Leveraging the Eclipse Web Properties
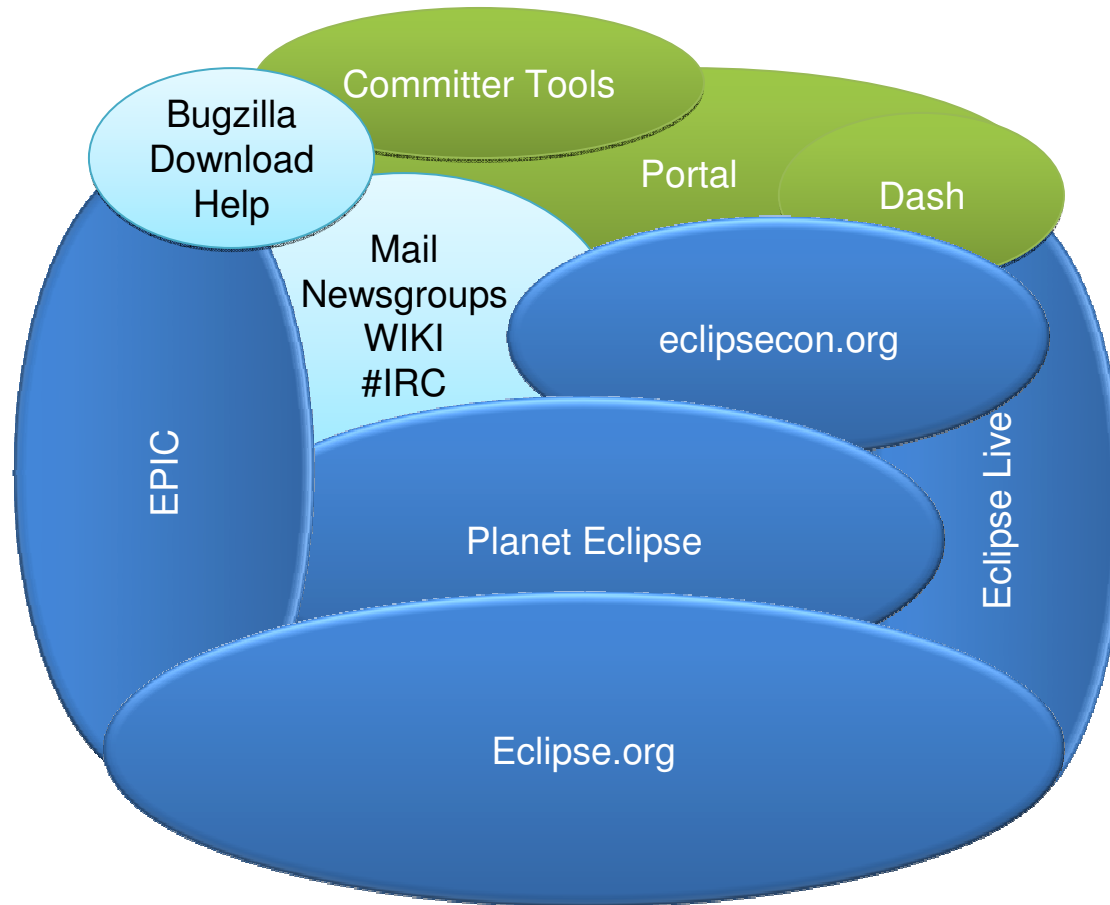
Donald Smith

October 27, 2007

Why Bother?

- Thousands of free clicks to your site. (qualified and high quality)

- Benefit from showing you support the Eclipse Ecosystem.

- Improve your search engine quality wrt Eclipse Ecosystem.

There are lots of Web Properties…

Committer Tools

Bugzilla
Download
Help

Portal

Dash

Mail
Newsgroups
WIKI
#IRC

eclipsecon.org

EPIC

Eclipse Live

Planet Eclipse

Eclipse.org

How can you benefit?

