

Content Audit of Drupal.org

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DrupalCon 2017 Baltimore

April 25, 2017

I am Leah Quintal

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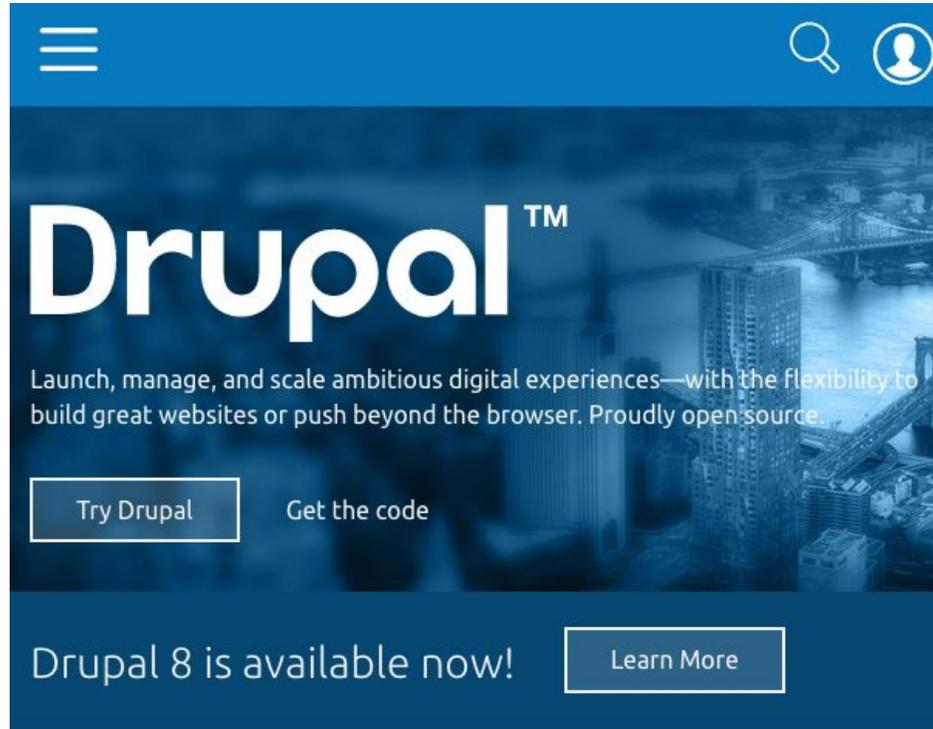
LinkedIn: [linkedin.com/in/leahquintal](https://www.linkedin.com/in/leahquintal)

We Will Cover

Content Audits

- Why they're important
- Questions they answer
- How to ask the right questions
- Tools for answering those questions

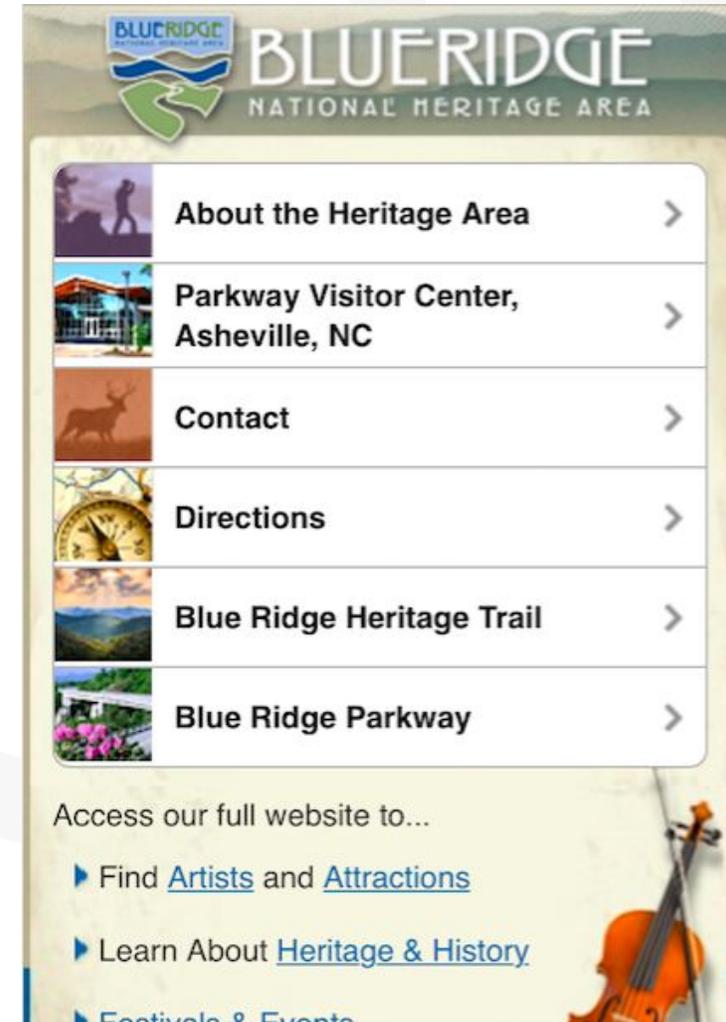
Example Sites



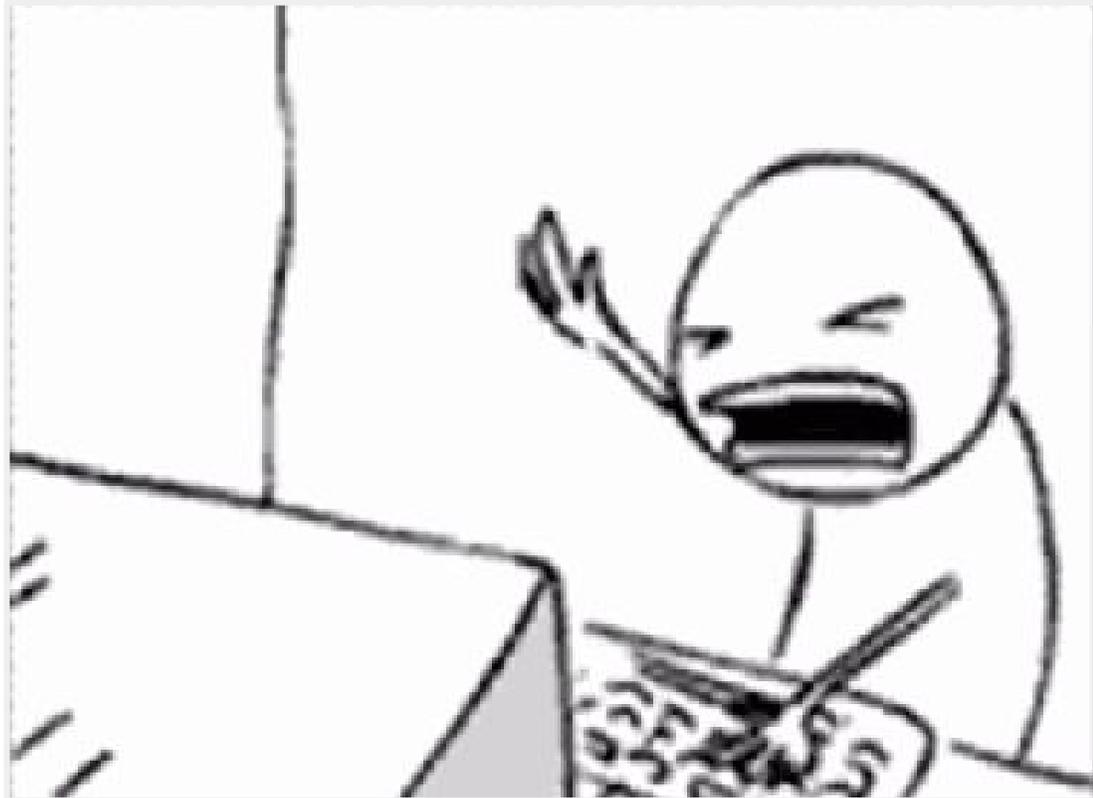
News

Drupal 8.3.0 is now available

This new version includes improvements to authoring experience, site administration, REST support, and a stable version of the BigPipe module. Several experimental workflow, layout and content moderation improvements



Why We Need Content Audits



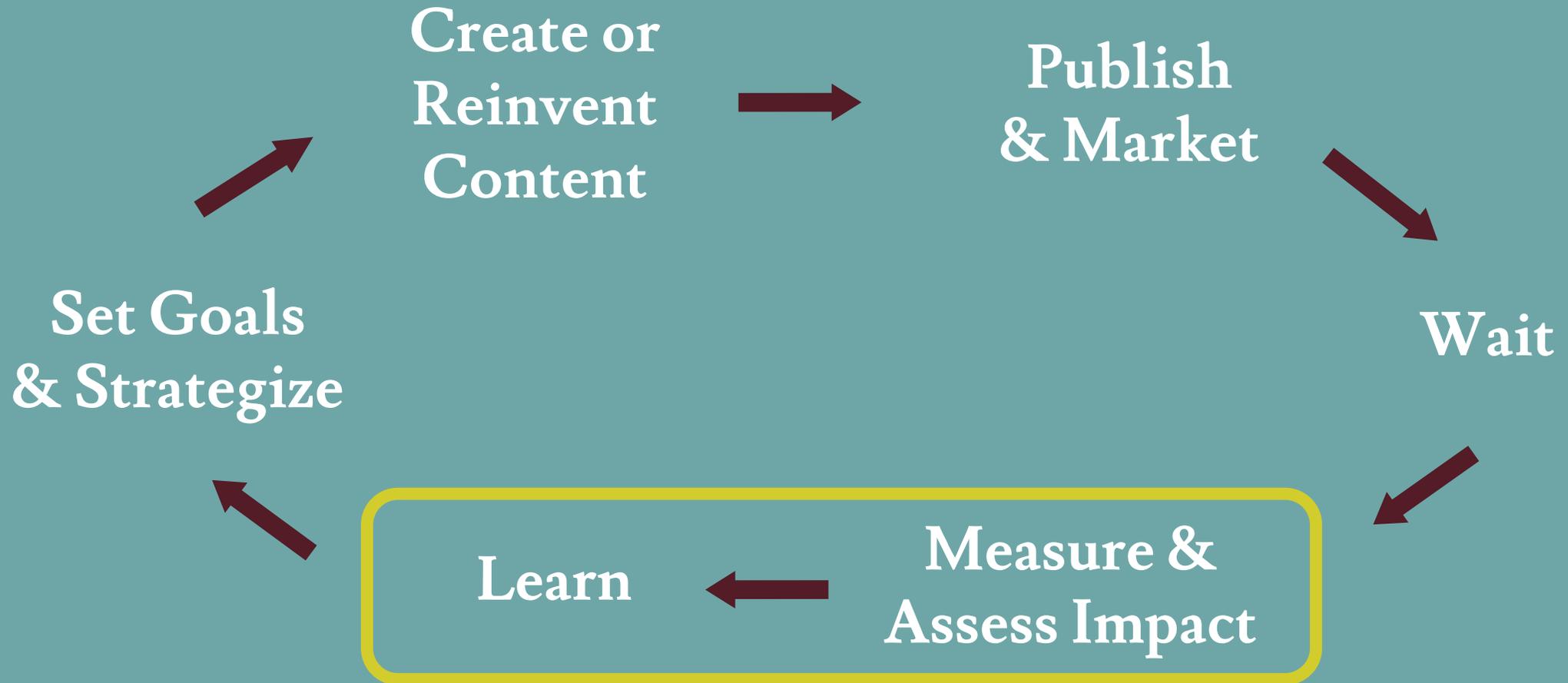
**The majority
of content
strategies.**

What is a Content Audit?

A Content Audit is an exploration of
and a reflection on your website
content performance.



Content audits are feedback loops.



Content Audit Questions

- What content is performing best?
- What content is underperforming?
- What content should be removed?
- Are there new opportunities?

Content That Performs Well May:

- Boost keyword rankings and site authority
- Convert to email subscribers
- Generate software demo requests
- Have great engagement

Drupal™

Launch, manage, and scale ambitious digital experiences—with the flexibility to build great websites or push beyond the browser. Proudly open source.

[Try Drupal](#)

[Get the code](#)

Drupal 8 is available now!

