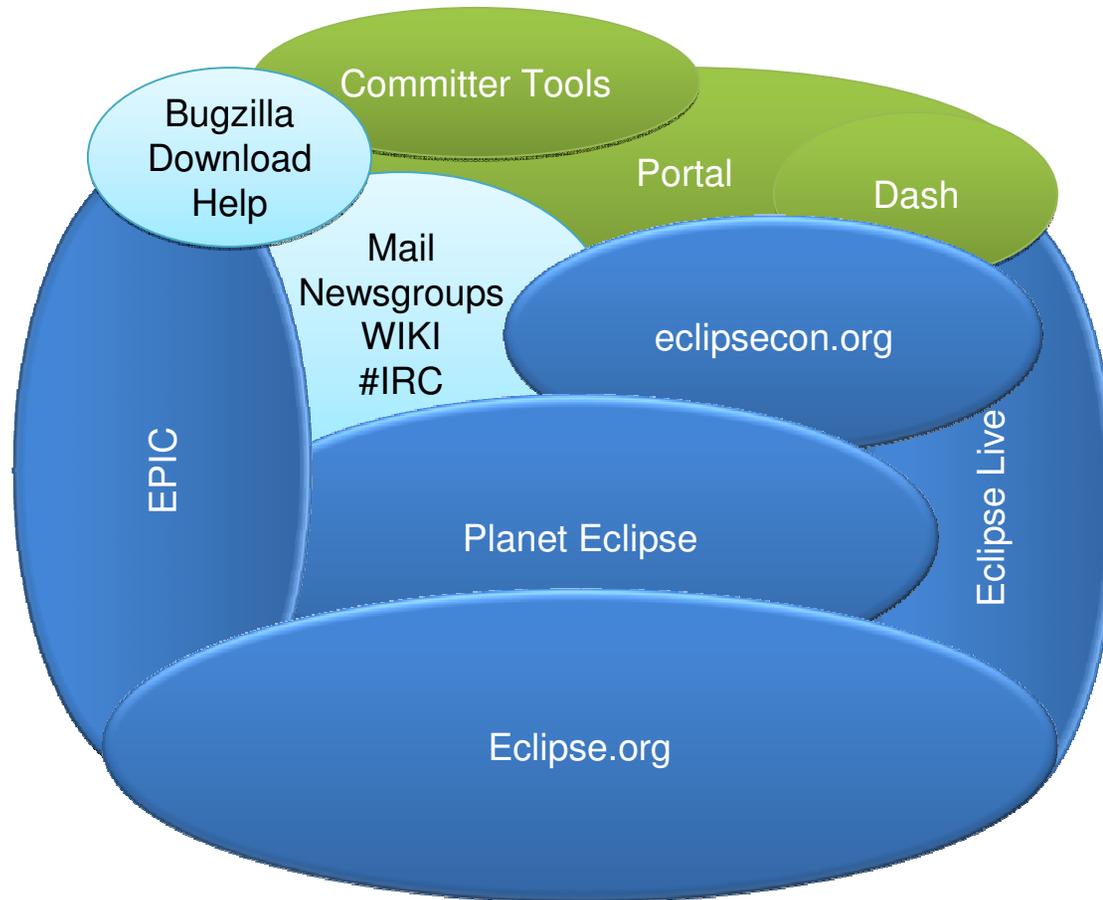# Leveraging the Eclipse Web Properties

Donald Smith
September 19, 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 Averages