- EclipsePluginCentral.com (EPIC)
- eclipse.org
- Eclipse Live (live.eclipse.org)
- Others
  - Planet Eclipse, Portal (means)

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eclipseplugincentral.com (EPIC)

Key Functionality

– List and find Eclipse based Plugins

– List and find Eclipse Services

  • Training and Consulting

eclipseplugincentral.com (EPIC)

EPIC Monthly Averages

- 700,000+ page views
- 200,000+ visits
- >75% of visitors eventually click on an ecosystem bound link
- Referrals to EPIC
  - 50% from Search
  - 30% from eclipse.org
  - 15% direct
  - 5% from referrals

eclipseplugincenral.com (EPIC)

Leveraging

- Post all your products, plugins and services on EPIC

- Keep listings up to date

- Use a team shared account for easier maintenance

- Members get prominence as "Featured Plugins"

- Email info@eclipseplugincentral.com for technical help

eclipseplugincenral.com (EPIC)
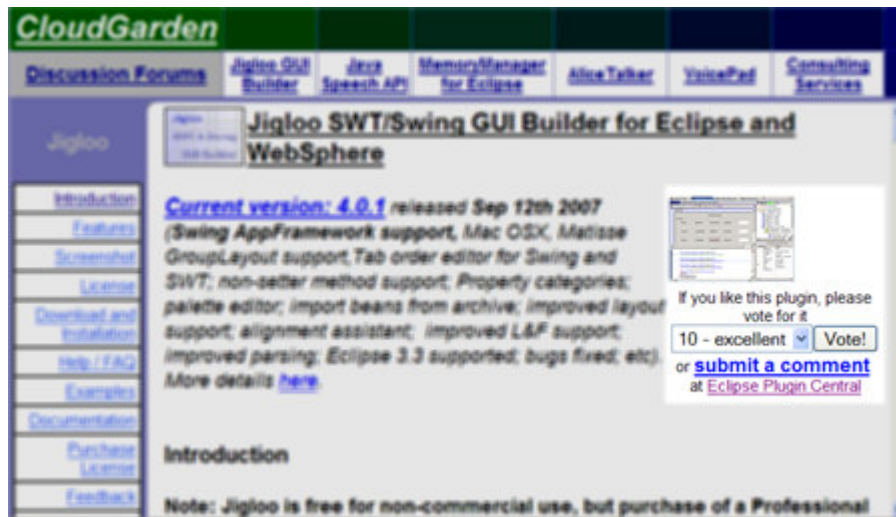
EPIC TIP:

- Post a "vote" banner on your website
  - Code snippit easy to find on your EPIC plugin page

- Virtuous cycle – more votes, means more rankings / comments / downloads means more prominence means more clicks
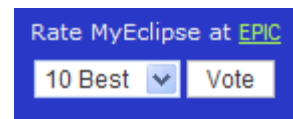
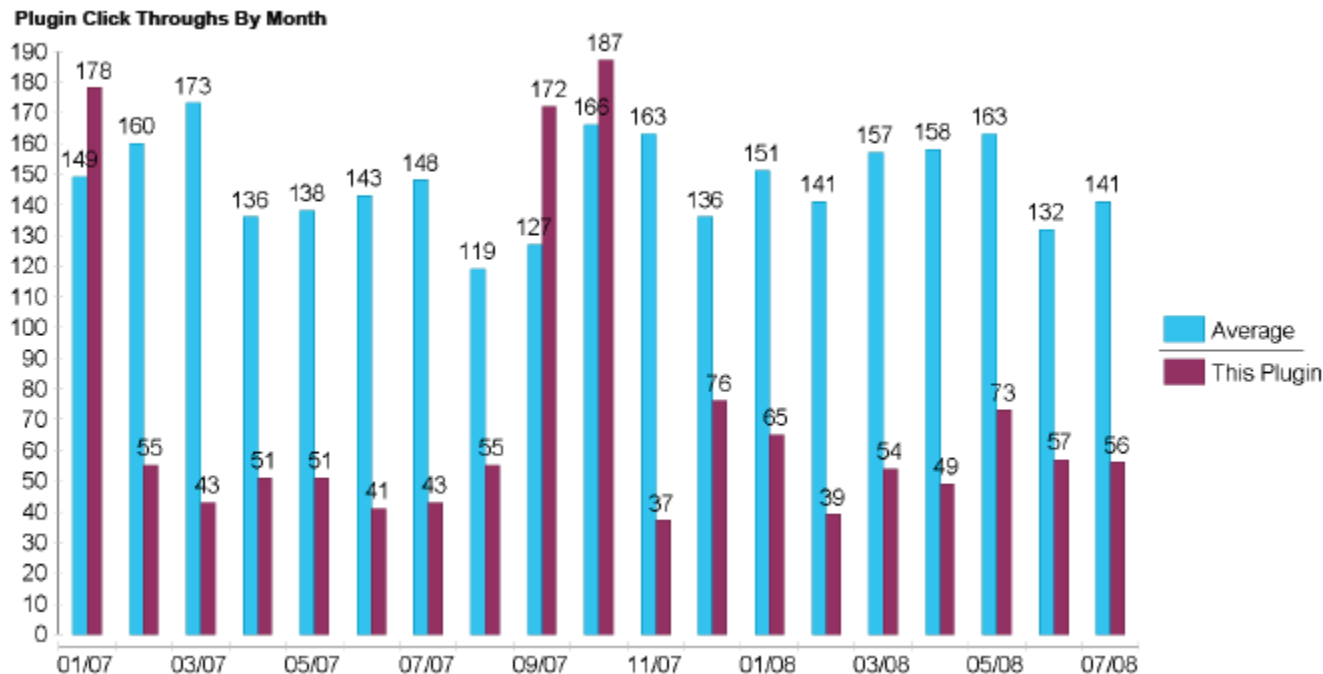# eclipseplugincenral.com (EPIC)

