Content Audit of Drupal.org

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JB Media Group

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We Will Cover

Content Audits

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

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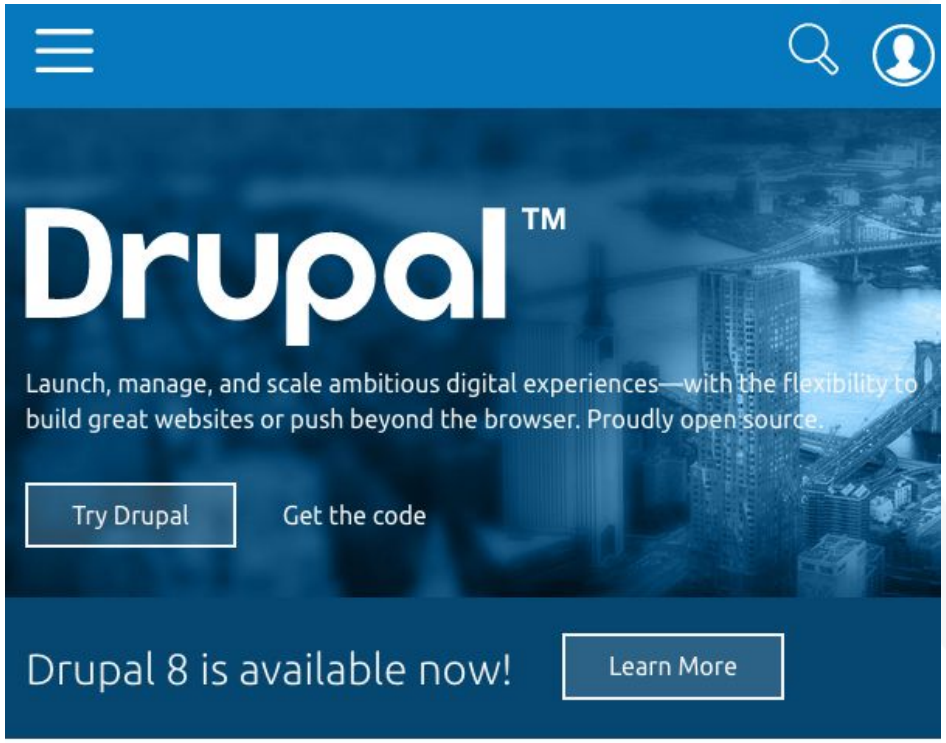
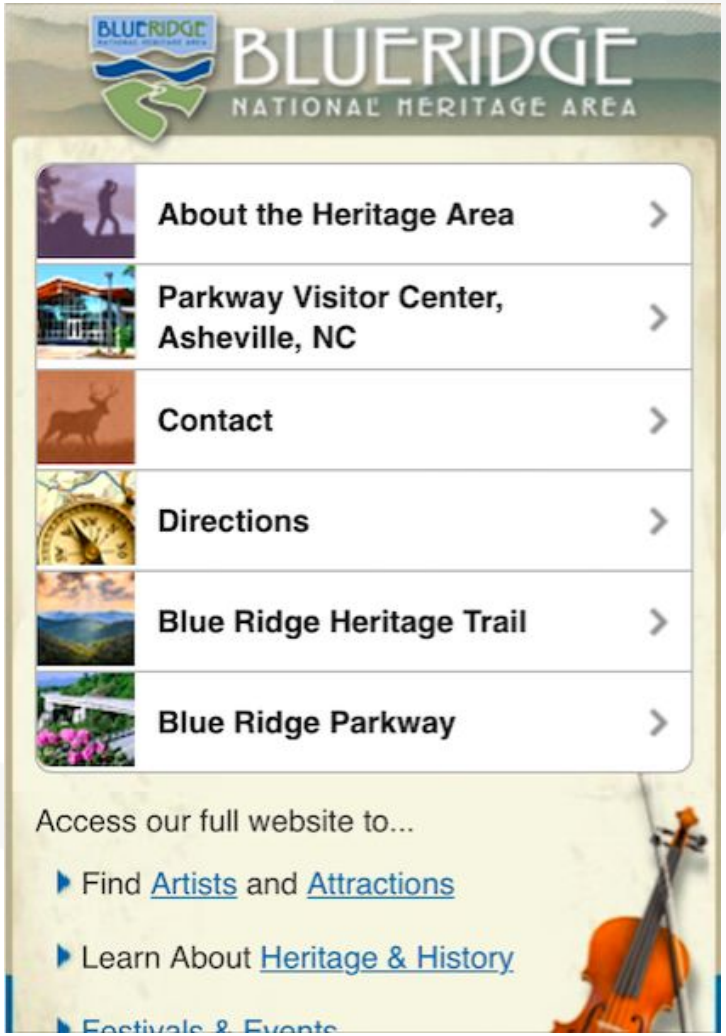
Example Sites





