Outreach WG meeting 12/19

- Intel's Student Hackathon planned for early 2023. Does Intel have any needs at this time?

- Consumer focused
- Dates to be determined (Intel input needed)

- Web site planning for 2023. Are there things we want fixed/added/etc. for 2023?

How to correct search of Docs – early 2023 (jim action item)

Audit

- Low content on member pages (jim to reping those orgs)
- Keyword gap analysis (improve ranking of certain words/terms in Google or SEO) – will need help from community on initial draft of key word draft by Gavin
  - Identify the competition on key word terms: examples: "open source iot platform" vs "edge software"
  - May need small changes or updates to address key word

Content refresh – platforms page, why EdgeX, service list up to date (ex: SMA removal)

- Put Jan Outreach meetings to review site for targets

- What's next on EdgeX Ready or certification front? Anything Rodney wants to plan for 2023?

- Open Items

- Annual report for LF (promote via EdgeX as well)
- Analyst briefings – who leads; who do we want to reach out to analyst-wise
- Press release for EdgeX 3.0 in spring