[Learn More](#)

News

2017 Drupal Association at-large election winner announced

The staff and board of the Drupal Association would like to congratulate

[A Statement from the Executive Director](#)

[How Drupal.org fights spam using Distil Networks](#)

[Goodbye Project Applications, Hello Security Advisory Opt-in](#)

[Drupal Core - Multiple Vulnerabilities -](#)



Mission Critical Sites Need Pantheon

Run your sites with unrivaled speed,



First: Explore
Your *Whys*

”

It's really the Drupal community and not so much the software that makes the Drupal project what it is. So fostering the Drupal community is actually more important than just managing the code base.”

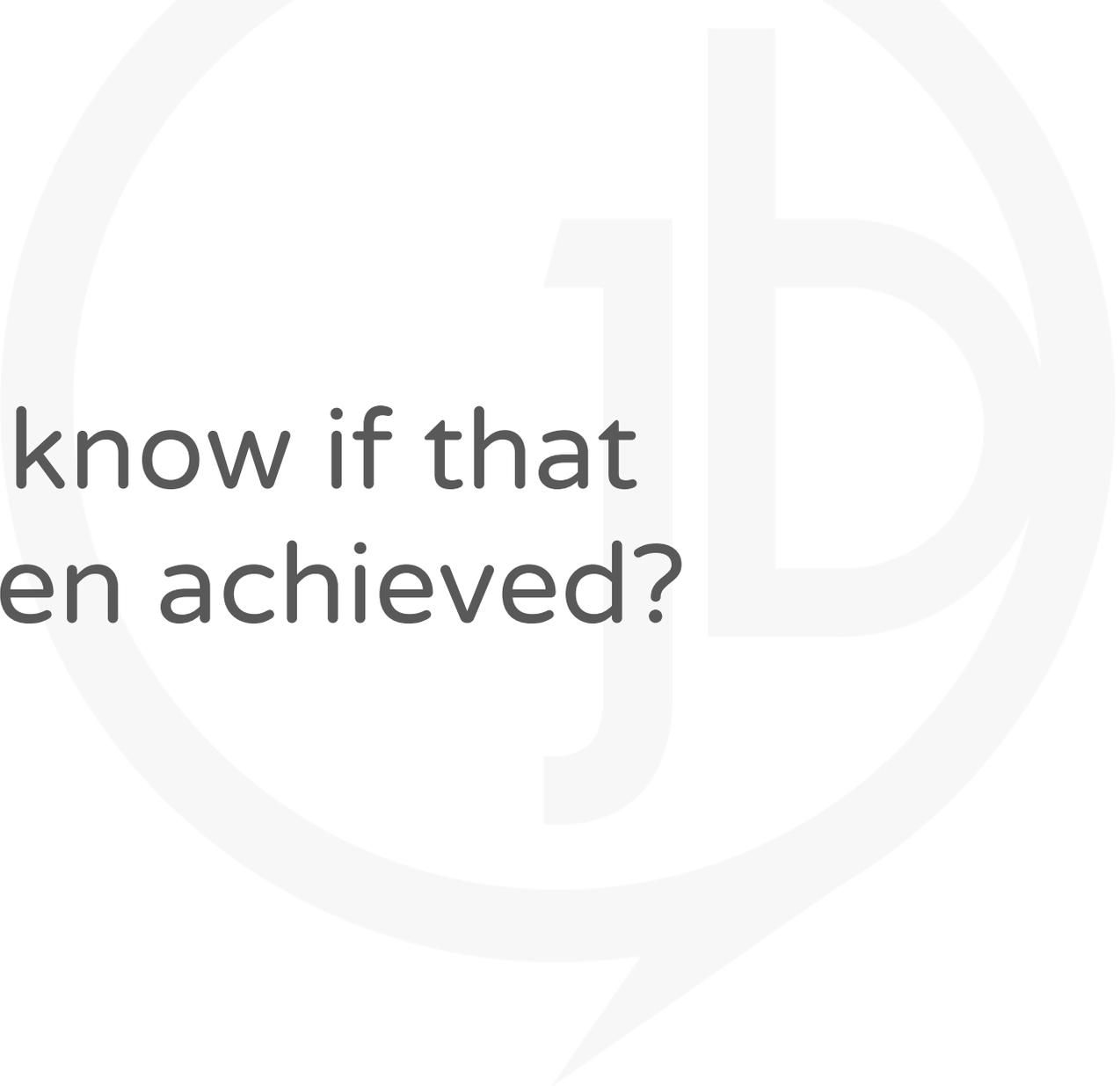
- Dries Buytaert

For the Community!

A high-angle photograph of a massive crowd of people gathered in an urban square. In the center of the crowd is a large, blue, teardrop-shaped inflatable character with white eyes. The crowd is dense and diverse in age and appearance. In the background, there are parked cars, a street with a sign that says "FINLANDIA", and a modern building with a prominent glass dome structure. The scene is bright and sunny, suggesting a daytime event.

Purpose = Building Community
Building Community = Site Goal

If **building community** is our goal,
how does content on Drupal.org
support and impact that goal?

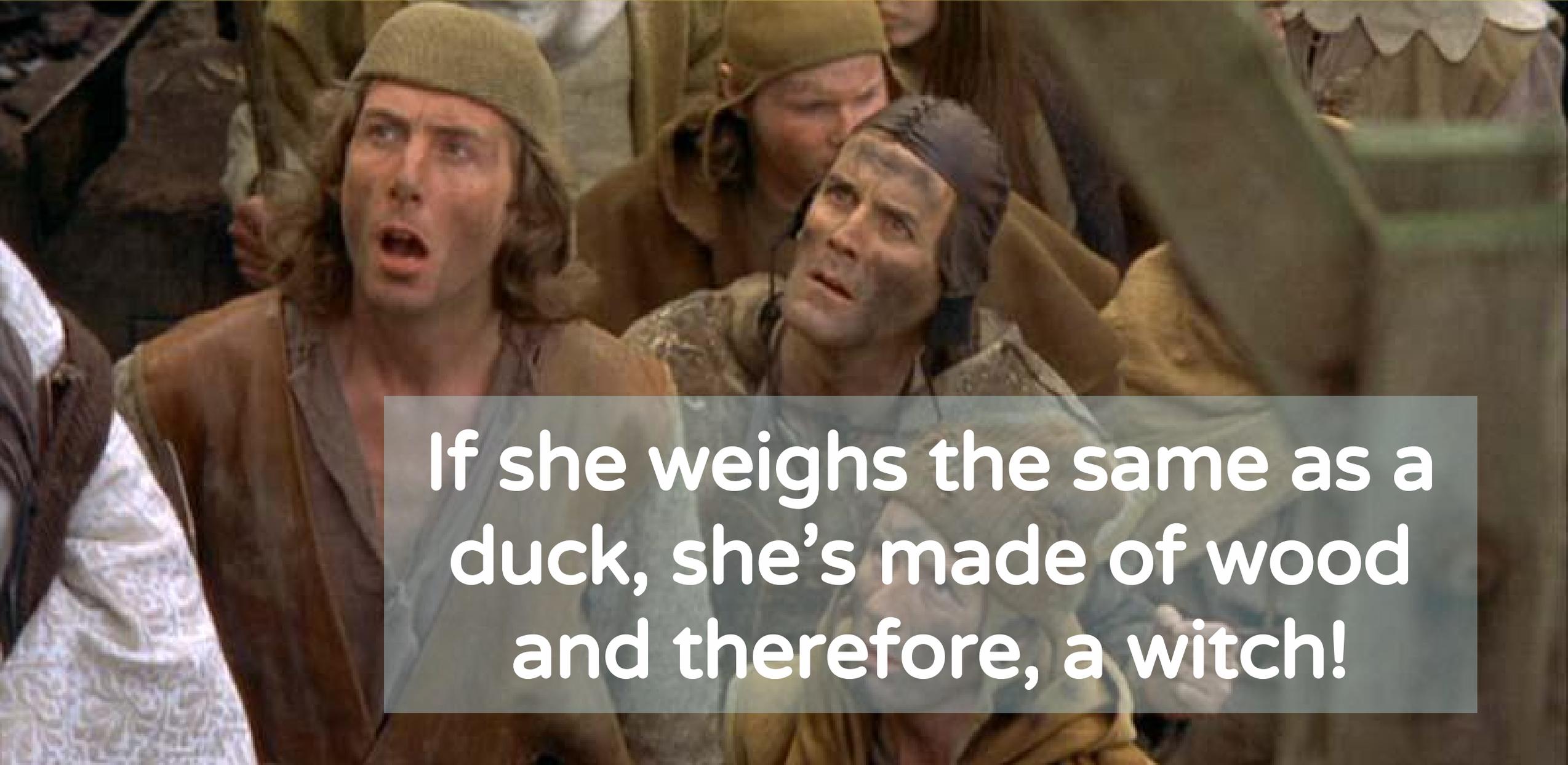


How do we know if that
goal has been achieved?

If **community** is defined as **engaged users** on forums, module contributions, etc., and **engaged community users must first register**, then:

More Registrations = More Community

Logic According to Monty Python



If she weighs the same as a duck, she's made of wood and therefore, a witch!

”

The art and science of asking questions is the source of all knowledge **[for a content audit]**.

- Thomas Berger



Drupal.org Goal: Increase Registrations

Audit Questions:

- Which pages best convert to registrations?
- Which relevant pages convert poorly?

Audit Tools:

- Google Analytics
- Drupal.org

Drupal.org - Registration Goal Setup - Analytics

Drupal.org
drupal.org

Administration > View Goals
Drupal.org / Drupal.org / drupal.org

VIEW

Search

<input type="checkbox"/>	Account registration	Goal ID 15 / Goal Set 3	Destination	Past 7 day conversions
<input type="checkbox"/>	Account registration	Goal ID 15 / Goal Set 3	Destination	1405
<input type="checkbox"/>		Goal ID 5 / Goal Set 1	Event	0
<input type="checkbox"/>		Goal ID 13 / Goal Set 3	Event	0
<input type="checkbox"/>		Goal ID 10 / Goal Set 2	Event	0
<input type="checkbox"/>		Goal ID 3 / Goal		

Goals

Filters

Ecommerce Settings

Calculated Metrics BETA



Drupal.org Goal: Increase Registrations

Which pages best convert
to registrations?

Registration Goal Conversion Rates - Top Landing Pages - Analytics

Plot Rows: Secondary dimension Sort Type: Default Advanced Filter ON

Landing Page	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Goal 6: User registration (Goal 6 Conversion Rate)	Goal 6: User registration (Goal 6 Conversion Rate)	User registration (Goal 6 Completions)	
1. <u>/forum</u>	5,512,157 <small>(41,107,838) 13.41%</small>	63.61% <small>Avg for View: 33.28% (91.12%)</small>	3,506,457 <small>(13,682,496) 25.63%</small>	54.23% <small>Avg for View: 46.87% (15.70%)</small>	3.50 <small>Avg for View: 3.23 (8.26%)</small>	0.54% <small>Avg for View: 0.27% (96.41%)</small>	0.54%	29,573 <small>(112,290) 26.34%</small>	
2. <u>/node/279836</u>	39,529 (0.72%)	66.17%	26,157 (0.75%)	43.84%	4.41	10.97%	10.97%	4,336 (14.66%)	
3. /node/279836	40,210 (0.73%)	86.35%	34,722 (0.99%)	87.78%	1.27	1.20%	1.20%	481 (1.63%)	
4. /node/2537960	6,264 (0.11%)	71.31%	4,467 (0.13%)	72.09%	1.74	1.01%	1.01%	63 (0.21%)	
5. /	2,896,276 (52.54%)	53.68%	1,554,831 (44.34%)	34.25%	5.22	0.75%	0.75%	21,682 (73.32%)	
6. /about/licensing	11,695 (0.21%)	68.75%	8,040 (0.23%)	60.78%	2.01	0.62%	0.62%	73 (0.25%)	
7. /node/2739081	10,360 (0.19%)	91.11%	9,439 (0.27%)	50.57%	1.35	00:01:02	0.59%	61 (0.21%)	
8. /node/258	184,188 (3.34%)	92.40%	170,196 (4.85%)	73.81%	1.53	00:00:35	0.59%	1,080 (3.65%)	

Advanced Filter - Top Landing Pages - Analytics

Primary Dimension: **Landing Page** [Other](#) ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾ **Advanced Filter ON** [X](#) [edit](#)

[Include](#) ▾ **Sessions** ▾ [Greater than](#) ▾ 5,000 [X](#)

and

[Include](#) ▾ **% New Sessions** ▾ [Greater than](#) ▾ 50 [X](#)

and

+ Add a **dimension** or **metric** ▾

Drupal.org - Top Landing Pages Leading to Registrations

Drupal™

Community

Community Home Getting Involved Chat **Forum**

Log in to post new content in the forum.

