



Enabling Grids for E-science

# NA2 Dissemination and Outreach

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*EGEE All Activity Meeting*

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[www.eu-egee.org](http://www.eu-egee.org)



- 1. Search Engine Optimisation**
- 2. Handing over the website**

# 1. Search Engine Optimization

How does  rank pages?

They won't tell us their secret, but:

- Not by looking at keywords
- Not by looking at META tags
- Not by submitting pages

<http://www.google.com/intl/en/webmasters/>

# 1. Search Engine Optimization

How does  rank pages?

So what can we do?

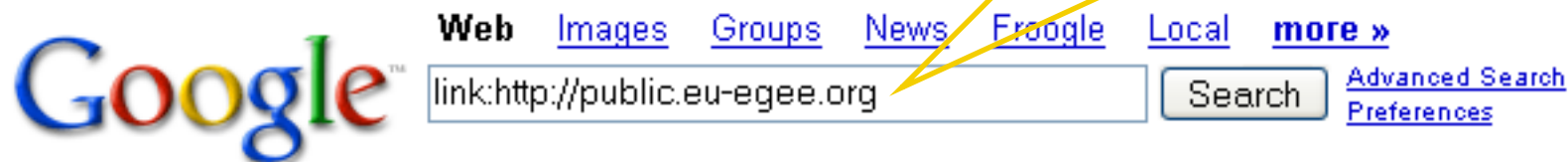
1. Fix broken links
2. Use clean, valid, well structured HTML
3. **IMPORTANT:** Make sure “high quality” sites link to us

<http://www.google.com/intl/en/webmasters/>

# 1. Search Engine Optimization

Who's linking to us?

Put your target URL here



## Web

[EGEE > Partners > INFN](#)

INFN. INFN is a large Italian public research institution with experience in distributed computing and has experience working on international projects. ...

[public.eu-egge.org/partners/inf.html](http://public.eu-egge.org/partners/inf.html) - 6k - [Cached](#) - [Similar pages](#)

[EUROPA - Research - RTD info - Special Issue - April 2005 - En ...](#)

Computer performances (memory, calculation) are enabling scientists to make considerable progress and to raise new problems.

[europa.eu.int/comm/research/rtdinfo/special\\_ms/05/article\\_2319\\_en.html](http://europa.eu.int/comm/research/rtdinfo/special_ms/05/article_2319_en.html) - 37k - [Cached](#) - [Similar pages](#)

[Europe's Information Society Newsroom Update](#)

Latest News. NEWS ARTICLE; Global e-Infrastructure: Landmark Results Announced.

(28 October 2005) A major conference organized by the Enabling Grids for ...

[europa.eu.int/.../newsroom/cf/newsletterarchivedetail.cfm?day=10&month=11&year=2005&type=weekl](http://europa.eu.int/.../newsroom/cf/newsletterarchivedetail.cfm?day=10&month=11&year=2005&type=weekl)

### Some scenarios:

#### 1. There will be a new completely separate website:

- **New website will have its own URL**
- **New website will be maintained separately**
  - May better fit the new web authors and maintainers
  - Can still build on the styles used in current EGEE website
- **The current website can be “frozen” and can keep running on TERENA’s servers**
  - No extra work required except for clear pointers from the new website to the old one (and back)
  - Do we freeze the site anyway?

### Some scenarios:

#### 2. Continue with existing website:

- **New maintainers will re-use existing website**
  - Probably won't fit Metaware's approach
- **System will need to be relocated**
  - This will require significant effort from both TERENA and new maintainers **prior to the 31<sup>st</sup> of March**
  - System relies heavily on specific TERENA server configuration and custom code
  - Support on this custom code cannot be provided

### Some scenarios:

#### 3. Migrate content to new website:

- **Metaware can use their CMS / system of choice**
- **Content will need to be imported**
  - Will require quite a bit of work
  - This may require some effort from TERENA staff **prior to the 31<sup>st</sup> of March**
  - Project Office would have to decide which content to migrate (doesn't make sense to import all content)
  - What would we do to current website?



## 2. Handing Over the Website

We need to make a decision soon because TERENA needs to dedicate technical resources, which must be planned in