

# SEO & Social Media Marketing for Open Source

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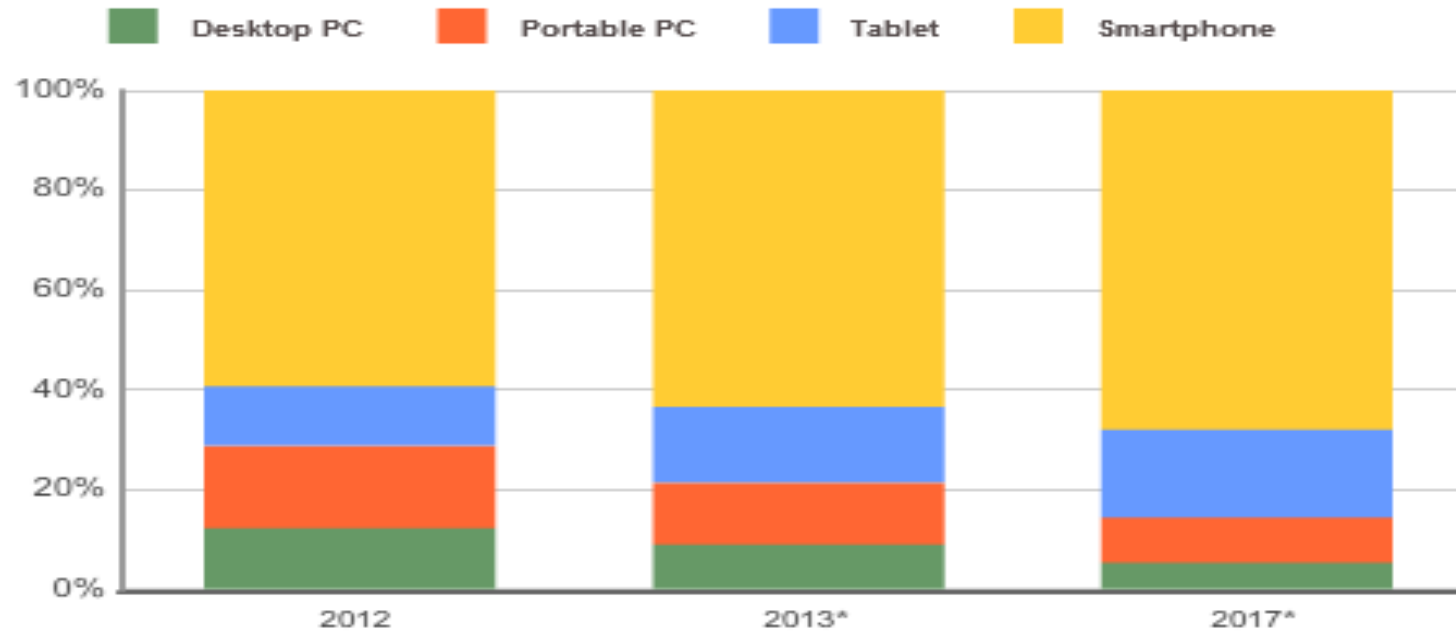
# Message