Forum

★ **Log in to post new content in the forum.**

this site is on a volunteer basis, so please visit the [forum tips](#) for posting hints.

● Post installation Drupal is up and running but how do I ...?	186256	665245	By Pusi hour 1 ago
● Before you start Is Drupal a viable solution for my website? Please see the documentation Getting Started before posting.	7959	33398	By yurc 15 min
● Installing Drupal Having problems installing Drupal? See the Installation Guide for more detailed information.	15780	66940	By fabr hour 3 ago
● Upgrading Drupal			

Drupal™

Community

Community Home Getting Involved Chat **Forum**

Deprecated » Deprecated - Development (working groups) » Deprecated - Drupal core

<http://example.com/node/jean>

PROBLEM

Posted by [kk_boy027@yahoo.com](#) on 25 Sep 2008 at 13:14 UTC

hi !!
You see a
q=node/3
have activ

Log in or register to post comments

Log in or register to post comments · Categories: Drupal 5.x

Comments

[clean url related problem](#)

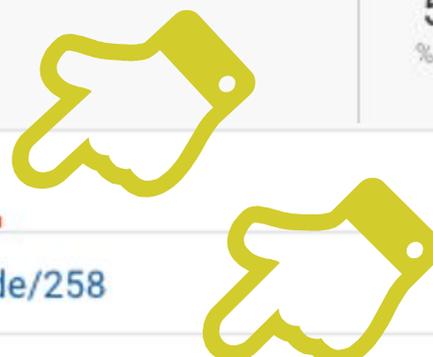


Drupal.org Goal: Increase Registrations

Which pages do not convert well?

Drupal.org - Pages Leading to Fewer Registrations - Analytics

Landing Page ?	Acquisition			Behavior			Conversions	
	Sessions ?	% New Sessions ?	New Users ? ↓	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	User registration (Goal 6 Conversion Rate) ?	User registration (Goal 6 Completions) ?
	5,512,157 % of Total: 13.41% (41,107,838)	63.61% Avg for View: 33.28% (91.12%)	3,506,457 % of Total: 25.63% (13,682,496)	54.23% Avg for View: 46.87% (15.70%)	3.50 Avg for View: 3.23 (8.26%)	00:03:27 Avg for View: 00:05:20 (-35.36%)	0.54% Avg for View: 0.27% (96.1%)	29,573 % of Total: 26.34% (112,290)
1. /	2.54%	53.68%	831 (44.34%)	34.25%	5.22	00:05:10	0.75%	73.32%
2. /node/258	3.34%	92.40%	196 (4.85%)	73.81%	1.53	00:00:35	0.59%	(3.65%)
3. /docs/7/understanding-drupal	1.74%	93.13%	288 (2.55%)	67.16%	1.80	00:00:59	0.42%	(1.38%)
4. /about	72,038 (1.31%)	72.86%	52,484 (1.50%)	55.58%	2.80	00:02:37	0.32%	229 (0.77%)
5. /node/805834	46,544 (0.84%)	79.43%	36,971 (1.05%)	88.41%	1.12	00:00:45	0.04%	19 (0.06%)
6. /node/279836	40,210 (0.73%)	86.35%	34,722 (0.99%)	87.78%	1.27	00:00:30	1.20%	481 (1.63%)
7. /node/97193	49,415 (0.90%)	67.49%	33,352 (0.95%)	86.05%	1.28	00:01:14	<0.01%	2 (0.01%)



1. /

2. /node/258

3. /docs/7/understanding-drupal

53.68%

92.40%

93.13%

0.75%

0.59%

0.42%

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Drupal Core - Multiple Vulnerabilities -



Mission Critical Sites Need Pantheon

Run your sites with unrivaled speed,



100,000 New Users
Every Month

Documentation

Search documentation...



Drupal 7

Understanding Drupal



Edit



This guide gives you a big picture overview of Drupal concepts, helping you to understand the framework behind Drupal.

Overview

Flexibility meets simplicity

General concepts

This page discusses some general concepts that will be useful as you begin to explore Drupal.

Users, permissions, and

Content types

Drupal 7

Understanding Drupal

Choosing Drupal version

System requirements

Installing Drupal 7

Setting up cron

Configuring clean URLs

Extending Drupal

Updating Drupal 7 site

Multisite Drupal

Migrating to Drupal

Administering Drupal 7 site





Drupal.org Goal: Increase Registrations

Review

- The forum page results in the most registrations
- Individual forum posts also convert well using “log in”
- The homepage and documentation pages do not result in many registrations
- There are no registration calls to action on pages not performing well
- Conversion rates to registration could be improved sitewide

