

# GitHub



How your “contrib” repo can help people find Backdrop



# Where in GitHub?

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- Description
- Website
- Topics
- README.md



|                                                                     |                                            |               |
|---------------------------------------------------------------------|--------------------------------------------|---------------|
| <b>yorkshire-pudding</b> Issue #3 - Warning about storage of GH PAT | e2b45fb · 7 months ago                     | 23 Commits    |
| config                                                              | Add default display method                 | 10 months ago |
| tests                                                               | Improve caching and terminology.           | 10 months ago |
| LICENSE.txt                                                         | Initial port. Tests not working            | 10 months ago |
| README.md                                                           | Issue #3 - Warning about storage of GH PAT | 7 months ago  |
| gist_filter.info                                                    | Improve caching and terminology.           | 10 months ago |
| gist_filter.install                                                 | Add D7 upgrade path.                       | 9 months ago  |
| gist_filter.module                                                  | Add default display method                 | 10 months ago |

About

Adds a filter to embed Gists from GitHub anywhere in the text on your Backdrop CMS site.

[backdropcms.org/project/gist\\_filter](https://backdropcms.org/project/gist_filter)

- github
- cms
- gist
- filter
- gists
- backdrop
- gists-files
- backdropcms
- input-filter

- Readme
- GPL-2.0 license
- Activity
- Custom properties
- 0 stars
- 9 watching
- 1 fork
- Report repository

- Releases 2
- 1.x-2.0.1 Latest  
on Jul 6, 2023
  - + 1 release

README GPL-2.0 license

# Gist Filter

Gist Filter allows gists from Github to be embedded anywhere in the text using a token format to embed as either a link, a 'code' block or embedded using one of a range of themes.

## Installation

- Install this module using the official Backdrop CMS instructions at <https://docs.backdropcms.org/documentation/extend-with-modules>.



# Description



# What should I include?

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- Readable explanation of what module does
- Include 'Backdrop CMS' if you can
- Include name of library or integration if applicable



# What not to include?

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- “Backdrop port of ...” – this information can be inferred from Credits in README.md
- Currently 22 repos include this in description
- List of keywords that doesn't make a readable sentence



# Website



# What to link to

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- Backdropcms.org project page
- e.g.  
[https://backdropcms.org/project/gist\\_filter](https://backdropcms.org/project/gist_filter)



# Topics



# Key facts

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- Max 20 topics
- Appear on topic pages
- Only 61 repos match 'backdropcms'
- GitHub looks for exact term matches with topics



# What should I include?

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- 'backdrop', 'backdropcms', 'cms'
- Library or integration name
- Function type or keywords relating to function



**README.md**



# Reference Backdrop CMS

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- Module install instructions

- Include link as per template

- Credits:

- Ported to Backdrop CMS by ...

- Created for Backdrop CMS by ... /  
Developed for Backdrop CMS by



**SEO or traffic**



# GitHub Search Engine Optimisation

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- Name
- Description
- Topics
- Stars
- Watchers
- Forks



# GitHub Search Engine Optimisation

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- Star any modules you use
- Consider watching modules if you regularly contribute
- Optimise your own modules
- Read <https://www.developermarketpear.com/blog/github-search-engine-optimization>



# Does this matter to wider search?

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- May appear when keywords match
- Will increase the mentions of Backdrop CMS which will make more visible overall
- If someone is looking for a CMS that has an integration or a particular function, then they may find your repo and therefore find Backdrop CMS.



# GitHub uses nofollow links; aren't they useless?

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- nofollow < follow
- Some evidence that Google will index nofollow links  
(<https://backlinko.com/nofollow-link#do-nofollow-links-help-with-seo>)
- People see nofollow links
- If the link is relevant, they may well click through



# Conclusion

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- Optimise your repo to help people find it within GitHub
- Use your repo to point to Backdrop CMS in text and links and the topic



**Thank you**  
**Any questions?**