# Changing World



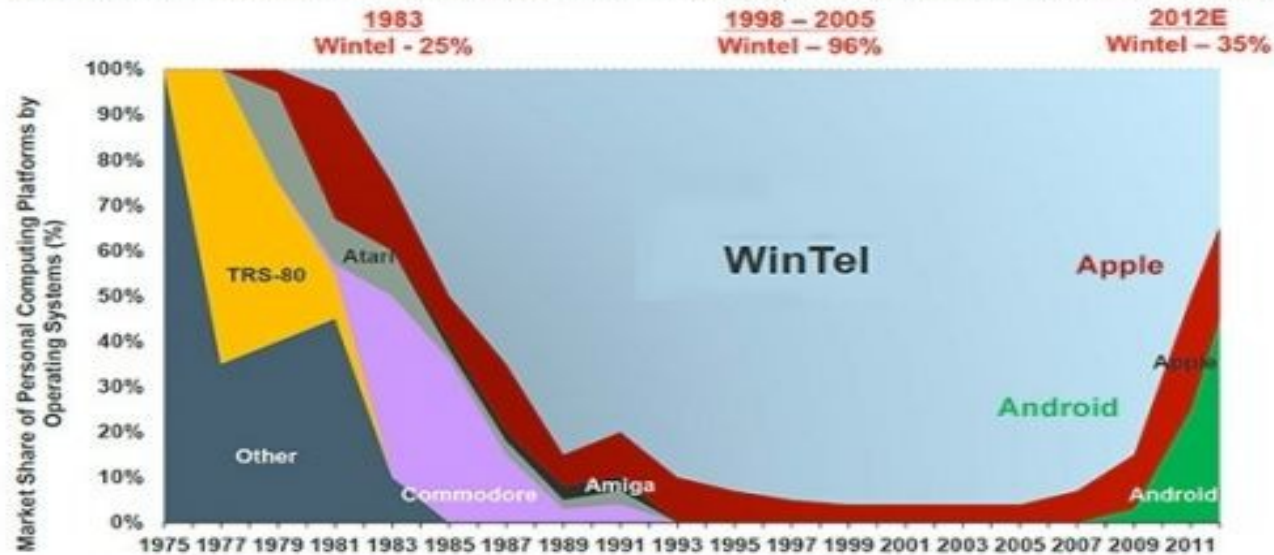
**Worldwide Smart Connected Device Forecast\***  
**Market Share by Product Category, 2012-2017**



# Yup Change..

Re-Imagination of Computing Operating Systems -  
iOS + Android = 45% Share vs. 35% for Windows

Global Market Share of Personal Computing Platforms by Operating System Shipments, 1975 – 2012E



# Rise of the Closed

- Hardware
- Software
- App Marketplaces – Apple iTunes, Microsoft Windows Store, Google Play

# Traditional Media



**no starch  
press**

**LINUX**  
**JOURNAL**

We Have a Voice  
&  
A Distribution Mechanism  
To Shape the Future

# Message - Supernumerary Benefits of Open





# Raise Our Voices



# Objectives

- Define SEO (SEM really) & Social Media Marketing
- Cover Key Best Practices & Tools
- Show How We Can Highlight Our Amazing People, Projects & Technology

# SEO/SEM

# SEO

- Search Engine Optimization
- Doing all the right things to show up in natural or organic search
- For many years misperception SEO was about cheating or Blackhat techniques\*
- SEO is really about legit tactics or optimizing your rank

\*Keyword stuffing, overuse of syndicated content, duplicate content, doorway sites

# SEM

- Search Engine Marketing
- Overarching field of Internet marketing including SEO and PPC (Pay Per Click)
- Increasing our visibility on SERPs (search engine result page)
- Is a ongoing process not a one time thing

# AKA

- Internet Marketing – Internet enabled marketing. AKA – Digital marketing, web marketing, online marketing, search marketing, e-marketing.

# Pay Per Click

- Paid advertisement
- Bid on relevant keywords in marketplace
- Pay per click on ads
- Google Adwords, Bing Ads, Yahoo

# Doin' SEO Right

- Plan & Have a Goal
- Quality Content
- Keep Content Fresh & Relevant
- Semantic HTML/Semantic markup - Using tags, class names, ids that reinforce structural meaning. Ex. H1-H6



# Doin' SEO Right

- Titles - Keywords in Page Title
- Responsive Web Design – make your site usable across all devices
- Load Time
- Alt tags

# Doin' SEO Right

- Google Webmaster Guidelines
- Sitemaps
- Valid Markup
- Backlinks/Inbound Links

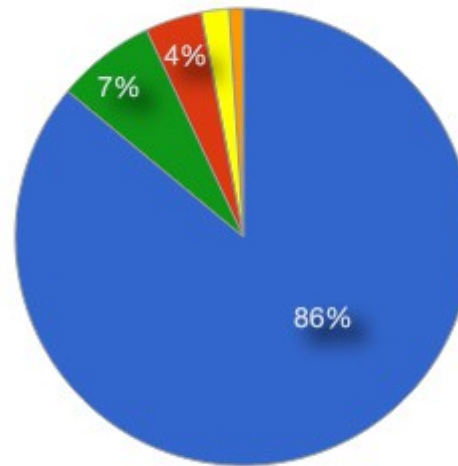
# Doin' SEO Right

- Encourage sharing w/ social widgets
- Keyword Research
- Quality Domain
- Google Webmaster Tools, Bing Webmaster Tools
- Social Engagement