– 100,000 page views per day

– 20,000 unique visits per day

– 2,000 hits from search engines per day

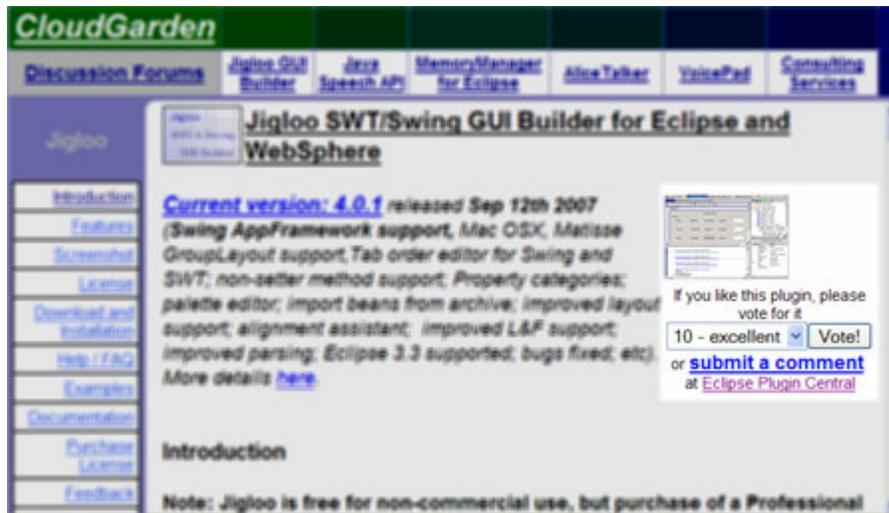– 4,500 ecosystem-bound click-outs
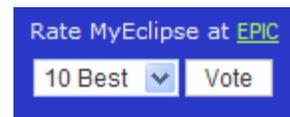
eclipseplugincenral.com (EPIC)

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
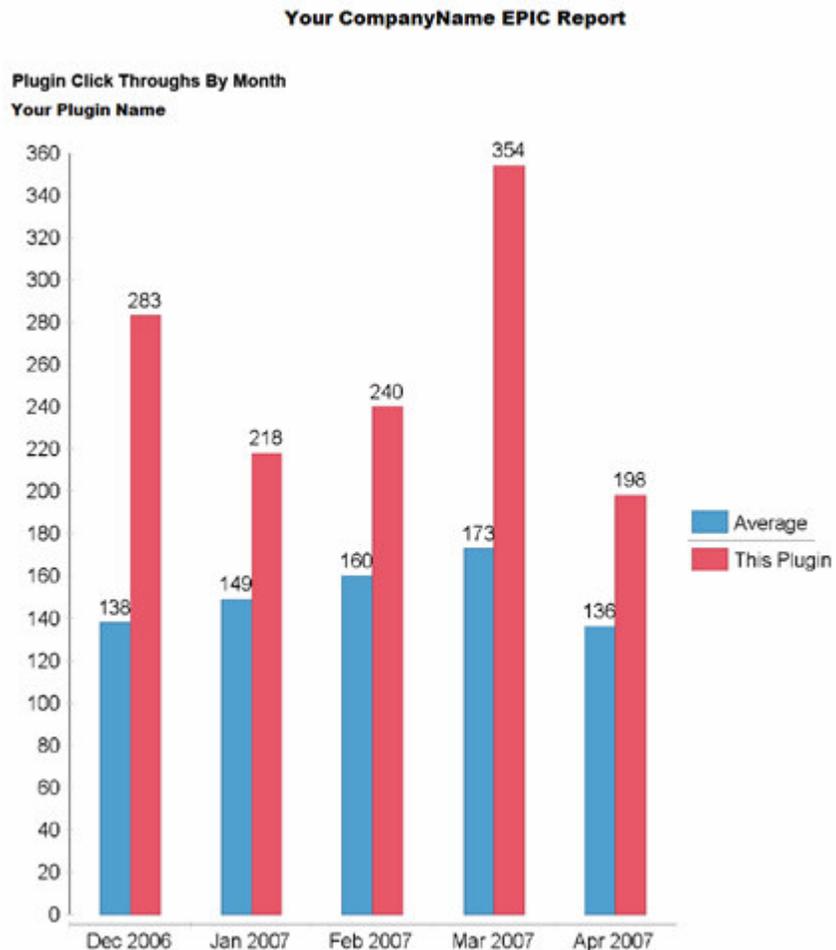
eclipseplugincenral.com (EPIC)

EPIC TIP:

- EPIC hosts Google Ads for further reach into Ecosystem

eclipseplugincentral.com (EPIC)

- Members receive quarterly EPIC reports
- If you want these but aren't getting them – email membership@eclipse.org

How can you benefit?