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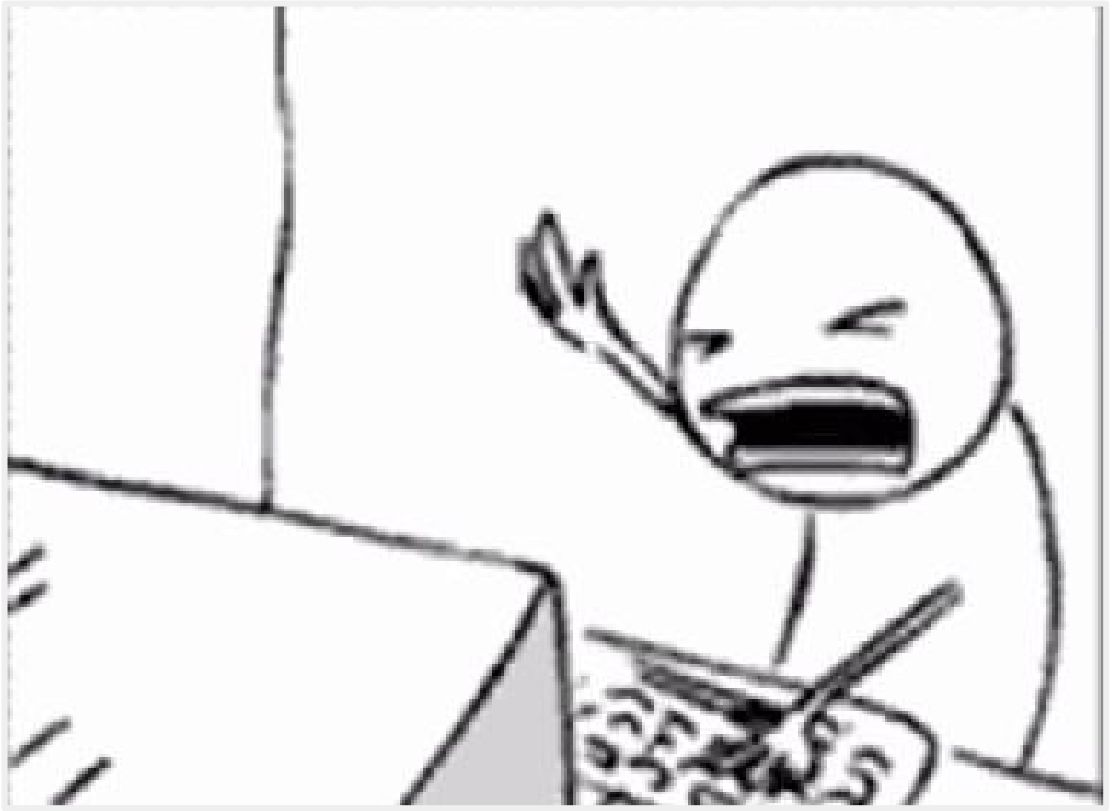
Why We Need Content Audits



The majority of content strategies.

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What is a Content Audit?