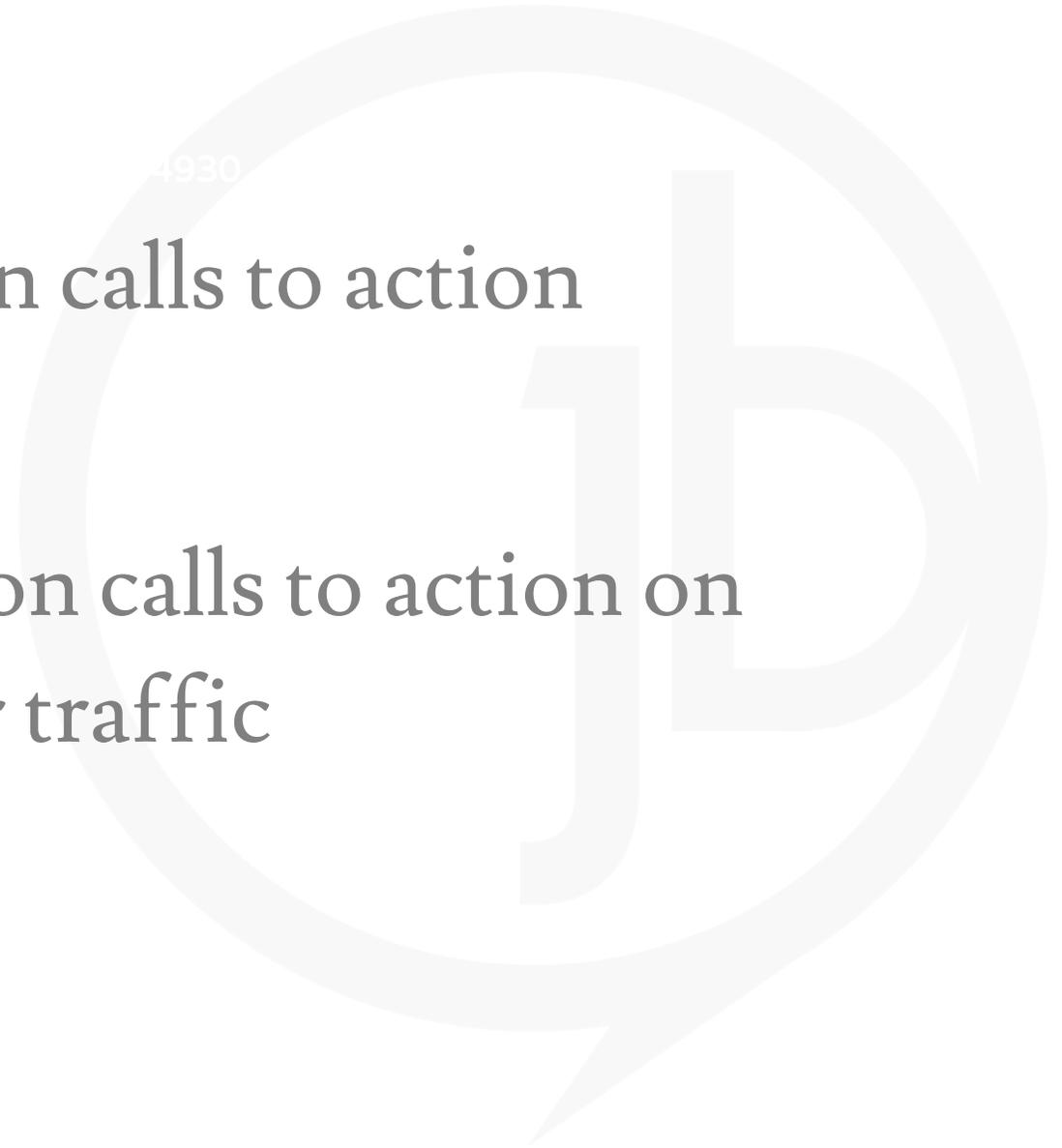


Drupal.org Goal: Increase Registrations

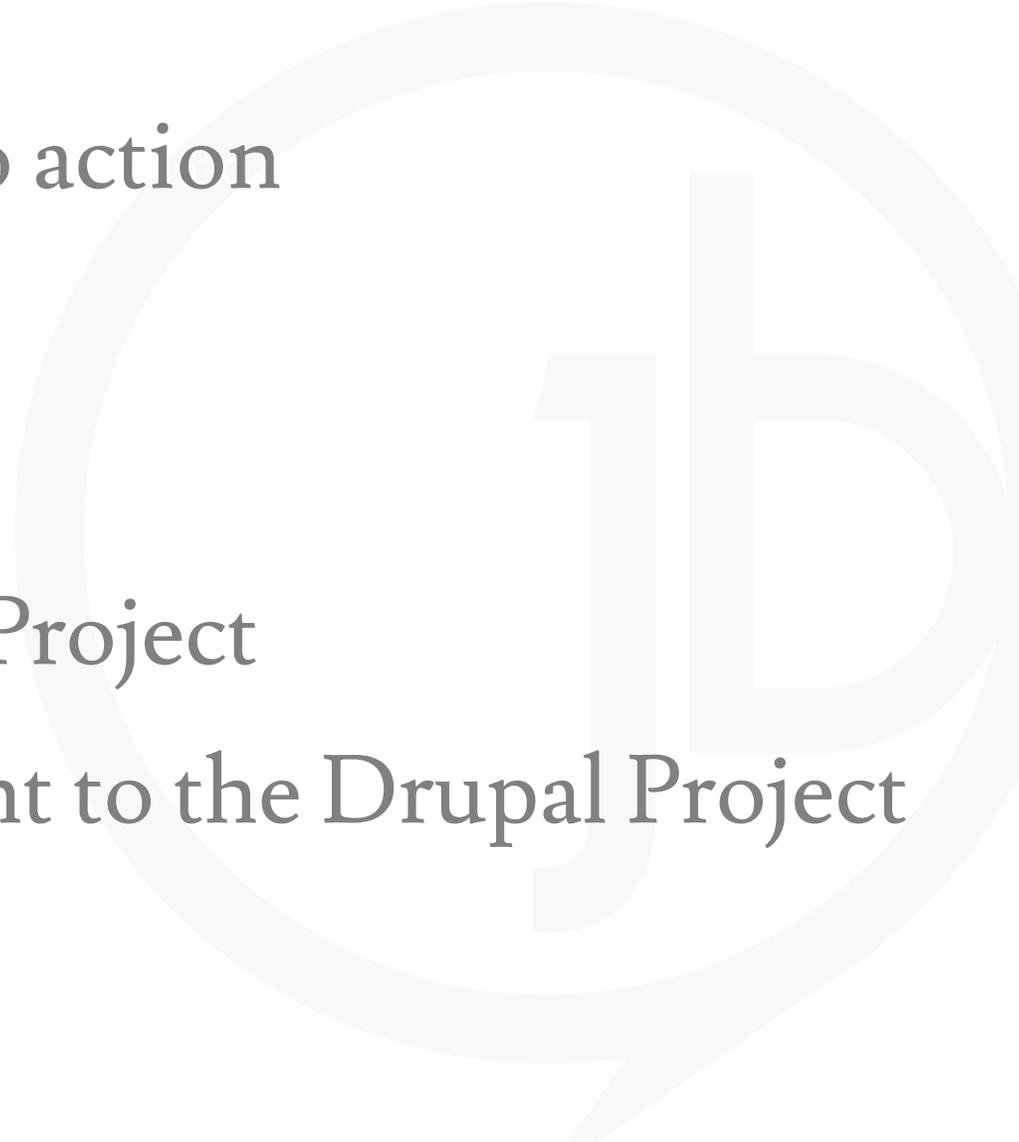
Insights

Drupal.org Registration Goal - Insights

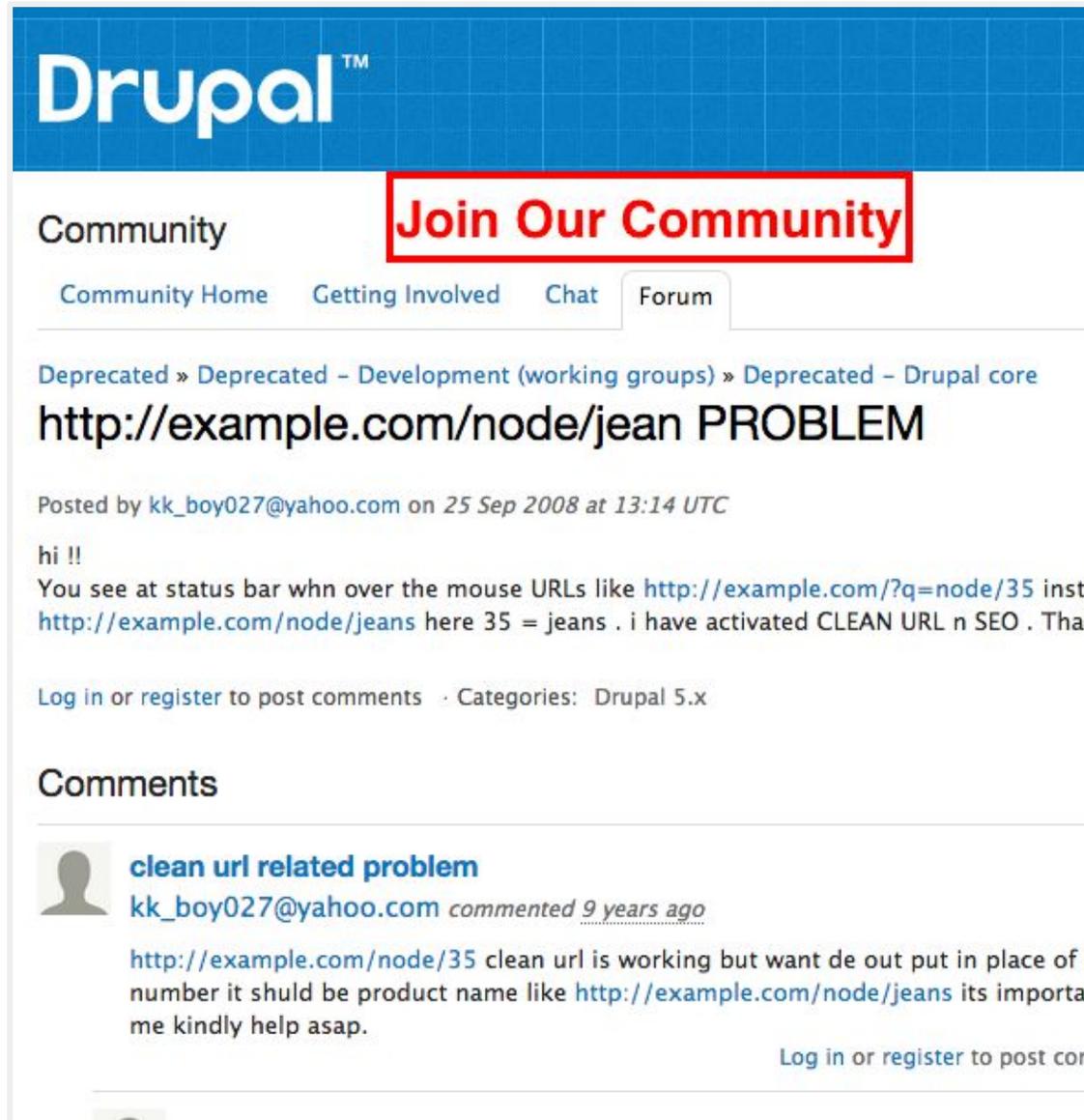
- Better highlight registration calls to action
- Consider adding registration calls to action on pages with lots of new user traffic



Drupal.org Registration Goal - Insights

- Diversify registration calls to action
 - Register/Log In
 - Join Our Community
 - Contribute to the Drupal Project
 - Add Your Voice and Talent to the Drupal Project
 - Improve registration page
- 
- A large, faint, light gray watermark of the Drupal logo is visible in the background on the right side of the slide. The logo consists of a stylized 'D' with a vertical bar through it, all enclosed within a circular shape.

Drupal.org - Improve Conversions on Top Pages



Drupal™

Community **Join Our Community**

Community Home Getting Involved Chat Forum

Deprecated » Deprecated - Development (working groups) » Deprecated - Drupal core

http://example.com/node/jean PROBLEM

Posted by [kk_boy027@yahoo.com](#) on 25 Sep 2008 at 13:14 UTC

hi !!
You see at status bar whn over the mouse URLs like <http://example.com/?q=node/35> inste
<http://example.com/node/jeans> here 35 = jeans . i have activated CLEAN URL n SEO . That

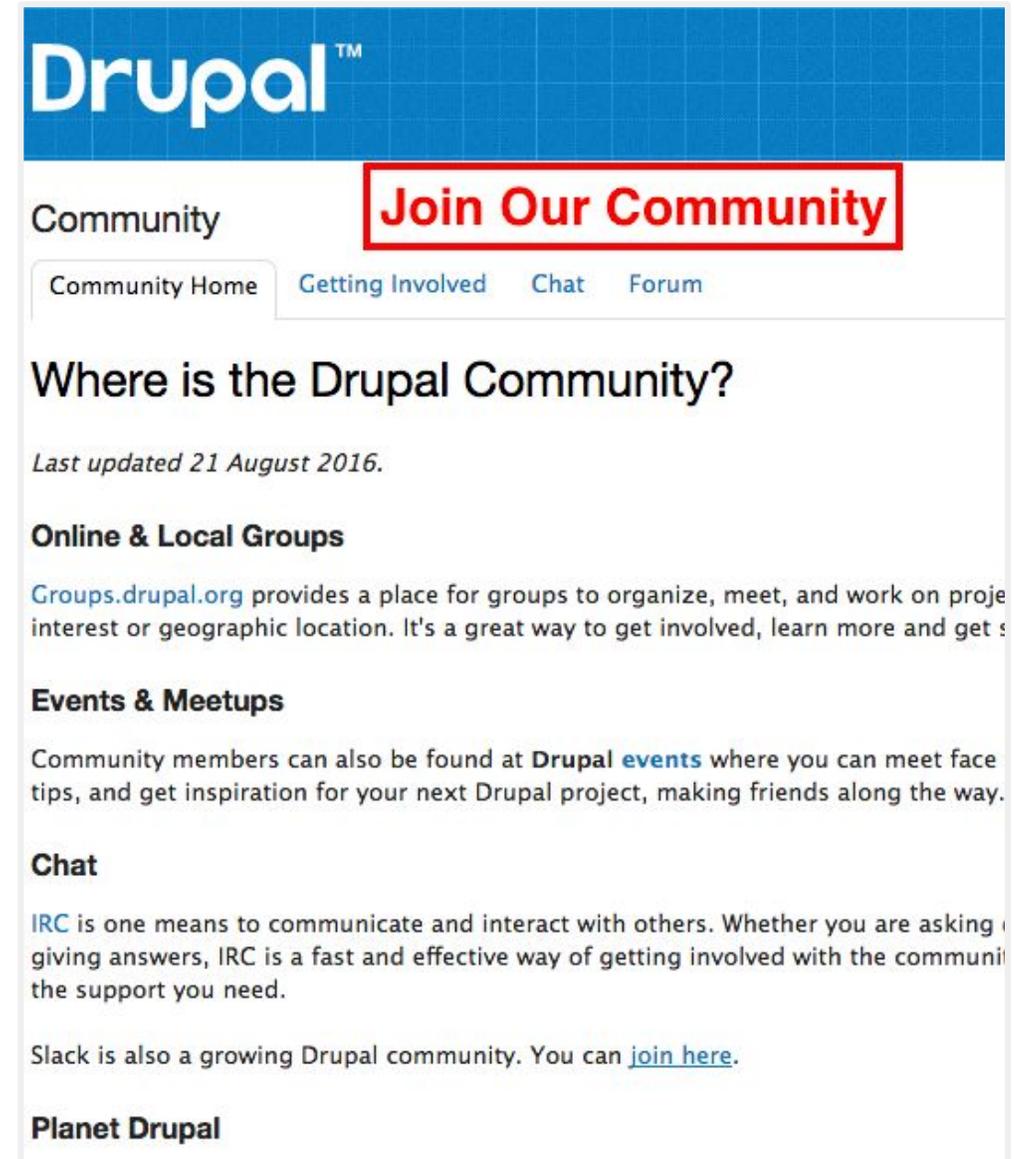
[Log in or register](#) to post comments · Categories: Drupal 5.x

Comments

 **clean url related problem**
[kk_boy027@yahoo.com](#) commented 9 years ago

<http://example.com/node/35> clean url is working but want de out put in place of r
number it shuld be product name like <http://example.com/node/jeans> its important
me kindly help asap.

[Log in or register](#) to post comments



Drupal™

Community **Join Our Community**

Community Home Getting Involved Chat Forum

Where is the Drupal Community?

Last updated 21 August 2016.

Online & Local Groups

[Groups.drupal.org](#) provides a place for groups to organize, meet, and work on proje
interest or geographic location. It's a great way to get involved, learn more and get s

Events & Meetups

Community members can also be found at **Drupal events** where you can meet face
tips, and get inspiration for your next Drupal project, making friends along the way.

Chat

IRC is one means to communicate and interact with others. Whether you are asking
giving answers, IRC is a fast and effective way of getting involved with the communi
the support you need.

Slack is also a growing Drupal community. You can [join here](#).

Planet Drupal

Drupal.org - Improve Conversion on Relevant Underperforming Pages

The image shows a screenshot of the Drupal.org homepage. The top navigation bar is blue and contains the Drupal logo, links for 'Download & Extend', 'Community', 'Documentation', 'Support', 'Jobs', 'Marketplace', and 'About', along with search and user profile icons. The main hero section features a blue-tinted cityscape background with the text 'Drupal™' and a sub-headline: 'Launch, manage, and scale ambitious digital experiences—with the flexibility to build great websites or push beyond the browser. Proudly open source.' Below this are three buttons: 'Try Drupal', 'Get the code', and 'Join the Community'. The 'Join the Community' button is highlighted with a red rectangular border, and a red arrow points to it from the right. Below the hero section, there is a dark blue banner with the text 'Drupal 8 is available now!' and a 'Learn More' button. The bottom of the page is divided into three columns: 'News' with a link to 'Working through the concerns of our community', a news item about the '2017 Drupal Association at-large election winner announced' with a link to 'A Statement from the Executive Director', and an advertisement for 'Acquia' with the text 'Get Drupal Certified for 30%'.

Download & Extend Community Documentation Support Jobs Marketplace About

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Try Drupal Get the code **Join the Community**

Drupal 8 is available now! Learn More

News

Working through the concerns of our community

2017 Drupal Association at-large election winner announced

A Statement from the Executive Director

Acquia®

Get Drupal Certified for 30%

The image shows a screenshot of the Drupal.org documentation page. At the top, there is a blue header with the word "Documentation" in white. To the right of the header is a search bar with the text "Search documentation..." and a magnifying glass icon. Below the header, there is a dark blue banner with the text "Drupal 7" on the left. A red arrow points from the "Drupal 7" text to a red-bordered box containing the word "Register" in red, followed by the text "Join the Drupal community for support, critical updates, and more." in red. Below the banner, the main content area is white. On the left, there is a section titled "Understanding Drupal" with a sub-header "Understanding Drupal" and a paragraph: "This guide gives you a big picture overview of Drupal concepts, helping you to understand the framework behind Drupal." Below this paragraph are two light gray boxes: "Overview" with the text "Flexibility meets simplicity" and "General concepts" with the text "This page discusses some general concepts that will be useful as you begin to explore Drupal." On the right side, there is a section titled "Drupal 7" with a horizontal line underneath. Below this title is a list of links: "Understanding Drupal", "Choosing Drupal version", "System requirements", "Installing Drupal 7", "Setting up cron", "Configuring clean URLs", "Extending Drupal", "Updating Drupal 7 site", "Multisite Drupal", and "Migrating to Drupal".