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

eclipse.org

Key Functionality

– Main Eclipse landing page

- Mediate visitors to content

– Membership Information

– Project Information

– Foundation Information

– News and Current Information

– Downloads!

eclipse.org

Per Day Averages:

- 140,000 visits

- 1.5 million page views

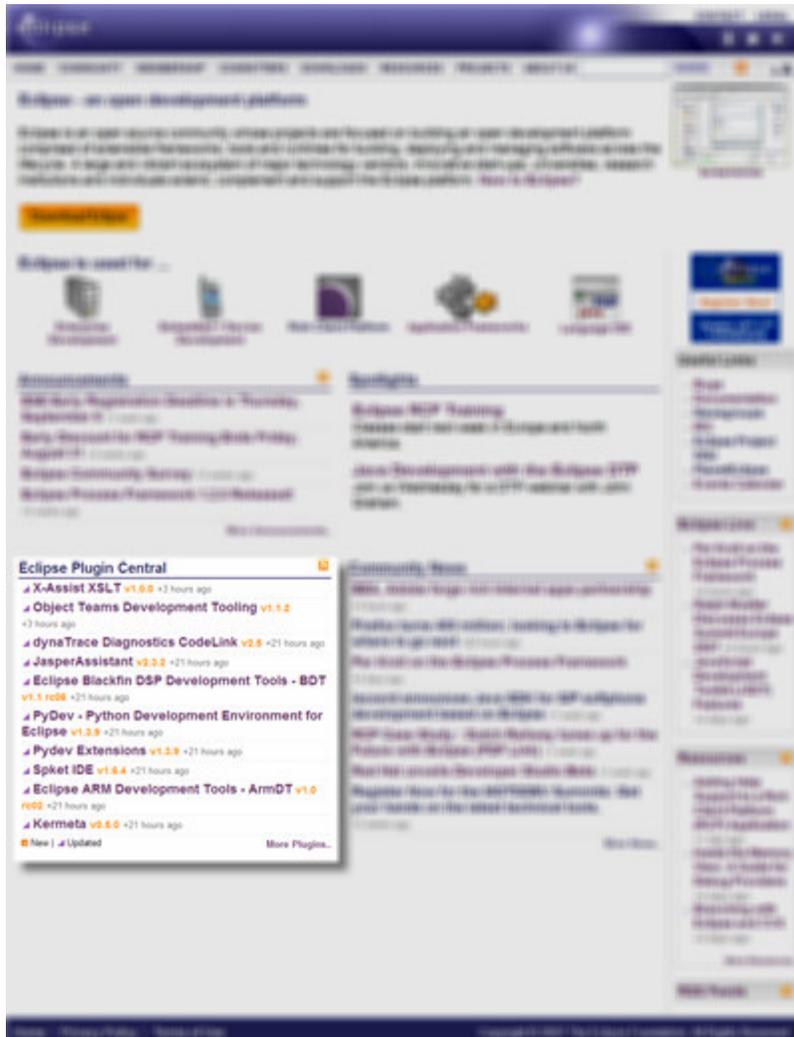- 20,000 search referrals

- 10,000 ecosystem-bound click-outs per day

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
- – Generates approximately 1,000 reads per article
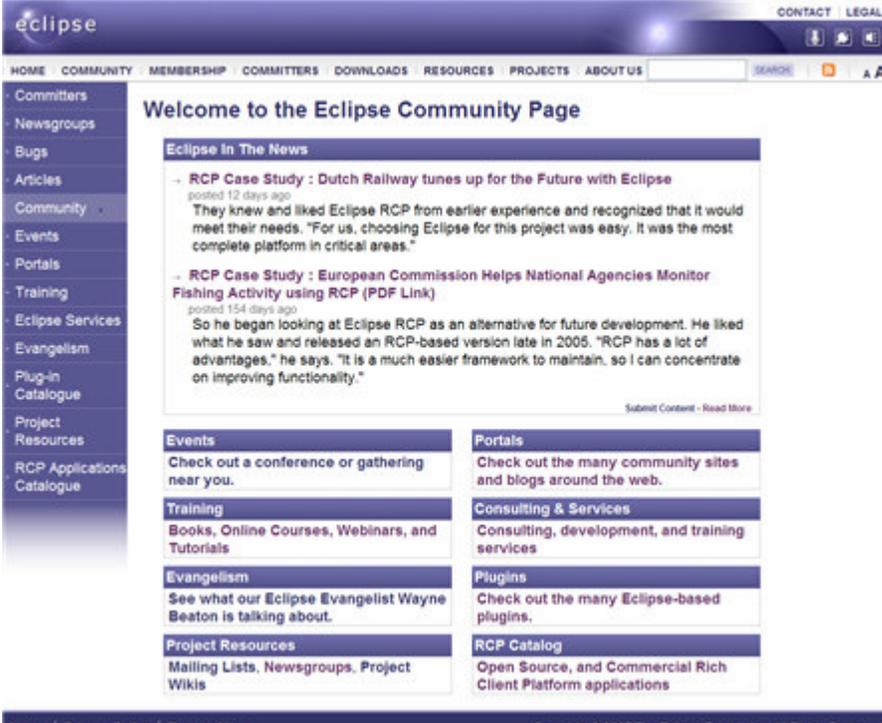
eclipse.org