EPIC TIP:

- EPIC hosts Google Ads for further reach into Ecosystem

eclipseplugincentral.com (EPIC)

- Members can access quarterly EPIC reports any time
  - Login to portal.eclipse.org
  - Ask membership@eclipse.org if you get stuck

How can you benefit?

- EclipsePluginCentral.com (EPIC)
- **eclipse.org**
- Eclipse Live (live.eclipse.org)
- Others
  - Planet Eclipse, Portal (means)

eclipse.org

Key Functionality
- Mediate visitors to content
- Role Based Landing:
  - Find Plug-ins
  - Find Members and Learn about Membership
  - Committer Activities
  - End Users
  - Downloads!

eclipse.org

Monthly Averages

- 7.9 Million+ page views
- 2.1 Million+ visits
- Referrals to eclipse.org
  - 40% from Search
  - 37% from direct
  - 22% referrals

eclipse.org

Community Pages

- 75000 visits / month
- Case Studies, News and other Community Content

eclipse.org

Community News

- Send link to news story to news@eclipse.org
- Picked up on eclipse.org main page and RSS feeds
- News must be Eclipse focused
- Tens of thousands of reads per article

eclipse.org

EPIC Updates

- – Updates to EPIC Plugins automatically show on eclipse.org
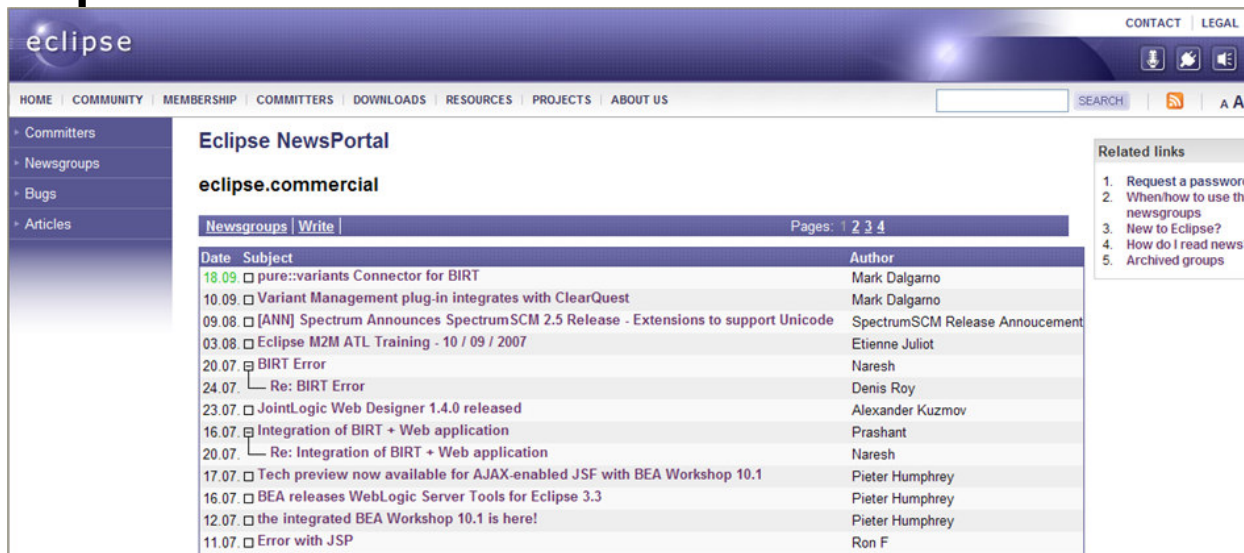
- – Generates extra hundreds of clicks per update