Documentation

Search documentation...

Drupal 7

Register Join the Drupal community for support, critical updates, and more.

Understanding Drupal

This guide gives you a big picture overview of Drupal concepts, helping you to understand the framework behind Drupal.

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General concepts

This page discusses some general concepts that will be useful as you begin to explore Drupal.

Drupal 7

- Understanding Drupal
- Choosing Drupal version
- System requirements
- Installing Drupal 7
- Setting up cron
- Configuring clean URLs
- Extending Drupal
- Updating Drupal 7 site
- Multisite Drupal
- Migrating to Drupal

Drupal.org - Registration Page



Create account

Create new account

Log in

Request new password

When you create a Drupal.org account, you gain access to a whole ecosystem of Drupal.org sites and services. Your account works on Drupal.org and any of its subsites including [Drupal Groups](#), [Drupal Jobs](#), [Drupal Association](#) and more.

Username *

Punctuation is not allowed except for periods, hyphens, apostrophes, and underscores.

Email *

Emails from Drupal.org will be sent to this address. This email address is not made public.

Confirm email *

Password *

Password strength: _____

Confirm password *

I have read and accept Drupal.org [Terms of Service](#) and [Privacy Policy](#) *

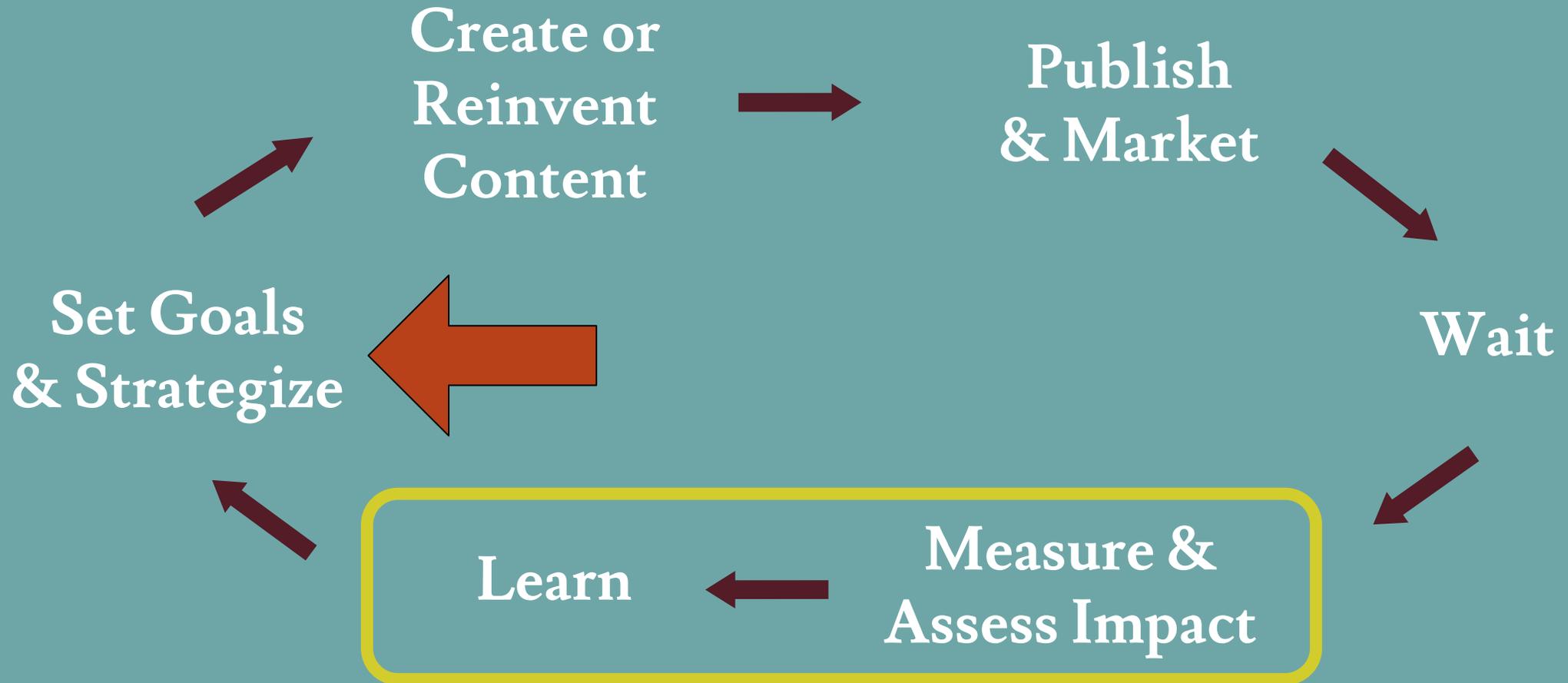
Create new account

Join Our Community!





Content audits are feedback loops.





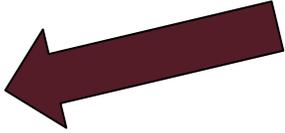
Explore Your Whys

Round 2

Why Else Do People Search Out Drupal?

- Robust platform
- Many admin levels
- Super secure
- Flexible
- Open source

Which Industry Sectors Benefit the Most from Drupal Features?

- Governments 
- Educational Institutions
- Large Nonprofits
- Financial Industry
- More



Drupal.org - Increase Gov. Audience Traffic Goal

Audit Questions:

- Do we rank for gov-related searches?
- What keywords?
- Where can we improve?

Audit Tools:

- Google Keyword Planner
- Ahrefs
- Google Analytics
- Google Search

 Find new keywords and get search volume data

▸ Search for new keywords using a phrase, website or category

▸ Get search volume data and trends

▾ Multiply keyword lists to get new keywords

List 1

cms
website platform
open source cms
cms platforms
content management
web management
content management system

List 2

for government
for city government
for municipalities
for university
for universities
for colleges
for higher education



Get forecasts

Get search volume

Cancel

Google Keyword Planner

Search terms		Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Add to plan
government cms [▼]		50	Low	\$4.74	
<small>government cms</small>					
government content managemen...		20	Medium	\$5.18	✓
higher education cms		20	Low	\$4.31	✓
university content management s...		20	Low	–	✓
cms for universities		20	Low	–	✓
cms for higher education		10	High	\$6.70	✓



Drupal.org Goal: Increase Traffic from Gov Audience

Do we rank for
government-related searches?

For what keywords?

Drupal.org - Current Rankings - Ahrefs

ahrefs Dashboard Alerts Site Explorer Content Explorer Keywords Explorer Tools leah@jbmediagroupplc.com

drupal.org ✕ *.domain/* 🔍 Settings

Organic Keywords

Position: 1-10 ✕ Volume Volume CPC Traffic Words Fea

government ✕

🇺🇸 2 🇦🇺 1 🇵🇭 1 🇫🇷 0 2 results

Keyword	Volume	Traffic	Position	Position ↓	URL
government sites	350	7	9	9 ↑ 32	groups.drupal.org/government-sites
summit government	20	0.62	9	9 ↑ 10	events.drupal.org/neworleans2016/government-summit

Overview

- Backlink profile ▾
- Backlinks
 - New
 - Lost
 - Broken
- Referring domains
 - New
 - Lost
- Anchor
- Top referring content
- Referring IPs
- Organic search ▾
- Organic keywords
 - New
 - Movements
- Top pages 🔥



Drupal.org Goal: Increase Traffic from Gov Audience

Where can we improve?

Google Search Results with Ahrefs Toolbar

Google search results for "cms for government". The search bar shows "cms for government" and the search button. Below the search bar are tabs for "All", "News", "Maps", "Images", "Videos", "More", "Settings", and "Tools". The search results show "About 14,000,000 results (1.04 seconds)".

The first result is an advertisement for "Alfresco Government CMS - Innovative, Reliable, Scalable - alfresco.com". The URL is www.alfresco.com/CMS/Government. The description includes "Transforming the Business of Government. Talk to a Government Specialist." and "14 day Online trial · Powerful Hybrid ECM · Open BPM platform · Follow the sun support". Types listed are ECM, BPM, DAM, CMS. Pricing & Licensing, Simple, Smart, Secure ECM, Gartner Magic Quadrant, and Forrester Wave Report are also mentioned.

The second result is "Content Management Systems Used by Government Agencies ...". The URL is <https://www.digitalgov.gov/.../content-management-systems-used-by-government-age...>. The description says "Here's a list of Content Management Systems (CMS) used by government agencies. For more information, please contact each agency to learn about their experience with that product or system." A disclaimer is also present.

The third result is "Drupal CMS for Government | Acquia". The URL is <https://www.acquia.com/Industries/>. The description says "The agency".

The fourth result is "Open Government Initiative/ Freedom of Information Act (FOIA) - CMS". The URL is <https://www.oregon.gov/About-CMS/CMS-Contracting-Opportunities/>. The description says "Oct 13 machin".

Three red arrows point to the Ahrefs toolbars overlaid on the first three results. Each toolbar displays the following metrics:

Metric	Value
PAGE UR	16
BL RD	21 7
G+ FB	1 0
IN	19
ROOT DOMAIN	DR 62
BL RD	74K 2.7K
AR	27,804

Metric	Value
PAGE UR	28
BL RD	188 41
G+ FB	0 0
IN	9
ROOT DOMAIN	DR 66
BL RD	19M 8.2K
AR	7,898

Metric	Value
PAGE UR	14
BL RD	2 1
G+ FB	0 0
IN	0
ROOT DOMAIN	DR 73
BL RD	7.2M 50K
AR	1,025

Search:

“cms for government”

Page 1 Search Results Selections - Ahrefs Toolbar

Content Management Systems Used by Government Agencies ...

<https://www.digitalgov.gov/.../content-management-systems-used-by-government-age...> ▼

Here's a list of **Content Management Systems (CMS)** used by **government** agencies. For more information, please contact each agency to learn about their experience with that product or system. Disclaimer: This list is intended solely as a resource for **government** employees who manage ...

Tue, Apr 18 FedRAMP Tailored Comment ...

	PAGE UR 16	BL 21 RD 7	G+ 1 FB 0	IN 19	ROOT DOMAIN DR 62	BL 74K RD 2.7K	AR 27,804	
---	-------------------	---------------	--------------	-------	--------------------------	-------------------	-----------	---

Drupal CMS for Government | Acquia

<https://www.acquia.com> › Industries ▼

The security, reliability, and agility of the Acquia Platform enables **government** departments and agencies to properly align their resources and deliver on their ...

	PAGE UR 28	BL 188 RD 41	G+ 0 FB 0	IN 9	ROOT DOMAIN DR 66	BL 19M RD 8.2K	AR 7,898	
---	-------------------	-----------------	--------------	------	--------------------------	-------------------	----------	---

Page 1 Search Results Selections - Ahrefs Toolbar

WordPress for Government – WordPress.com VIP

<https://vip.wordpress.com/spotlight/government/> ▼

Government agencies love how easy it is to install and use the WordPress platform. And, it's ... Why Choose WordPress **CMS: A Government Perspective.**

	PAGE UR 18	BL 31 RD 11	G+ 0 FB 0	IN 0	ROOT DOMAIN DR 64	BL 5.7M RD 3.9K	AR 146	
---	-------------------	----------------	--------------	------	--------------------------	--------------------	--------	---

Revize – Best Government CMS Design & Custom Web Hosting ...

www.revize.com/government-cms.html ▼

Revize Software System designs best quality secure **government CMS** for Municipalities. We provides ultimate on-demand custom web hosting services and ...