EPIC Ties

- Updates to EPIC plugin listings show up on eclipse.org

- 50-100 click-throughs per update

eclipse.org

Community Pages

- 2000 Visits / day
- Case Studies and other Community Content

eclipse.org

Newsgroups

- 800 visits / day via Web Interface + many more via newsreaders
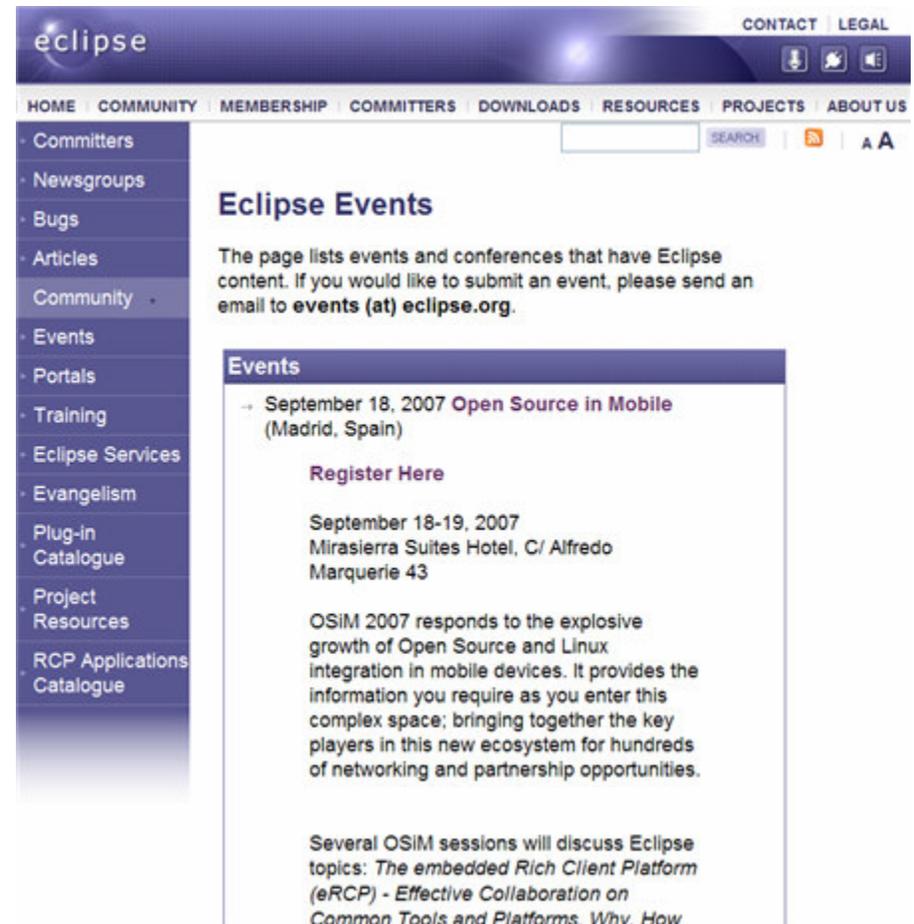- Commercial, Employment and other groups