# Search Engine Marketplace

# Major Search Engines

Search Engine Market Share  
Worldwide



■ Google ■ Yahoo ■ Bing ■ Baidu ■ other



source: Netmarketshare.com

# Google Page Rank

# Google Page Rank

- Algorithm used to rank web in search results
- **Changes** and so do we have to change our SEO tactics
- Can be improved by doing the things we talked about

# Some Basic Truisms

- It's all about content
- SEO/SEM is a process not a one time endeavor
- Plan & persistent efforts yield results



# Keyword Research

- Method of finding the terms people actually use to find you or your product
- Knowing these improves ranking
- Free & paid are available

# Free Keyword Research

- [Google Keyword Planner](#) (combined Keyword Tool and Traffic Estimator)
- [Bing Ads Intelligence](#)
- [Bing Keyword Research](#)

# Paid Keyword Research

- Wordtracker
- <http://www.wordtracker.com/>
- SEMRUSH
- <http://www.semrush.com/>

# Social Media

A Conversation .....



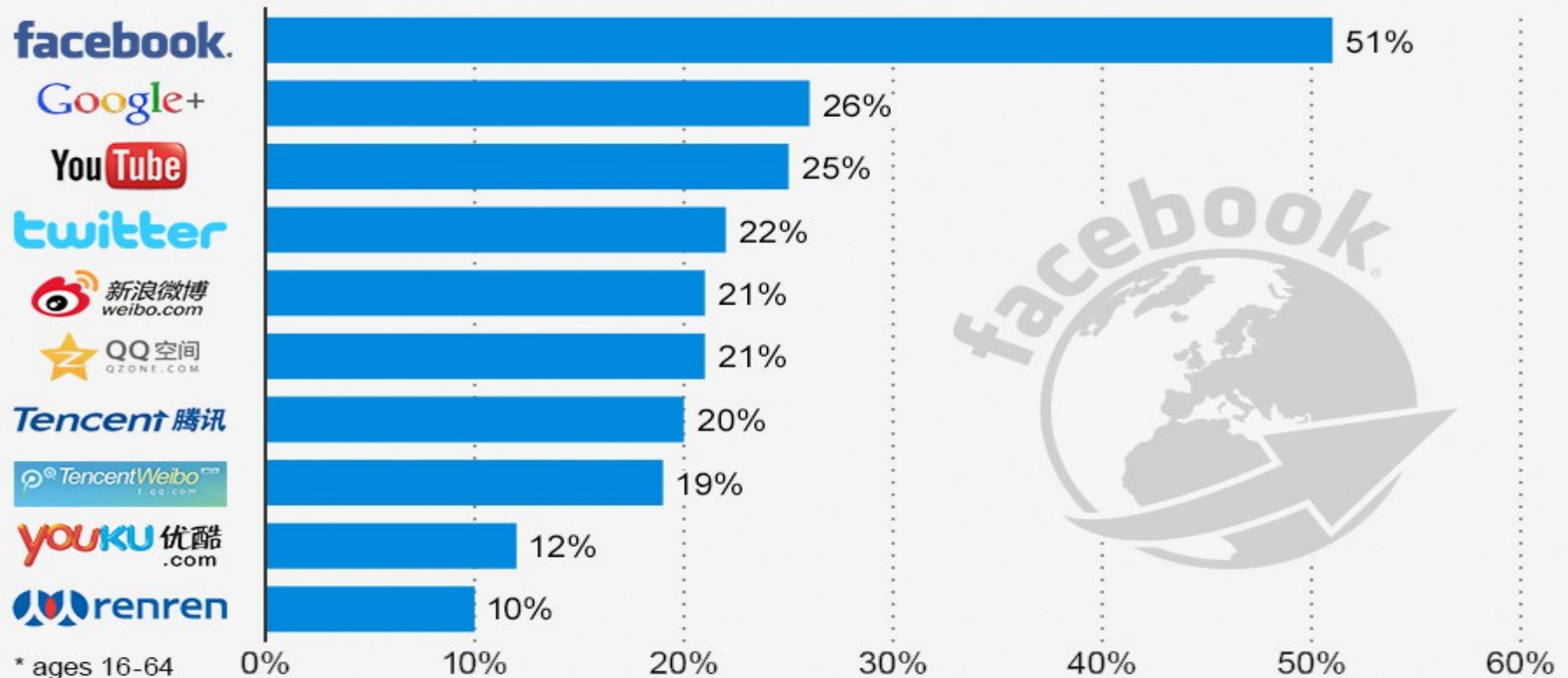
# What is Social Media

- Medium for interactive social interaction using communication technologies.
- Internet is platform
- Not old world media...
- Participatory, community based, interactive
- User Generated Content

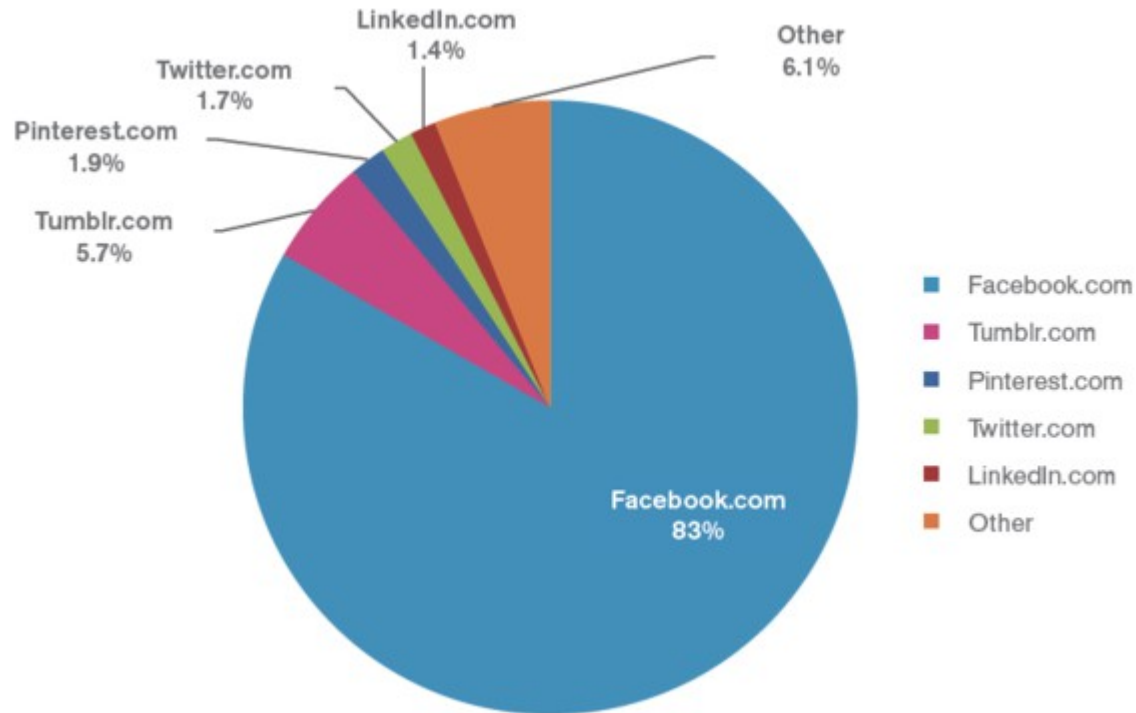
# Major Social Networks

## Half of the World's Online Population Uses Facebook

Percentage of worldwide internet users\* who actively used the following social media sites in Q1 2013



# Social Media Time Spent



ComScore 2013 Digital Future in Focus

# Why is it Important

- Amplifies our message
- Networking
- You can engage potential advocates, supporters or customers in dialog
- Build loyalty, brand, etc.
- See trends that are working via content, comments, links.