	PAGE UR 19	BL 13 RD 5	G+ 0 FB 0	IN 0	ROOT DOMAIN DR 58	BL 3.8M RD 874	AR 90,399	
---	-------------------	---------------	--------------	------	--------------------------	-------------------	-----------	---

Drupal.org in Search Results - Ahrefs Toolbar

govCMS | Drupal.org

<https://www.drupal.org/project/govcms> ▼

Oct 31, 2014 - The **govCMS** distribution is built using Drupal 7 core, along with additional ... The Australian **Government** is committed towards contributing to ...

	PAGE UR 25	BL 152 RD 31	G+ 0 FB 0	IN 0	ROOT DOMAIN	DR 78	BL 286M RD 127K	AR 229	
---	------------	-----------------	--------------	------	----------------	-------	--------------------	--------	---

Drupal.org is not found on the first
5 pages of search results.



Drupal.org Goal: Increase Traffic from Gov Audience

Are there existing pages that
could rank better?

Drupal.org Traffic to Existing Gov Pages - Analytics

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
	8,507 % of Total: 0.01% (132,851,529)	6,397 % of Total: 0.01% (108,001,752)	00:01:04 Avg for View: 00:02:22 (-55.12%)	1,170 % of Total: 0.00% (40,783,221)
1. /resource-guides/launching-government-website 📄	1,833 (21.55%)	1,705 (26.65%)	00:02:53	926 (79.15%)
2. /resource-guides/launching-government-website				
3. /drupal-services/all/Government 📄	1,057 (12.43%)	720 (11.26%)	00:00:39	30 (2.56%)
4. /case-studies/community/government/all 📄	350 (4.11%)	251 (3.92%)	00:00:35	11 (0.94%)
5. /drupal-services/all/Government/United-States 📄	236 (2.77%)	97 (1.52%)	00:00:51	17 (1.45%)

Drupal.org Industries Government Page

<https://www.drupal.org/industries/government>

Download & Extend Community Documentation Support Jobs Marketplace About

Drupal™ | Government

Engage citizens around the globe

Drupal is the open-source CMS that enables digital transformation of government and increases citizen engagement.

[Read success stories](#)

Governance is now digital

Create your citizen-centric .gov solution with the power of Drupal.

Flexible - Better serve your federal, state, or local mission while lowering your total cost of ownership, with the power of open source.

150+
countries



Drupal.org Goal: Increase Traffic from Gov Audience

Review

Increase/Improve Traffic From Gov. Audiences

- Drupal.org ranks on page 1 for two “government” keywords
- Does not rank for “government cms”
- Pages that show up in search result do not reflect intent of search
- More appropriate pages are not earning traffic
- Drupal.org has very high authority, and could do better



Drupal.org Goal: Increase Traffic from Gov Audience

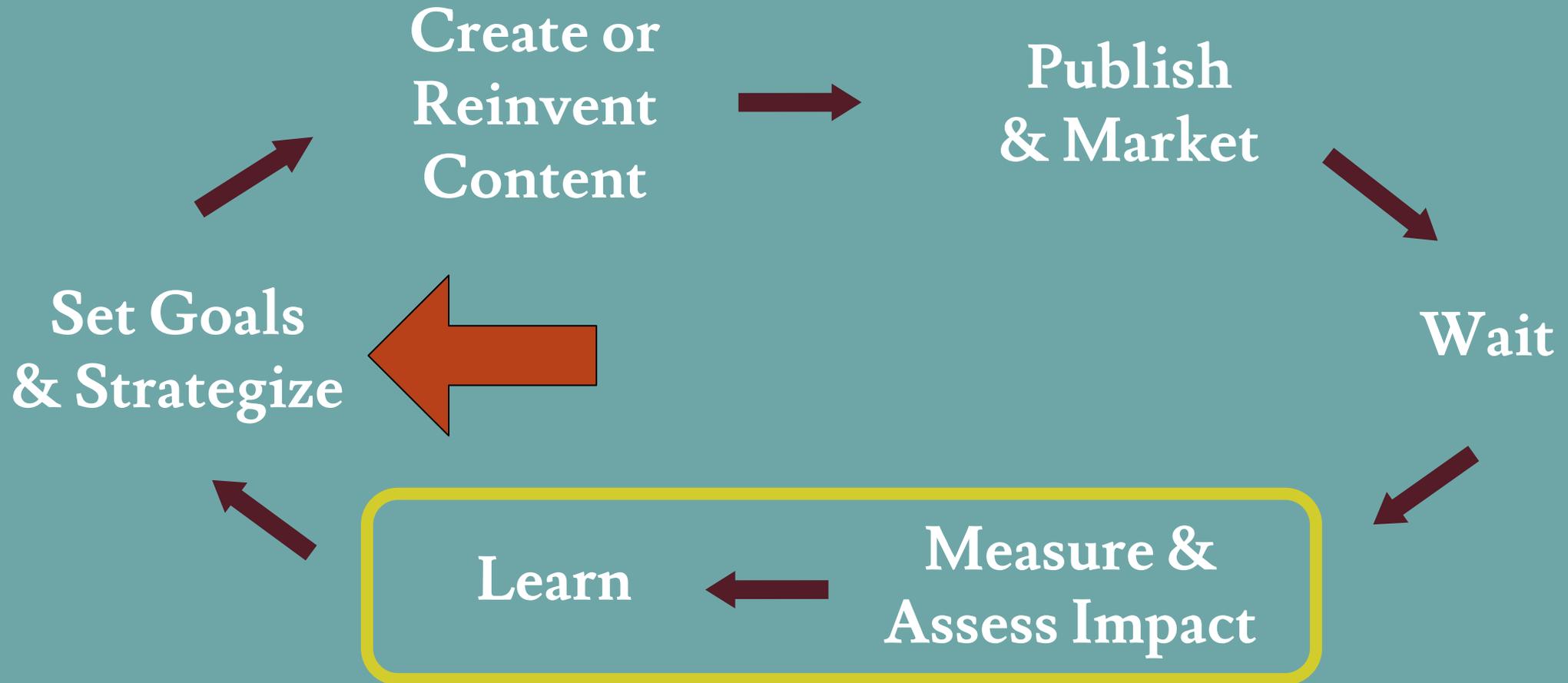
Insights

Best Opportunity - ensure new /industries/
audience-focused pages are fully optimized
for new visitors.





Content audits are feedback loops.



Better Optimize Government Industry Page

The image shows a screenshot of the Drupal.org website's Government industry page. The browser's address bar shows the URL <https://www.drupal.org/industries/government>. The page features a blue navigation bar with links for 'Download & Extend', 'Community', 'Documentation', 'Support', 'Jobs', 'Marketplace', and 'About'. The main content area has a dark background with the text 'Drupal™ | Government' and 'Engage citizens around the globe'. A call-to-action button says 'Read success stories'. A semi-transparent box on the right side of the page lists three key features: 'Metadata', 'Content', and 'Interlinking', each preceded by a yellow checkmark. Below this, the text 'Governance is now digital' is followed by a paragraph about creating citizen-centric .gov solutions. At the bottom, it states 'Flexible - Better serve your federal, state, or local mission while lowering your total cost of ownership, with the power of open source.' To the right, there are icons of flags representing various countries and the text '150+ countries'.

<https://www.drupal.org/industries/government>

Download & Extend Community Documentation Support Jobs Marketplace About

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[Read success stories](#)

- ✓ Metadata
- ✓ Content
- ✓ Interlinking

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150+
countries

Government Industry Page Metadata

Drupal for Education | Drupal.org

<https://www.drupal.org/industries/education> ▼

Feb 15, 2017 - Drupal is the open-source CMS for creating digital experiences that help you engage,

Drupal for Government | Drupal.org

<https://www.drupal.org/industries/government> ▼

Feb 15, 2017 - Drupal is the open-source CMS that enables digital transformation of government and increases citizen engagement.

Drupal for Government | Drupal.org

<https://www.drupal.org/industries/government> ▼

Feb 15, 2017 - Drupal is the open-source CMS that enables digital transformation of government and increases citizen engagement.

Government Industry Page Copy

https://www.drupal.org/industries/government

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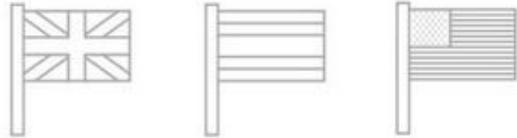
[Read success stories](#)

- “CMS” - 1
- “content management system” - 0
- “government” - 7

Governance is now digital

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Flexible - Better serve your federal, state, or local mission while lowering your total cost of ownership, with the power of open source.


150+
countries

Interlink Government Industry Page to Other Top Gov Pages

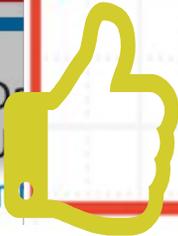
Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
	8,507 % of Total: 0.01% (132,851,529)	6,397 % of Total: 0.01% (108,001,752)	00:01:04 Avg for View: 00:02:22 (-55.12%)	1,170 % of Total: 0.00% (40,783,221)
1.				
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4.	/case-studies/community/government/all 📄	350 (4.11%)	251 (3.92%)	00:00:35 11 (0.94%)
5.	/drupal-services/all/Government/United-States 📄	236 (2.77%)	97 (1.52%)	00:00:51 17 (1.45%)

Interlink Government Industry Page to Other Top Gov Pages

Drupal™

Resource Guide: Launching a Government Website

New resource available!



Our new industry page demonstrates the power of Drupal for Government.

In the United States, in addition to [Whitehouse.gov](#), Drupal is used by over 150 [federal agency websites](#) including NASA and the Departments of: Energy, Defense, Education, Commerce, Health, and Transportation among others. Worldwide, Drupal is used by government sites from [Albania](#) to [Zimbabwe](#), and countries with names starting with almost every letter of the alphabet in between - only O, W, and X are missing. Drupal is a proven CMS that meets the diverse needs of government organizations around the globe.

Drupal™ Groups

Homepage

Log In / Register

List of Drupal sites in government (state, provincial or national)

✓ You are viewing a wiki page. You are welcome to [join the group and then edit it.](#)

by Amazon on March 10, 2009 at 1:01am

dated by vprokof on Tue, 2017-02-14 06:38

governments at the state and federal level who are using Drupal. List includes em, police, research centers, ministries/departments, monarchies etc. in more than

o: [Local governments](#) and [International organizations](#) using Drupal. (Let's keep th

ountries

- Albania
- Algeria
- Andorra
- Antigua and Barbuda
- Argentina
- Armenia
- Australia
- Austria
- Azerbaijan
- Bahamas
- Costa Rica
- Côte d'Ivoire
- Croatia
- Cuba
- Curaçao
- Cyprus
- Czech Republic
- Denmark
- Dominica
- Dominican
- India
- Indonesia
- Iran
- Iraq
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Jordan
- Mongolia
- Morocco
- Mozamb
- Myanma
- Namibia
- Nepal
- the Neth
- New Zea
- Nicaragu
- Nigeria

Interlink Government Industry Page to Other Top Gov Pages

These stories showcase the power of Drupal in Government:



The Department of Energy teamed up with Phase2 to transform how they communicate and engage with their constituents by overhauling their digital presence to respond to user behavior.

built by Phase2



Fairfax County Public Schools massive, multi-site web presence gets more than 30 million visits each year – plus it translates content into eight languages.

built by FORUM ONE



These are just a few solutions for government Drupal. There are over [50 more stories.](#)

built by the Drupal community

Drupal™

Drupal Case Studies

[Featured showcase](#) [Community showcase](#)

Category: Government



Drupal. There are over [50 more stories.](#)