eclipse.org

Events Page

– Email
events@eclipse.org
with content and link

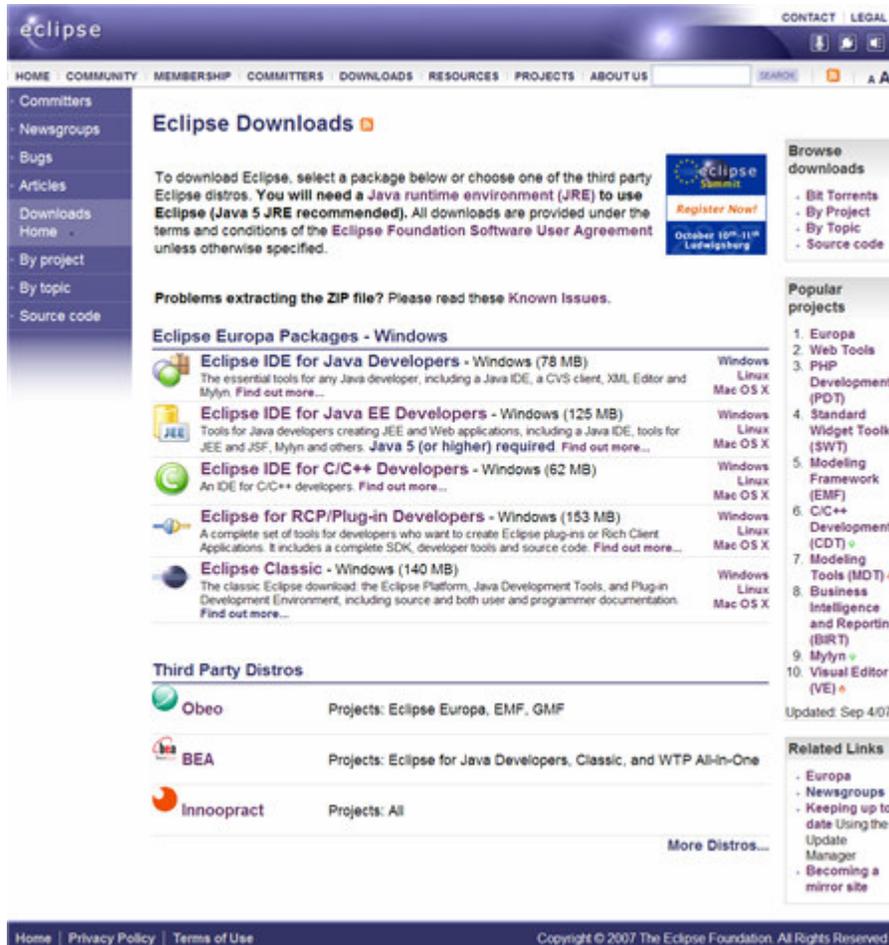– Must have some relevance with Eclipse (a session, etc)