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

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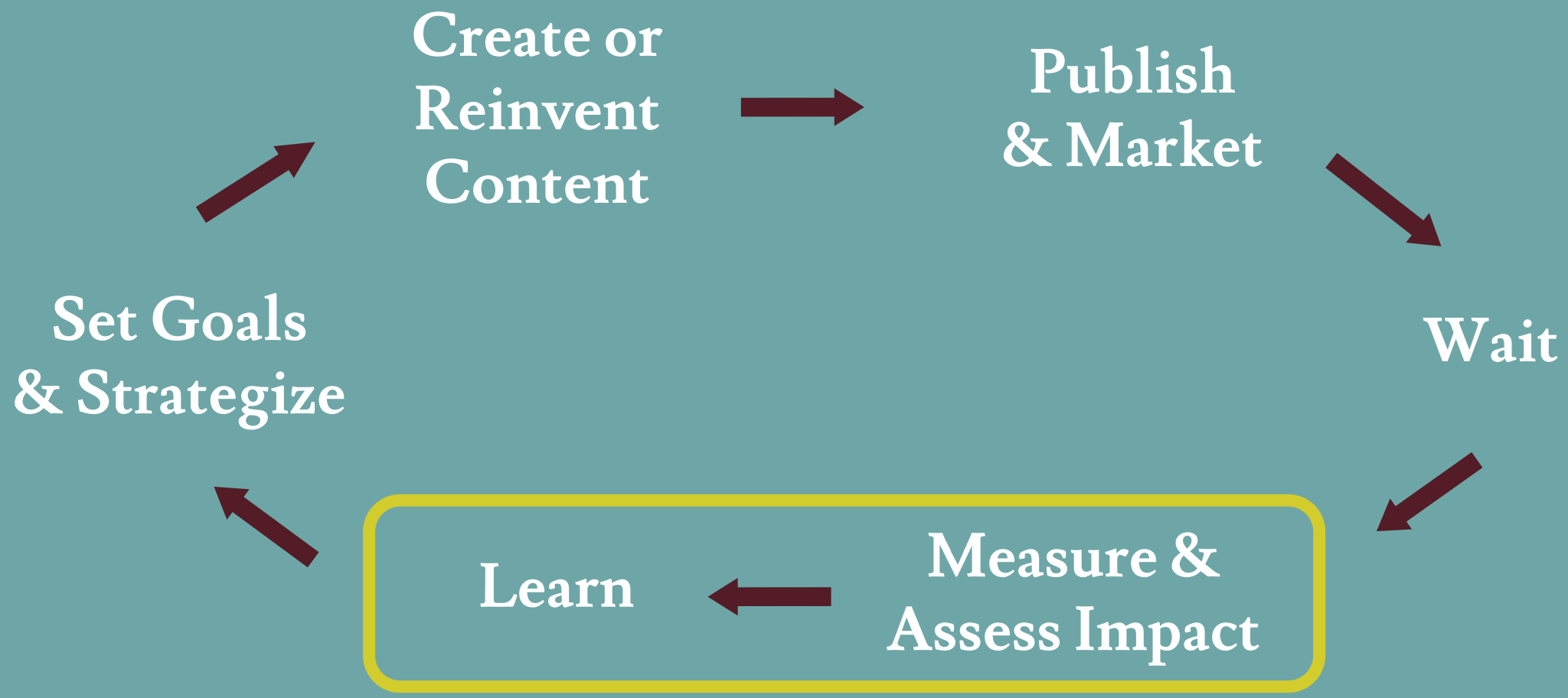
Content audits are feedback loops.



Content Audit Questions

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

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Content That Performs Well May:

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

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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

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Drupal Core - Multiple Vulnerabilities -

PANTHEON
Website Management Platform

Mission Critical Sites Need Pantheon

Run your sites with unrivaled speed,

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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!

Purpose = Building Community
Building Community = Site Goal

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

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How do we know if that goal has been achieved?

