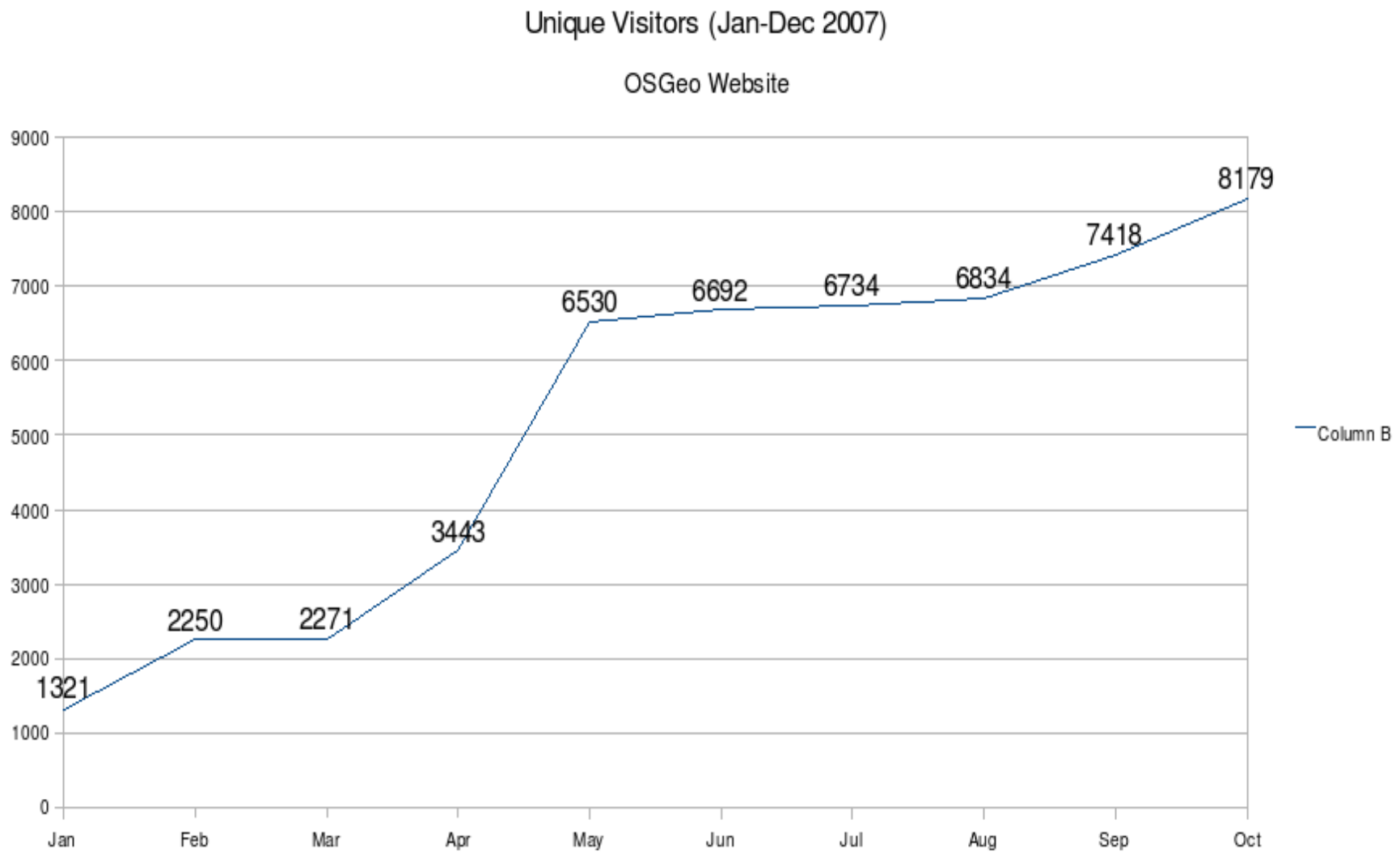
KeyWord	Google (82%)	MSN (1,4%)	Yahoo (2%)
mapguide	1	6	7
mapguide open source	1	4	8
osgeo	1	1	2
map guide	1	1	26
fdo	2	2	4

What do users look for and May NOT arrive at OsGEO

geospatial modeller
geospatial
data geospatial
geospatial web
agency geospatial intelligence
digital geospatial metadata
geospatial technology
geographic information system
geographic information introduction system
geographic in information study

Plan
Implement
Evaluate

AwStats


Unique Visitors (Jan-Dec 2007)
OSGeo Website
9000
8000
7000
6000
5000
4000
3000
2000
1000
0
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
1321
2250
2271
3443
6530
6692
6734
6834
7418
8179
Column B

Website in January 2007

OSGeo
Your Open Source Compass

OSGeo Foundation

Home
About the Foundation
Sponsors
FAQ

OSGeo Community

Welcome
Spotlights
Mailing Lists
Local Chapters
Events
News
Wiki

Search

Search

Username: *

Password: *

Log in

Request new password

Welcome to the Open Source Geospatial Foundation Website

Submitted by admin on Mon, 2006-12-11 19:57. ::

The Open Source Geospatial Foundation has been created to support and build the highest-quality open source geospatial software. The foundation's goal is to encourage the use and collaborative development of community-led projects. This website serves as a portal for users and developers to share their ideas and contribute to project development. As the Open Source Geospatial Foundation grows and changes, so will this website. Please check back often and sign up to the mailing lists to monitor developments. To get involved, check out the Getting Started page.