eclipse.org

Eclipse Live

– Updates to Eclipse
Live automatically
show on eclipse.org

eclipse.org

Newsgroups

- 100's visits / day via Web Interface + many more via newsreaders

- Commercial, Employment and other groups

eclipse.org

Events Page

- – Email events@eclipse.org with content and link

- – Must have some relevance with Eclipse (a session, etc)

eclipse.org

Other Community Page Items

- Links to Eclipse Related Community Portals
- Training and Consulting Links from EPIC
- Links to Eclipse Live

download.eclipse.org

Key Functionality

– Main landing page for Eclipse Downloads

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download.eclipse.org

Download Page Stats

– 1 million downloads per month

– 1.4 million page views per month (just eclipse.org/download)

download.eclipse.org

Member distro program

– 3,000-5,000 hits to your site / month direct

– Improved Search Engine results (YMMV)

Member Distro Program Example Landing Page

Brand association as Eclipse Foundation supporters

Host release train packages (table stakes)…

…but also host and market your products and services

Member Distro Program Example Landing Page

Host release train packages (table stakes)…

…but also host and market your products and services

Brand association as Eclipse Foundation supporters

eclipse.org

Membership Pages
- ~500 visitors per day
- Committer Contributions Recognizes
- Tagging system
- Automatic integration with EPIC
- Data driven from Portal

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eclipse.org

Leveraging
- Keep page content up to date
- Keep EPIC pages up to date
- Keep tags current

How can you benefit?

- EclipsePluginCentral.com (EPIC)
- eclipse.org
- **Eclipse Live (live.eclipse.org)**
- Others
  - Planet Eclipse, Portal (means)

Eclipse Live (live.eclipse.org)

Key Functionality

- Mediator of Rich Multimedia content
  - Webinars, Podcasts
- Post Multimedia content
- Find Multimedia content

Eclipse Live (live.eclipse.org)

Monthly Averages

- 40,000 page views
- 14,000 resource views
- 25,000+ visits
- Referrals to eclipse.org
  - 18% from Search
  - 24% from direct
  - 41% referrals from eclipse.org

…and growing!

Eclipse Live (live.eclipse.org)

Leveraging
- Post your content using "Submit a Resource" link on Eclipse Live

How can you benefit?

- EclipsePluginCentral.com (EPIC)
- eclipse.org
- Eclipse Live (live.eclipse.org)
- Others
  – Planet Eclipse, Portal (means)

Planet Eclipse

- ## Key Features
  - – Post Eclipse related Blogs
  - – Read Eclipse related Blogs
- ## Non commercial content

Planet Eclipse

- ## Planet Eclipse Stats
  - Aggregation of 100+ Eclipse Technical Blogs
  - 1000+ web visits per day
  - Many more RSS Readers

Planet Eclipse

- Leveraging
  - Link your technical / committer blogs and eclipse content on Planet Eclipse
  - Add Planet Eclipse RSS Feed to your RSS Reader
  - Comment!

portal.eclipse.org

- **Members-only portal for common work flows**

portal.eclipse.org

- Organizations able to manage
  - Address
  - Contacts
  - Membership pages
- Commiters able to manage
  - Committer Elections
  - Contact information
- Keep information current

General Search Engine Advice

- Eclipse web properties are generally well respected by search engines
  - Links from Eclipse web properties to your site likely to improve your search results
  - Linking to Eclipse web properties improves The Link-Virtuous Cycle

Action Item Check List – eclipse.org

❑ Does our PR Firm and/or Marketing team know we can link news from eclipse.org?

Contact news@eclipse.org

❑ Are you posting product updates to Newsgroups?

Visit eclipse.org/newsgroups

Visit:

  eclipse.org/membership/faq

OR email:

  membership@eclipse.org

❑ Is our Membership Page up to date on eclipse.org?

Action Item Check List – eclipse.org

❑ Are our Eclipse related events listed on the Eclipse events page?	Email events@eclipse.org
❑ Do we have Eclipse-related success stories not listed on Eclipse.org?	Email: membership@eclipse.org
❑ Is our developer network listed on Eclipse.org?	Email: membership@eclipse.org
❑ Are we participating in the member distros program?	Email: membership@eclipse.org

Action Item Check List – Other

❑ Are all our Eclipse-based products and Services listed on EPIC

Visit eclipseplugincentral.com

❑ Has EPIC noted our listings as "Featured"

Contact
  membership@eclipse.org

❑ Do we have an action plan to keep our EPIC listings current (monthly reminders)

❑ Is our multimedia content showing up on live.eclipse.org?

Use "Submit a Resource" link on live.eclipse.org

Q&A