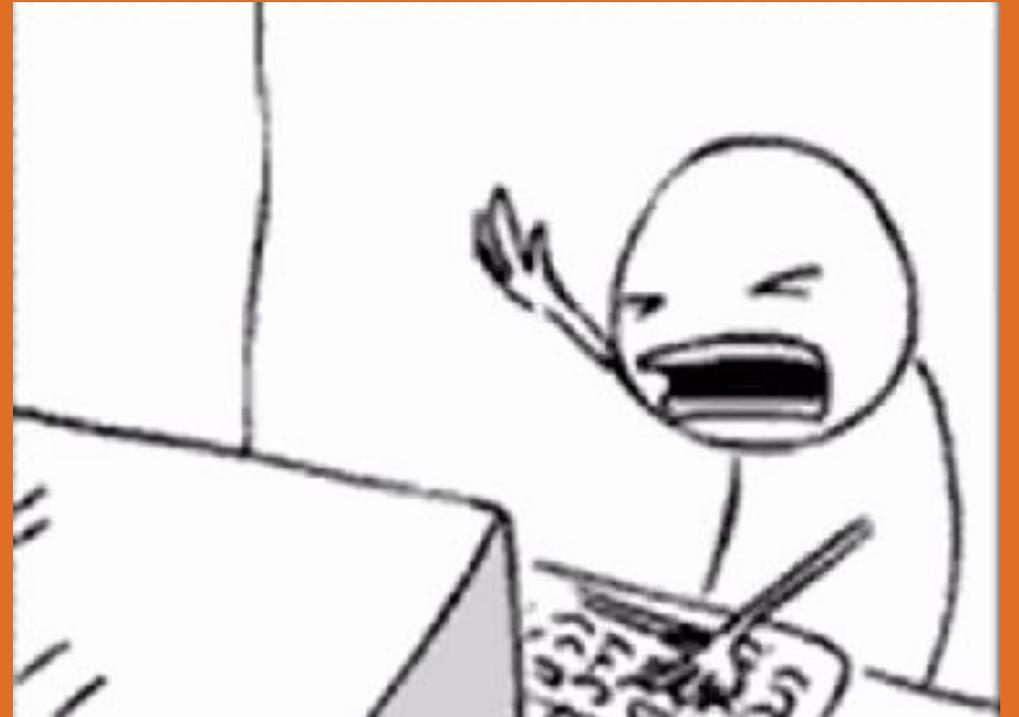
Social

Categories: Drupal 8.x , Community , Government , Non-profit , Social Networking



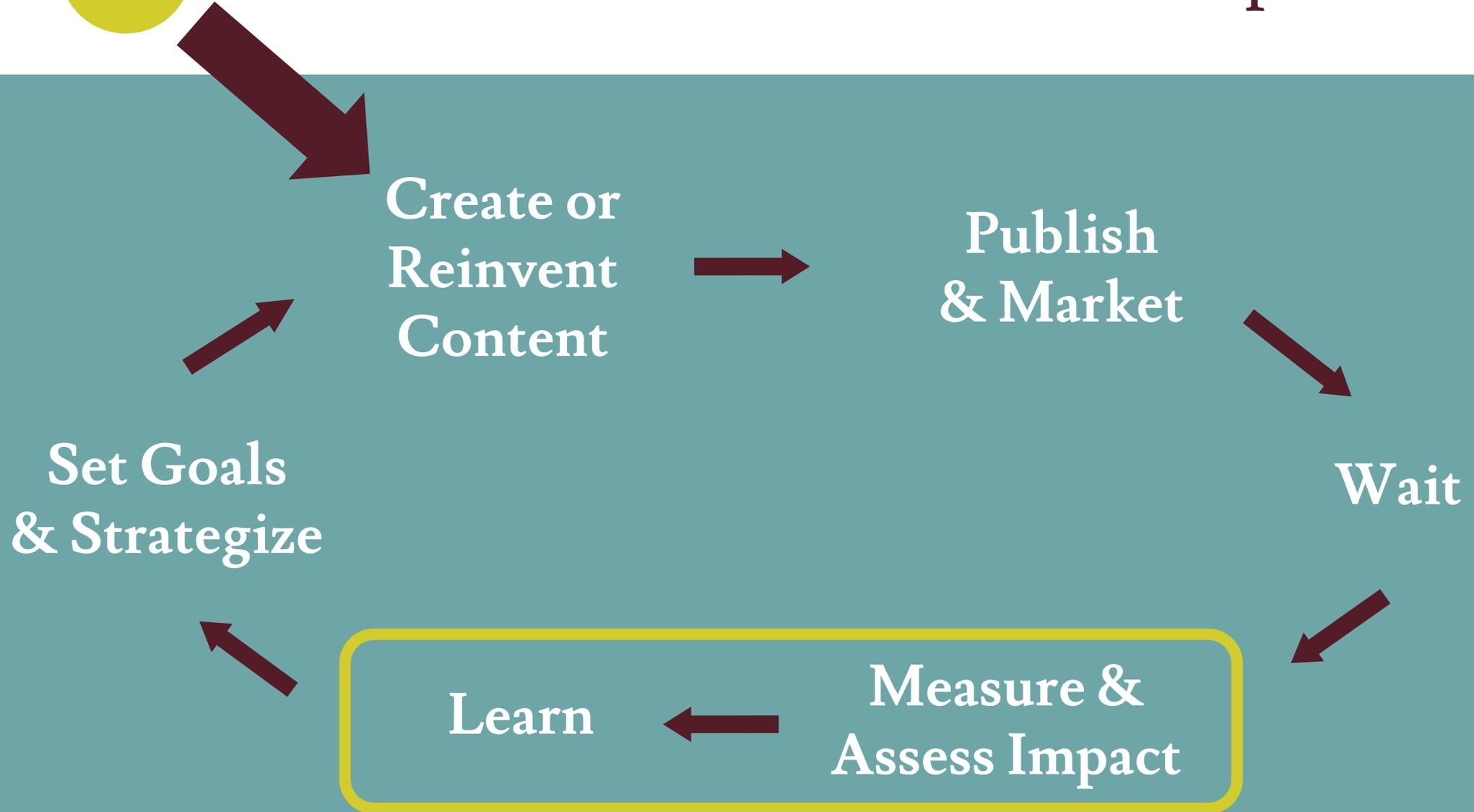


But what if I
never had goals
or a strategy?





Content audits are feedback loops.



Audit Basics

Which pages have best/worst
click-through rate?

Which keywords?

Google Search Console

Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

Clicks Impressions CTR Position

⚠ Metrics are calculated by page for this group or filter. [Learn more.](#)

Queries
No filter ▾

Pages
No filter ▾

Countries
No filter ▾

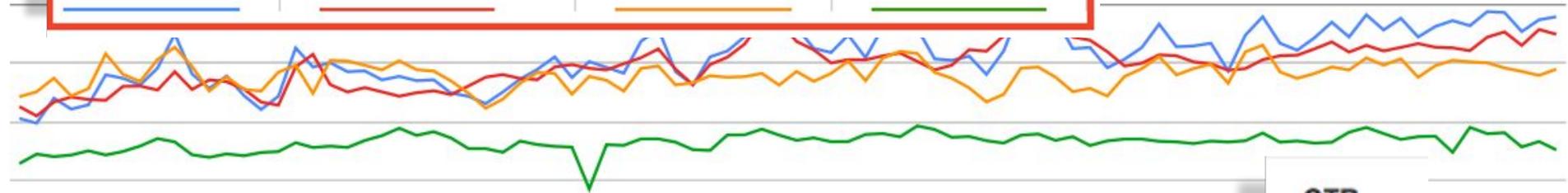
Devices
No filter ▾

Search Type
Web ▾

Dates
Last 90 days ▾

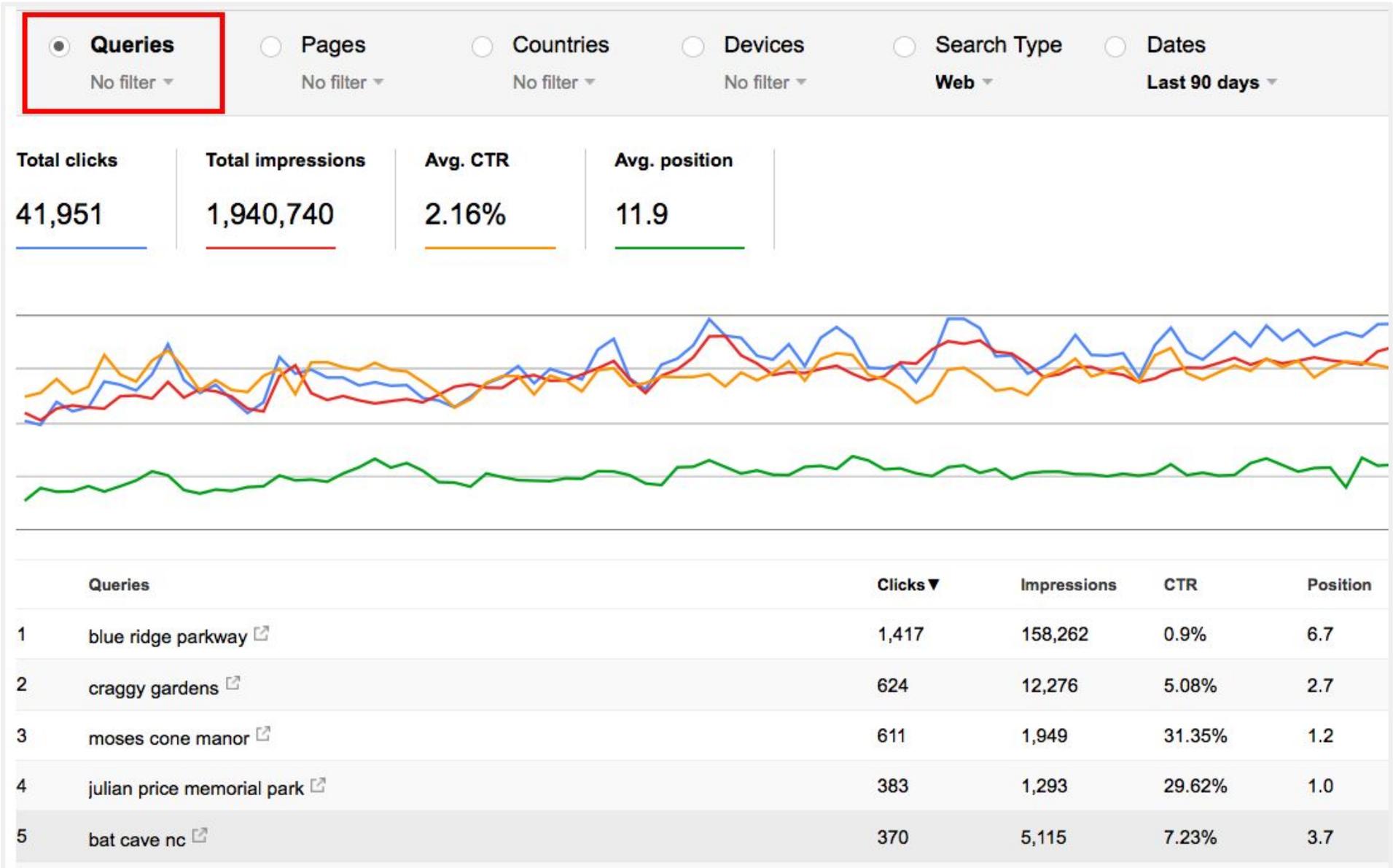
Total clicks | Total impressions | Avg. CTR | Avg. position

42
Total clicks | Total impressions | Avg. CTR | Avg. position
42,299 | 2,008,759 | 2.11% | 11.7



Pages	Clicks ▾	Impressions	CTR	Position
1 /attractions-destinations/moses-cone-manor ↗	2,554	41,735	6.12%	3
2 /attractions-destinations/blue-ridge-parkway ↗	1,852	218,487	0.85%	6

Google Search Console



Audit Basics

Which pages have most
engagement?

Which have least?

Google Analytics

Primary Dimension: **Landing Page** Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾ Advanced Filter ON ✕ [edit](#)

Include ▾ Sessions ▾ Greater than ▾ ✕

and

Include ▾ Pages / Session ▾ Greater than ▾ ✕

and

Include ▾ Bounce Rate ▾ Less than ▾ ✕

and

+ Add a dimension or metric ▾

Analytics

Landing Page [?]	Acquisition			Behavior		
	Sessions [?] ↓	% New Sessions [?]	New Users [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
	62,151 % of Total: 16.05% (387,296)	81.21% Avg for View: 83.70% (-2.98%)	50,475 % of Total: 15.57% (324,182)	39.41% Avg for View: 63.51% (-37.94%)	3.52 Avg for View: 2.41 (46.31%)	00:02:26 Avg for View: 00:01:39 (47.05%)
1. /attractions-destinations/julian-price-memorial-park	25,654 (41.28%)	81.25%	20,843 (41.29%)	40.57%	3.39	00:02:04
2. /	15,566 (25.05%)	73.97%	11,514 (22.81%)	41.49%	3.86	00:03:29
3. /attractions-destinations/moses-one-mano	5,835 (9.39%)	85.98%	5,017 (9.94%)	35.41%	3.59	00:02:25
4. /attractions-destinations/festivals-and-events	5,334 (8.58%)	89.15%	4,755 (9.42%)	23.83%	3.50	00:01:45

Audit Basics

What are top keywords?