eclipse.org

Other Community Page Items

- Links to Eclipse Related Community Portals

- Training and Consulting Links from EPIC

download.eclipse.org

Key Functionality

– Main landing
page for Eclipse
Downloads

download.eclipse.org

Download Page Stats

– 800,000 downloads
per month

– 1.7 million page
views per month
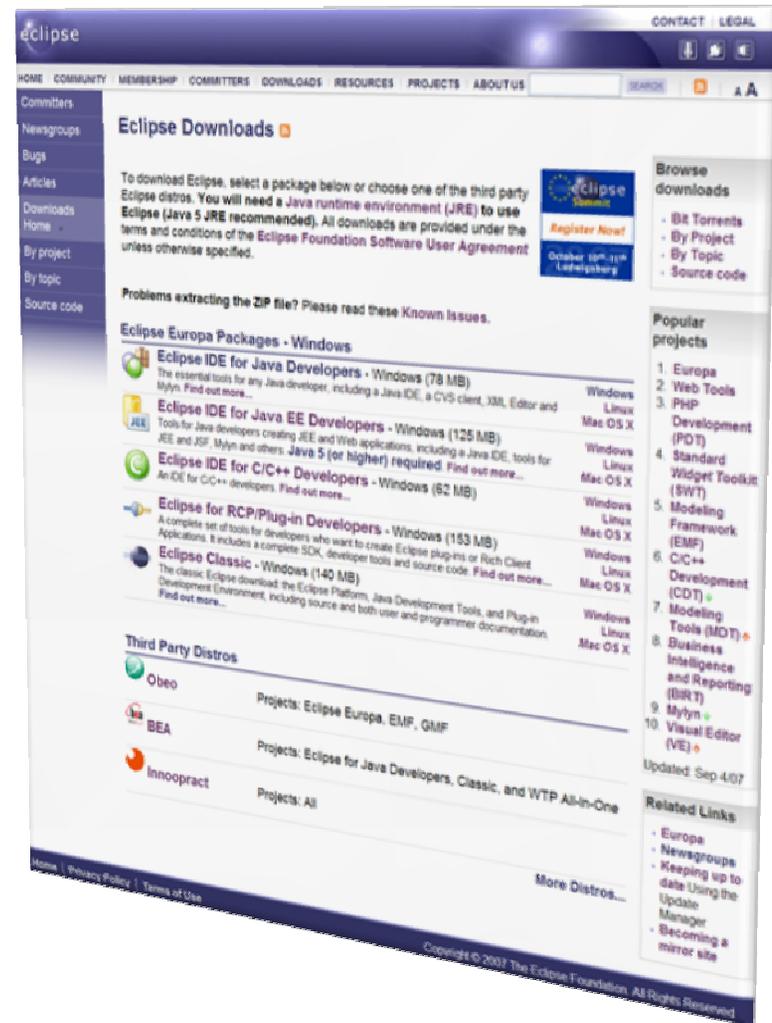
download.eclipse.org
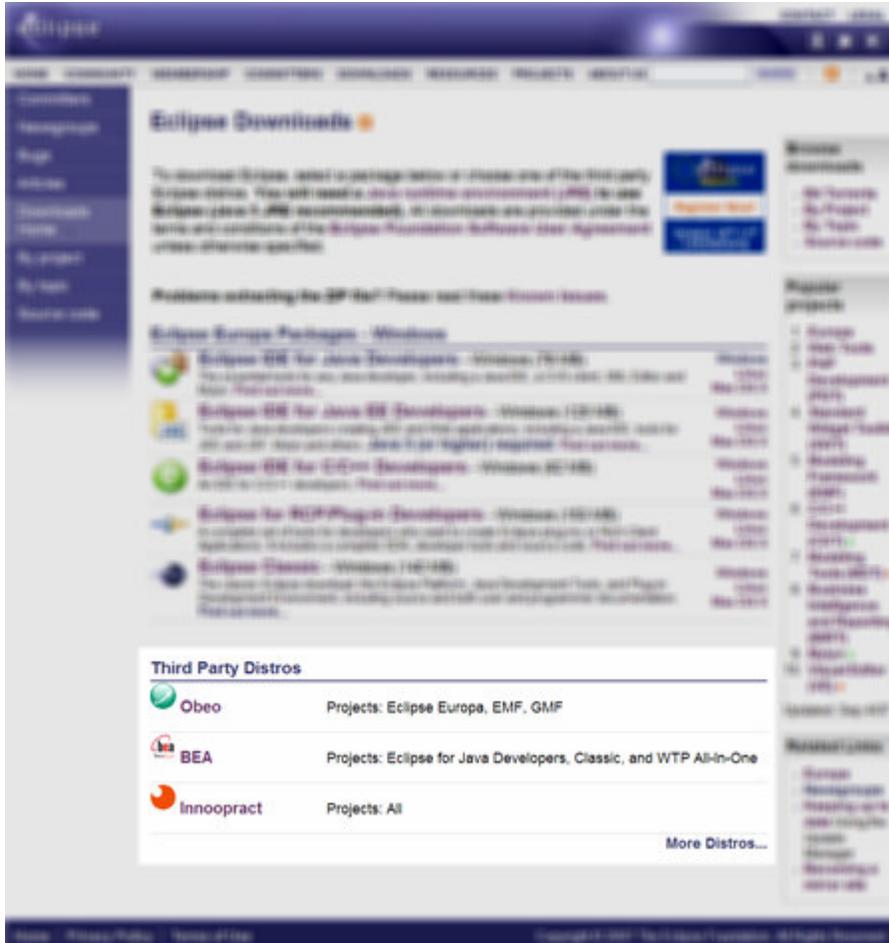
Member distro program
- 5,000-10,000 hits to your site / month

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
- Data driven from Portal
- Automatic integration with EPIC
- Tagging system

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)