# Why is it Important

- Get real analytics
- Gain valuable feedback
- Your message is instantaneous
- Your message is permanent and persistent

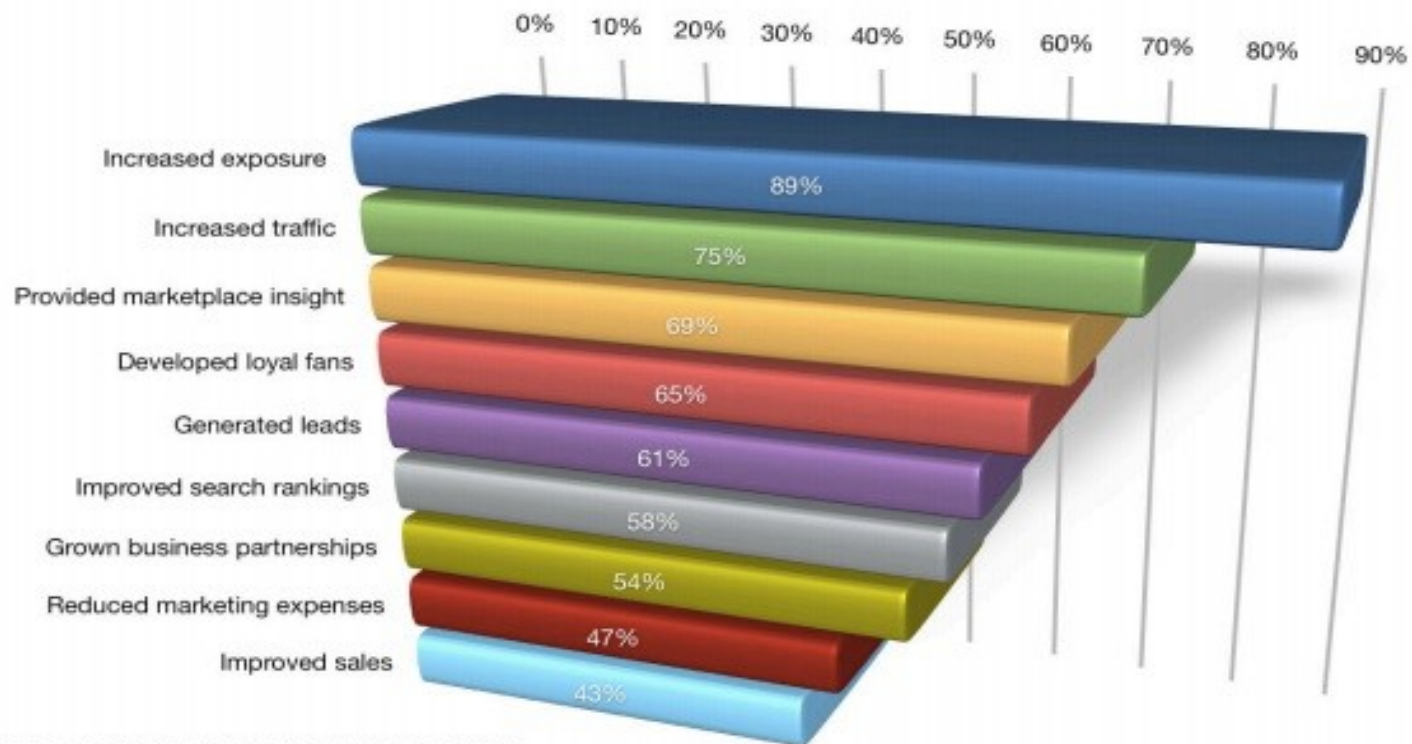
# Why is it Important

- SEO – Helps improve your rankings in natural/organic search
- Drives traffic to your digital “home base” or website/blog.
- More eyeballs = more conversions\*

\*Any action you measure like a sale, signup for newsletter, or follow on Twitter.

# Benefits of Social Media Marketing

## Benefits of social media marketing



Source: Social Media Examiner 2013 Research

# Social Media Marketing

# Social Media Marketing

- Using social media to market your product, service or idea.
- Turns outbound or traditional marketing on its head.
- You and your constituency have power and influence in your marketing efforts.