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

More Registrations = More Community

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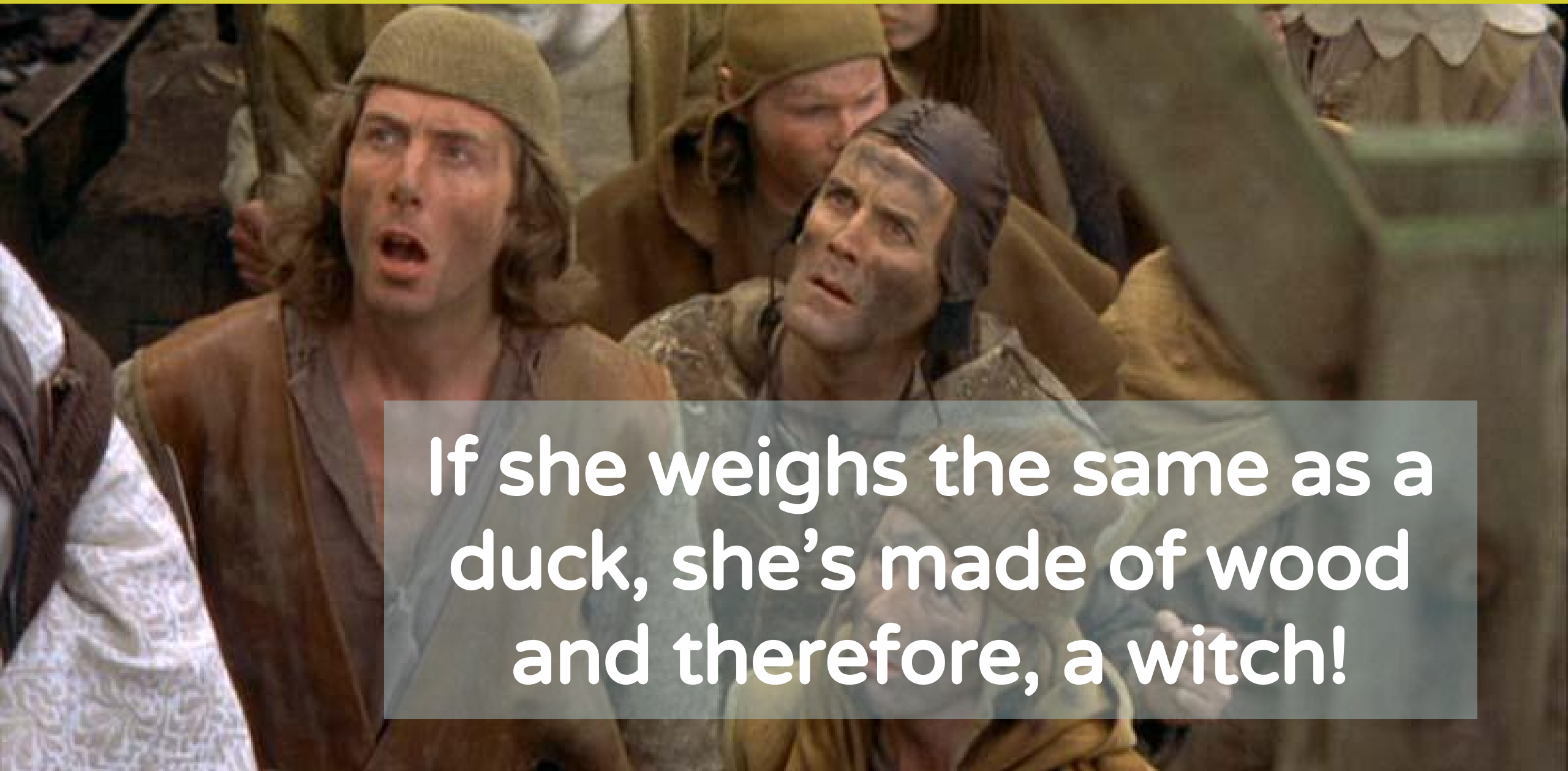
Logic According to Monty Python



”

