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| **From:** | Colin Hammond <colin@albiontech.com> |
| **Sent:** | 26 January 2020 14:16 |
| **To:** | iac@cosmic-sizing.org |
| **Cc:** | Charles Symons; Frank Vogelezang; jayakumar@amitysoft.com |
| **Subject:** | Cosmic Website improvements - For information and action |
| **Attachments:** | LinksInboundLinks_cosmic_01202020.pdf; LinksOverview_cosmic_01202020.pdf; SiteCrawlOverview_cosmic_01202020.pdf; Dashboard_cosmic_01202020.pdf |

Hello COSMIC colleagues,

As some of you may be aware already we (myself, Jayakumar, Frank and Charles) are starting a push to improve the cosmic-website.  It is the front door to our organisation and the main way that people learn about the methodology.  The website does not rank well in the search engines (compared to other similar subjects) and it is quite hard for new visitors to learn incrementally about the methodology, it's use, validity etc.  (see background below)

There are two main aspects of this initiative:

1. Improve the site (navigation, presentation, content organisation, site search).

2. Get more good inbound links to the site and improve our external inbound traffic.  (the most important way of getting us up the search engine rankings).

**We need your help please on the following 3 things** :

1. **Can all Cosmic-sizing.org members add a link** to the COSMIC website site from their own blog page or company profile page or similar.  This will see us rise up the rankings most quickly.  Your links ideally should be like these:

<a href="https://cosmic-sizing.org">COSMIC Functional Sizing</a>

The phrase in blue is important and should match the phase for which you think we should appear #1 in the ranking results.  It would help if you let me know when you have done this.

**2. Wikipedia editing.**  I am looking for more folks to participate in improving the relevant pages on Wikipedia a vital source of inbound traffic and endorsement.

3. **Support this activity** with any helpful suggestions and feedback.

Background

Please find attached four reports on the current state of the website search optimisation.

1. *Links Overview*. We have insufficient good quality inbound links.  We have 1028 inbound links compared with Ifpug at 9,000 and others with many more.
2. *Site crawl* shows 3,000 issues. We should be less than 200.  The planned work to improve the menus, navigation, search, meta tags and so on will help solve this.
3. *Dashboard* says that we come 5th for the keywords "functional sizing". We should be first or second.  We should also be high for many other relevant phrases.
4. *Linksinbound*says that after Wikipedia, our most valuable inbound link is from Federica Sarro (thanks Federica).

Regards,

Colin

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