Could top organic pages be better optimized for those keywords?

Ahrefs

Organic Keywords ⁱ

Position: 1-10 ×

Volume ▾

KD ▾

CPC ▾

Traffic ▾

Words ▾

Features ▾

Search in ▾

 1,632

 23

 14

 10

More ▾

1,632 results

Keyword

Volume ⁱ

KD ⁱ

CPC ⁱ

Traffic ↓ ⁱ

Position ⁱ

URL ⁱ

blu

Keyword

Volume ⁱ

KD ⁱ

CPC ⁱ

Traffic ↓ ⁱ

Position ⁱ

URL ⁱ

blue ridge parkway

3

61,000

46

0.45

1,751

6 ↑ 1

www.blueridge-heritage.com/attractions-destinations/blue-ridge-parkway

cra

bat cave nc

3

2,900

6

0.45

306

3

www.blueridge-heritage.com/attractions-destinations/bat-cave

moses cone manor

3

1,100

9

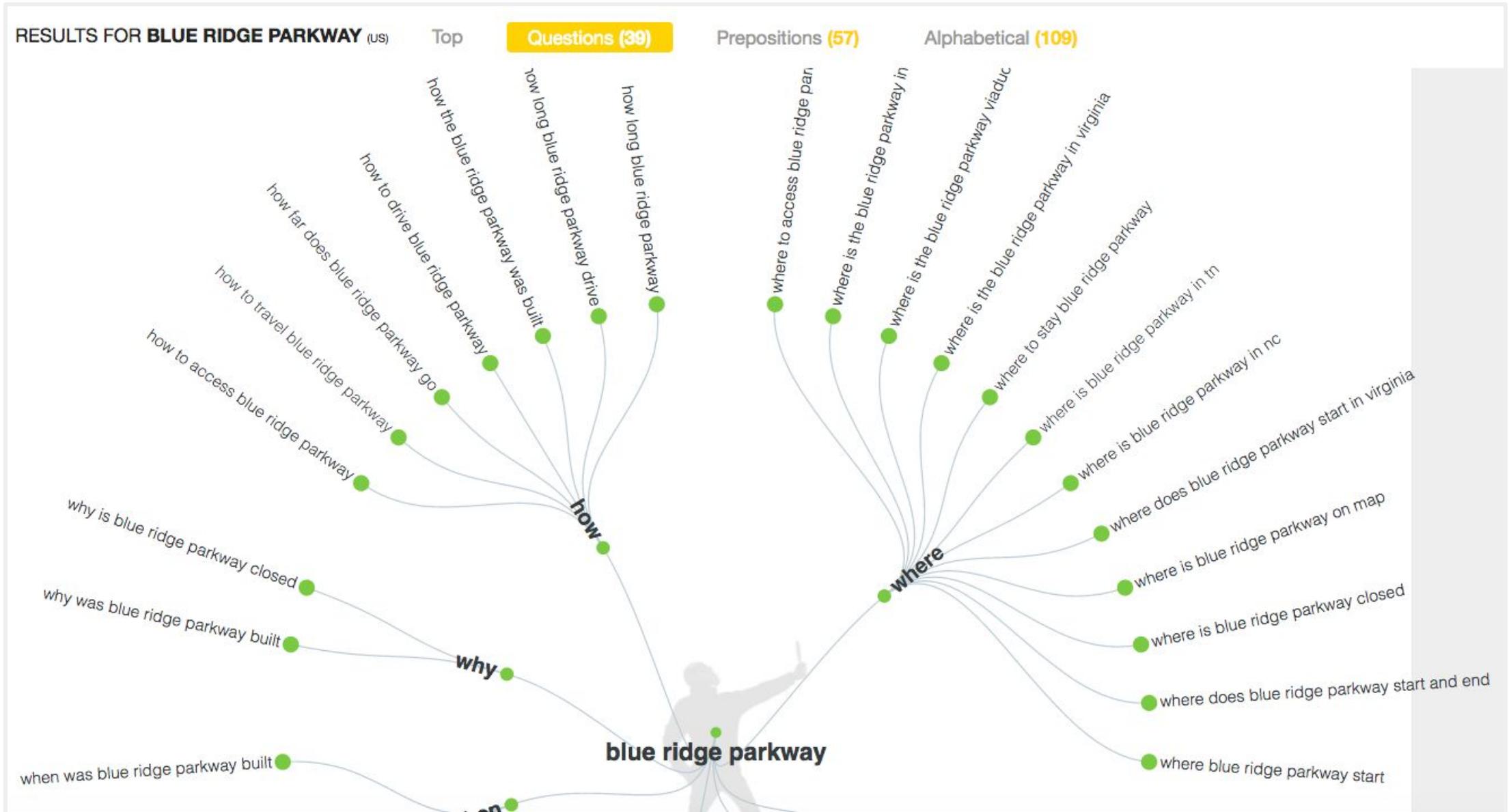
0.05

281

1

www.blueridge-heritage.com/

BONUS: Content Expansion Ideas - Answer the Public





Drupal.org Content Audit Challenges

Drupal.org Non-profit Case Studies Page

Drupal Case Studies

Featured showcase Community showcase

Category: Non-profit

Rainforest Alliance Drupal 8 Redesign

Categories: Drupal 8.x , Non-profit

YHA (Youth Hostels Association) Groups and School Trips, Drupal 8

Categories: Drupal 8.x , Education , Non-profit , Travel and Hospitality

4930
URL Path:
`/node/2819677`

Better Path:
`/case-studies/non-profit/rainforest-alliance`

Drupal.org Nodes - Analytics



Landing Page [?]		Acquisition		Behavior	
		% New Sessions [?]	New Users [?]	Bounce Rate [?]	Pages / Session [?]
		9.72%	7,870,109	58.33%	2.52
		Avg for View: 33.28% (19.32%)	% of Total: 57.52% (13,682,496)	Avg for View: 46.87% (24.44%)	Avg for View: 3.23 (-22.11%)
1.	/node/258	92.40%	170,196 (2.16%)	73.81%	1.53
2.	/node/2487215	12.93%	11,755 (0.15%)	60.23%	2.30
3.	/node/1992030	12.02%	8,858 (0.11%)	67.37%	2.07
4.	/node/15365	10.62%	7,633 (0.10%)	52.72%	2.24
5.	/node/97193	67.49%	33,352 (0.42%)	86.05%	1.28
6.	/node/805834	79.43%	36,971 (0.47%)	88.41%	1.12
7.	/node/279836	86.35%	34,722 (0.44%)	87.78%	1.27

Blue Ridge National Heritage Area



The image is a screenshot of the Blue Ridge National Heritage Area website. At the top, there is a navigation bar with the Blue Ridge National Heritage Area logo on the left, a search bar on the right, and several menu items in the center: "SIGN UP for eNEWS", "DONATE NOW", "ABOUT US", "PRESS ROOM", "RSS", and a "Like" button. Below the navigation bar is a secondary menu with five categories: "HERITAGE & HISTORY", "ATTRACTIONS & DESTINATIONS", "TRADITIONAL ARTIST DIRECTORY", "SIGHTS & SOUNDS", and "FRIENDS & PARTNERS". The National Park Service logo is visible in the top right corner.

The main content area features a "Music Heritage" section. On the left, there is a sidebar with two main categories: "Agricultural Heritage" and "Cherokee Heritage". Under "Agricultural Heritage", there are five sub-items: "Cherokee Agriculture", "Pioneer Agriculture", "Contemporary Farming", "Forestry", and "Exploring Agricultural Heritage". Under "Cherokee Heritage", there is one sub-item: "Cherokee Crafts".

The "Music Heritage" section is highlighted with a red box. It contains a sub-section titled "Music Heritage" with four sub-items: "Ballad Singing", "Bluegrass", "Old Time", and "Traditions Concert Series". The word "/music/" is written in red next to the "Bluegrass" item.

In the center of the "Music Heritage" section is a photograph of a young boy in a blue cap playing a violin and an older man in a suit playing a clarinet.

To the right of the photograph is a section titled "Music in the Blue Ridge Mountains of North Carolina". The text describes the region as a meeting ground for European and African music traditions, mentioning instruments like the fiddle, banjo, and string bands. It lists traditional music styles such as old-time, bluegrass, ballad singing, blues, and sacred music.

Below this is another section titled "Blue Ridge Music Trails of North Carolina". The text describes the website as a portal to musical experiences in the mountains and foothills, providing a full calendar of festivals, concerts, jam sessions, workshops, and other activities.

At the bottom of the page, there is a section titled "Friends of Music in the Mountains". The text discusses the tradition of music in the Blue Ridge National Heritage Area, noting that families and relatives continue to hand down the music from generation to generation, and that the tradition is also being fostered in after-school efforts such as the Junior Appalachian

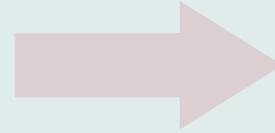
Blue Ridge National Heritage Area Google Analytics

		Acquisition		Behavior			Conversions	
Landing Page ?		Conversions	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Engaged User - 3 + Pages (Goal 3 Conversion Rate) ?	Engaged User - 3 + Pages (Goal 3 Completions) ?
		19%	1,960	66.88%	2.25	00:01:37	20.83%	495
		Avg for View: 13.70% (1.45%)	% of Total: 0.60% (324,182)	Avg for View: 63.51% (5.31%)	Avg for View: 2.41 (-6.43%)	Avg for View: 00:01:39 (-2.46%)	Avg for View: 25.00% (-16.68%)	% of Total: 0.51% (96,834)
1.	/heritage/music/blue-ridge-music-trails	0.52%	963 (49.13%)	63.29%	2.31	00:01:55	23.08%	276 (55.76%)
2.	/heritage/music/bluegrass	0.80%	463 (23.62%)	66.84%	2.41	00:01:33	20.07%	115 (23.23%)
3.	/heritage/music/old-time	6.83%	178 (9.08%)	67.80%	1.93	00:01:01	19.51%	40 (8.08%)
4.	/heritage/music/traditions-concert-series	9.74%	175 (8.93%)	73.85%	2.57	00:01:36	20.51%	40 (8.08%)
5.	/heritage/music/ballad-singing	8.15%	119 (6.07%)	77.78%	1.61	00:00:34	13.33%	18 (3.64%)
6.	/heritage/music/explore/swanna-noa-gathering	7.32%	62 (3.16%)	85.92%	1.34	00:00:47	7.04%	5 (1.01%)

Content Audit Takeaways

- Find your whys
- Ask the right questions of your content
- Measure content performance against site goals
- The audit purpose is to find the opportunities - not solve challenges
- Make sure you have clean URLs!
- Do not fear the process

Create or
Reinvent
Content



Publish
& Market

**Content Audits catalyze the
revolution that leads to the
evolution of your website.**

Set Goals
& Strategize

Wait

Learn



Measure &
Assess Impact



Join Us for Contribution Sprints

Friday, April 28, 2017

**First-Time Sprinter
Workshop**
9:00am-12:00pm
Room: 307-308

Mentored Core Sprint
9:00am-12:00pm
Room: 301-303

General Sprints
9:00am-6:00pm
Room: 309-310

#drupalsprints

Thank you!

I appreciate
your feedback:



**Locate this session at the
DrupalCon Baltimore website:**

[https://events.drupal.org/baltimore2017/sessions
/live-content-audit-drupalorg](https://events.drupal.org/baltimore2017/sessions/live-content-audit-drupalorg)

Questions? Email me:
leah@jbmediagroupllc.com

Take the survey!

[https://www.surveymonkey.com/r/drupalconbalt
imore](https://www.surveymonkey.com/r/drupalconbaltimore)