

# Site Visitor/User Types

(These user types' numbers are used in the tables below.)

0 Potential Tiki users (individual or organization) (Distinct from "Individual or organization evaluating Tiki")

1 Current Tiki users (end users or admins)

2 Someone who inherits a Tiki project

3 New Sysadmins (in an organization)

4 Potential/New developers

5 Potential/New Graphic designers

6 Potential/New Translators

7 Tiki consultants

+ HTML integrators

+ Digital marketing specialists

8 Tiki service firms

9 Enterprise support firms

10 Association that would like to collaborate with Tiki

11 Software listings

+ Software marketplaces

12 Individual or organization evaluating Tiki

+ Independent software evaluation firms

+ Due diligence by a procurement officer for a public tender

+ Government digital services

+ Certifications bodies

13 Philanthropy or charity due diligence

## Table 1 - Top Menu and Pages It Links To

Page Name	Main Audience	Secondary Audience	Linked from	Links to	Content Outline	Design Notes	CTA	SEO - Page Description	SEO- Search Intent*	SEO - Keywords (Still important but not as)	SEO - Long Form? **
What is Tiki?	0, 2, 3, 7, 9,	1, 4, 5, 6, 8, 10, 11, 12, 13	Top Menu	<a href="#">Introduction</a>	Use existing page content, but revised/restyled as necessary.	Already info colors - add appealing visuals and layout for hero/topics/etc. Maybe use PluginLayout or just hide left column for not-logged-in users.	1 Download 2 Register 3 Click link to more specific info				Yes

Get Tiki - Try Tiki	0	4, 5, 6, 7, 8,	Top Menu	Get Tiki - Try Tiki (new page)	Combine <a href="#">Get Tiki</a> and <a href="#">Try Tiki</a> , the latter of which is a small page. I thought about keeping existing pages and using <code>PluginInclude</code> , but now I think it would be best to start fresh.	
Get Help	1, 2, 3	0	Top Menu	Get Help (new page)	Current relevant content at: <a href="https://doc.tiki.org/Get-Help">https://doc.tiki.org/Get-Help</a> <a href="https://tiki.org/Support">https://tiki.org/Support</a>	
Get Involved	0, 1, 2, 3, 4, 5, 6,	10, 13	Top Menu	<a href="#">Join</a> Also <a href="#">Participate</a> Tiki-Welcome is related.	For now, <a href="#">Join</a> is included. But some of the content is too micro and should be moved to another page.  Also, I think we need to take a step back and get a wider view/fresh perspective. Reading it again, I think it mostly needs to be replaced.	Yes

\*The motivation for/purpose of the search that finds this page

\*\*Long-form pages (2100 - 2400 words ) tend to rank higher than short content.

Table 2 - Links in the Body of the Homepage and the Pages they Link To

Page Linked To*	Main Audience	Secondary Audience	Page Section From	Linked In Turn	Links To	Content Outline	Design Notes	CTA	SEO - Page Description	SEO - Search Intent	SEO - Keywords	SEO - Long Form?
<a href="#">New Users and Admins</a>	0, 2		New users/admins		<a href="https://doc.tiki.org">https://doc.tiki.org</a>			1 Register at tiki.org				
<a href="#">Get Tiki</a>	0,	4, 5, 6, 7, 8,	New users/admins (current links)					1 Download Tiki				
<a href="#">Community</a>	0,		Current Tiki users		(current links)			1 Log in 2				
<a href="#">New Sysadmins Information</a>	3	2	Sysadmins					1 Register at tiki.org				
<a href="#">Developers Information</a>	4		Developers/coders		<a href="#">tiki-register.php dev.t.o</a> <a href="https://gitlab.com/tikiwiki/tiki">https://gitlab.com/tikiwiki/tiki</a> <a href="https://sourceforge.net/projects/tikiwiki/">https://sourceforge.net/projects/tikiwiki/</a>			1 Register at tiki.org				
<a href="#">Designers Information</a>	5		Graphic/UI/UX Designers		<a href="#">tiki-register.php</a> <a href="https://themes.tiki.org**">https://themes.tiki.org**</a>			1 Register at tiki.org				
<a href="#">Info for Translators</a>	6		Translators/i18n fans		<a href="#">tiki-register.php</a>			1 Register at tiki.org				
<a href="#">Service Providers</a>	7, 8		HTML integrators/consultants					1 Contact us				
<a href="#">Enterprise Support Information</a>	9	8	Enterprise consultation firms					1 Contact Us				
<a href="#">Collaborating with Tiki</a>	10		Associations, organizations, projects					1 Contact us				
<a href="#">Listing Tiki</a>	11		Software listings and marketplaces					1 Contact us				
<a href="#">Evaluating Tiki</a>	12, 0		Software solution evaluators					1 Contact us				
<a href="#">To Philanthropic Organizations</a>	13		Philanthropic and charitable organizations					1 Contact us				

**Notes:**

\* Tentative names in the case of pages to be created.

\*\*themes.t.o needs to be fixed/improved before it's linked to.