Per Day Averages:
- 1,800 visits
- 250 webinar / podcast views

…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
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Planet Eclipse
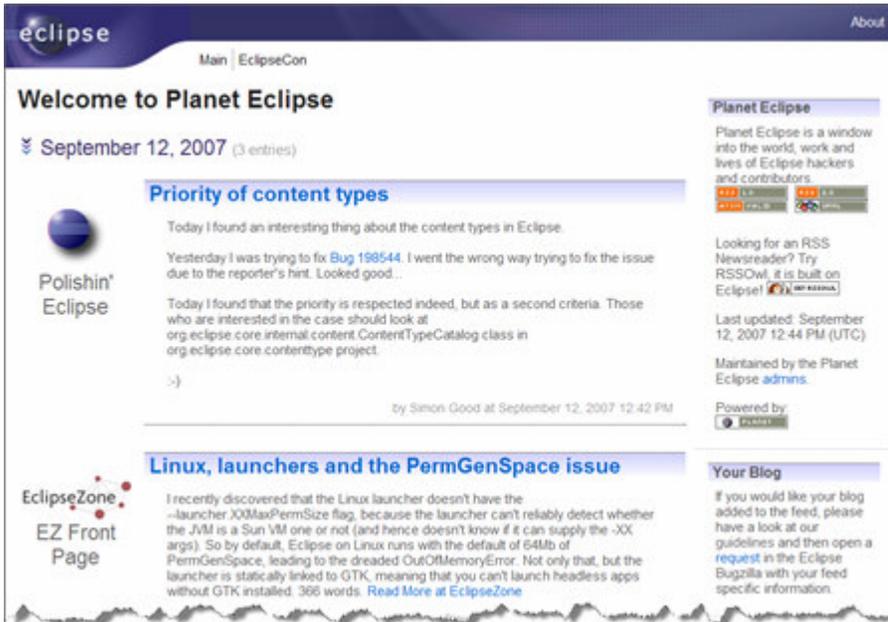
- Key Features
  - Post Blogs
  - Read Blogs
- Non commercial content
- Bug 124855 proposes to create "universe.eclipse.org" with commercial blogs too

Planet Eclipse

- Planet Eclipse Stats
  - Aggregation of 138 Eclipse Technical Blogs
  - 1200 web visits per day
  - Many more RSS Readers
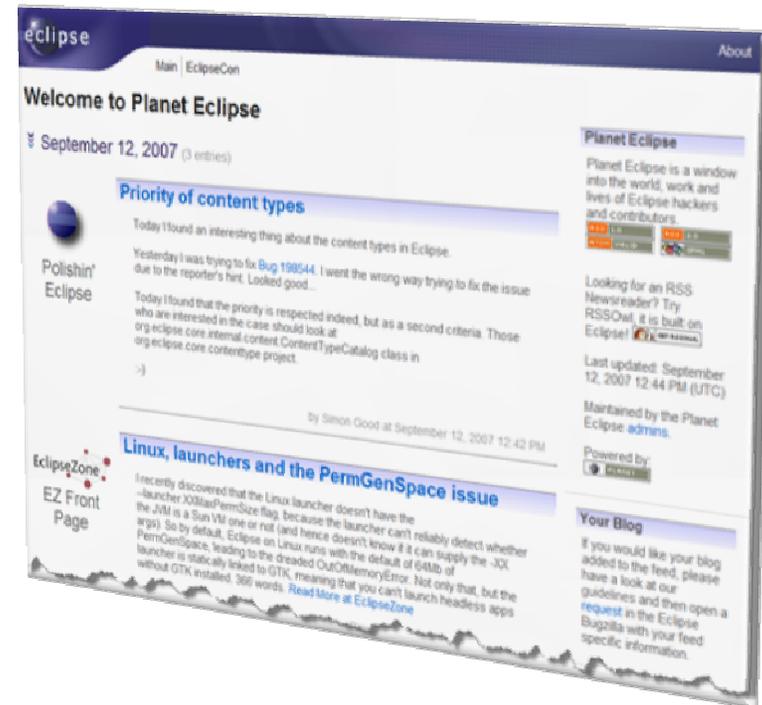
Planet Eclipse

- Leveraging
  - Link your technical / committer blogs and eclipse content on Planet Eclipse
  - Vote on bug 124855 to create a commercial friendly universe
  - 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 from eclipse.org?

Contact news@eclipse.org

❑ Are you posting product updates to Newsgroups?

Visit eclipse.org/newsgroups

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

Visit:

eclipse.org/membership/faq

OR email:

membership@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 storied 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