Community Spotlights

Spotlight: Markus Neteler

Markus is the leader of the GRASS GIS project, and has played a pivotal role in the revitalization of the project and it's community. Markus is also a founding member of OSGeo and has been active in building the broader FOSS4G community for many years. At the FOSS4G 2006 conference, Markus Neteler was honored with the Sol Katz GFOSS Award for 2006. Read on for Markus' interview.

Spotlight: Andrew Morsell P.E.

Andrew Morsell (amorsell) is a MapGuide user and part of the Autodesk developer network. Andrew is not just an ordinary fellow, he owns Spatial Integrators, Inc., a GIS consulting company located in Spokane, Washington. Let's learn some more about this very interesting member of our OSGeo community. Read on for Andrew's interview.

Spotlight: Tom Kralidis

Tom Kralidis is a participant at OSGeo.org and an employee of Environment Canada. Tom is primarily a user of MapServer (and underlying packages) and mapbuilder and also supports OGC specifications for open source projects. Read on for more in the Tom Kralidis Developer Spotlight

OSGeo Projects

Web Mapping

Mapbender
MapBuilder
MapGuide Open Source
MapServer
OpenLayers

Desktop Applications

GRASS
OSSIM

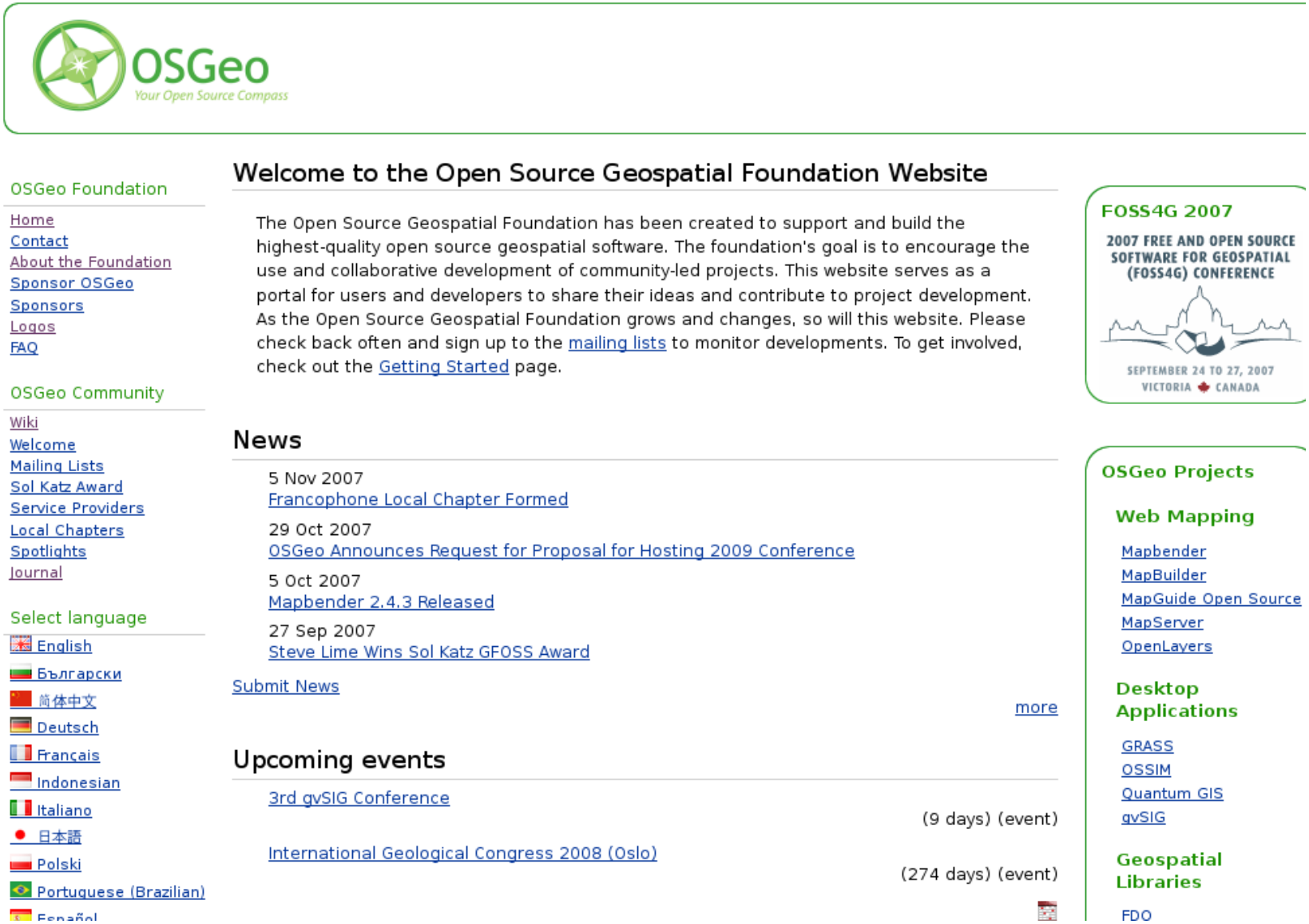
Geospatial Libraries

GDAL/OGR
GeoTools

Metadata Catalog

GeoNetwork opensource

Other Projects

Public Geospatial Data
Education and Curriculum

Website in November 2007