# Social Media Serves As

- Social software – SaaS islands
- Distribution mechanism for our content
- Platform for engagement
- Method for driving traffic to our desired location for conversion\*

\*Any action you measure like a sale, signup for newsletter, or follow on Twitter.

We want a Homahhh\*

\*so we bring them to...

# Homebase

- Your digital “home base” is the destination you want your people to visit to convert, buy or otherwise commit some action
- Usually your website or blog
- Outside of these social media sites
- Your singular focused message with none of the clutter & crud of these networks



# Walled Garden

- Social networking sites are walled gardens.
- Each site as an island unto itself where they have tight control of the users the user experience, content, etc.
- Isle of Facebook, LinkedIN, Twitter
- Think of what we are doing as leading them to freedom. =)

# We need to tell the story of Free & Open Source A Few Ideas

# Facebook

- Features to exploit: Sharing content via status updates, share events, engaging in groups, even start a group
- Example: Share a blog post with suggestion to leave comments.

# Twitter

- Features to exploit: Tweet, Sharing content via tweets, using hashtags
- Example: Engage others speaking to open source and or share content

# LinkedIn

- Features to exploit: Sharing content via status updates, engaging in groups, even start a group
- Example: Sharing a link to an article on FOSS and asking for comments

# Google +

- Features to exploit: Sharing content with your circles, share events, engaging in groups, even start a group
- Example: Share a link to an article in an interest group to spur discussion

# YouTube

- Features to exploit: Sharing video content, Engage community members for comment
- Ex: Create video content relating to your FOSS project/idea with a link back to your homepage

# Blogging

- Blogging can be a powerful way to build your your efforts & network
- Nearly 150-200 million worldwide
- Bi-directional communication
- Bring conversions to home base



# Simple Content Rules For SEM/Social Media

# Remember

- Your Keywords
- Creativity and fun are important
- Show your personality
- Be social and respond and add value to generated discussions

# TEC

- Target
- Engage
- Convert

# AIDA

- **A**ttention (Awareness): attract the attention of the customer.
- **I**nterest: raise customer interest by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising).
- **D**esire: convince customers that they want and desire the product or service and that it will satisfy their needs.
- **A**ction: lead customers towards taking action and/or purchasing.

# Remember

It's the content/message!

# Social Media Tools

# Social Media Management Tools

- Social media management tools
- Allow you to manage many accounts at once.
- Increase your productivity.
- Available in standalone desktop applications, web browser application and mobile application.

# Social Media Management Tools (Free/Open)

- Choqok
- <http://choqok.gnufolks.org/>
- Gwibber
- <http://gwibber.com/>
- Spaz
- <http://getspaz.com/>
- Turpial
- <http://turpial.org.ve>



# Social Media Management Tools (Free)

- **Tweetdeck** – free application that allows management of Twitter, Facebook, MySpace, LinkedIn, Google Buzz and Foursquare status updates.
- **HootSuite** – Social media dashboard management application. Support for Facebook, Twitter, LinkedIn, MySpace & Wordpress.

# Social Media Management Tools (Paid)

- **Sprout Social** – Social media management application for Twitter, LinkedIn, Facebook.
- Tools to grow your network...
- Analytics & reporting
- Monthly fee

# Social Media Management Tools (Paid)

- **Gremlin** - Social media management platform
- Social dashboard, advanced management
- All major networks



Let's Deliver the Message  
of Free & Open Source

# Gracias!

- The entire FOSS community
- BLU
- MIT (for the space and continued support)
- YOU!

# Let's Connect

- You can find me on all social networks at:
- <http://network.evolutionaryit.com>
- Or at my website:
- <http://www.evolutionaryit.com>

# SEM/Social Marketing Sites

- Search Engine Journal <http://www.searchenginejournal.com/>
- Search Engine Land <http://searchengineland.com/>
- SEO Chat <http://www.seochat.com/>
- Matt Cutt's Blog <http://www.mattcutts.com/blog/>
- Social Media Today <http://socialmediatoday.com/>
- Social Media Examiner <http://www.socialmediaexaminer.com/>
- Social Times <http://socialtimes.com/>