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

- Thomas Berger

Drupal.org Goal: Increase Registrations

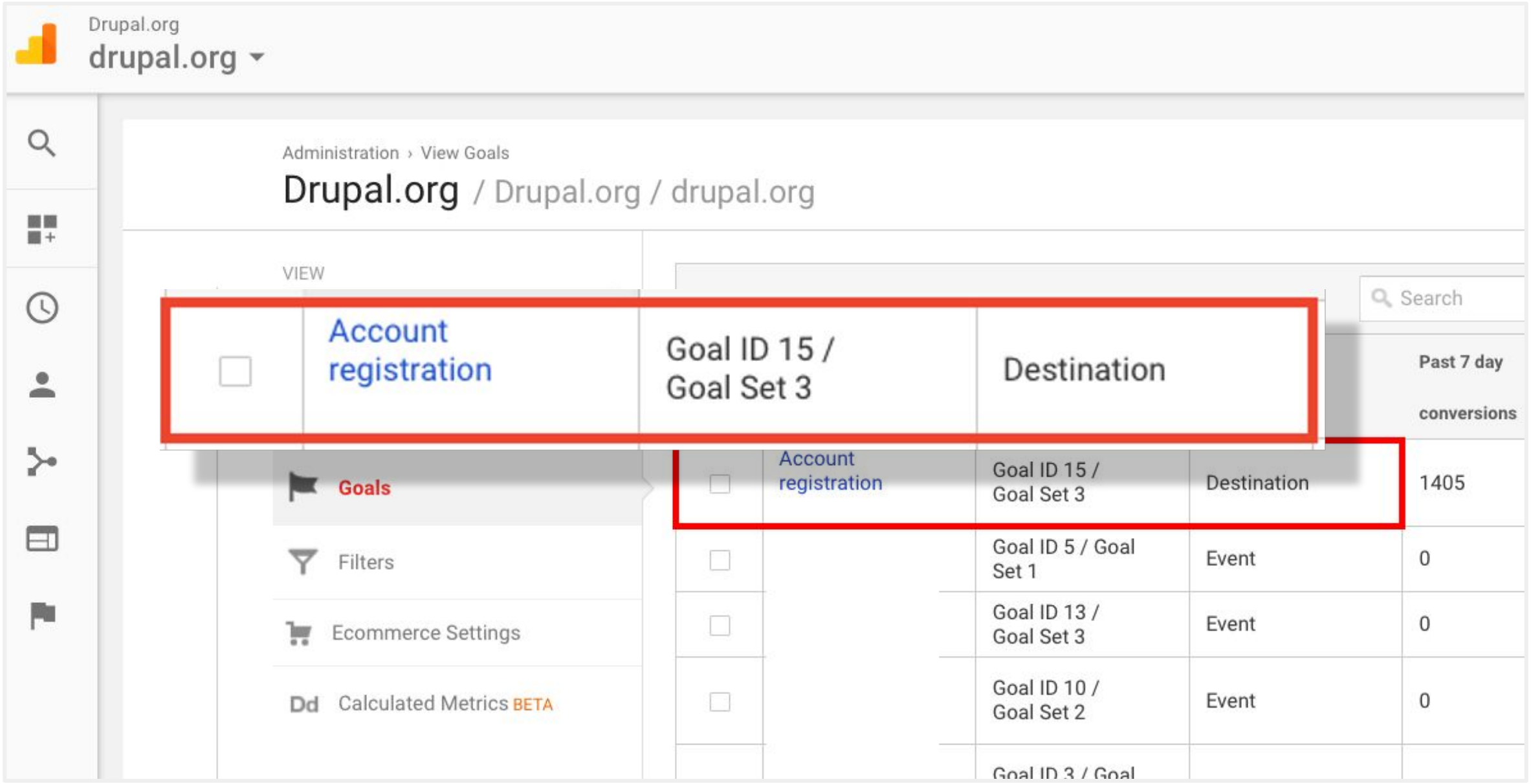
Audit Questions:

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

Audit Tools:

- Google Analytics
- Drupal.org

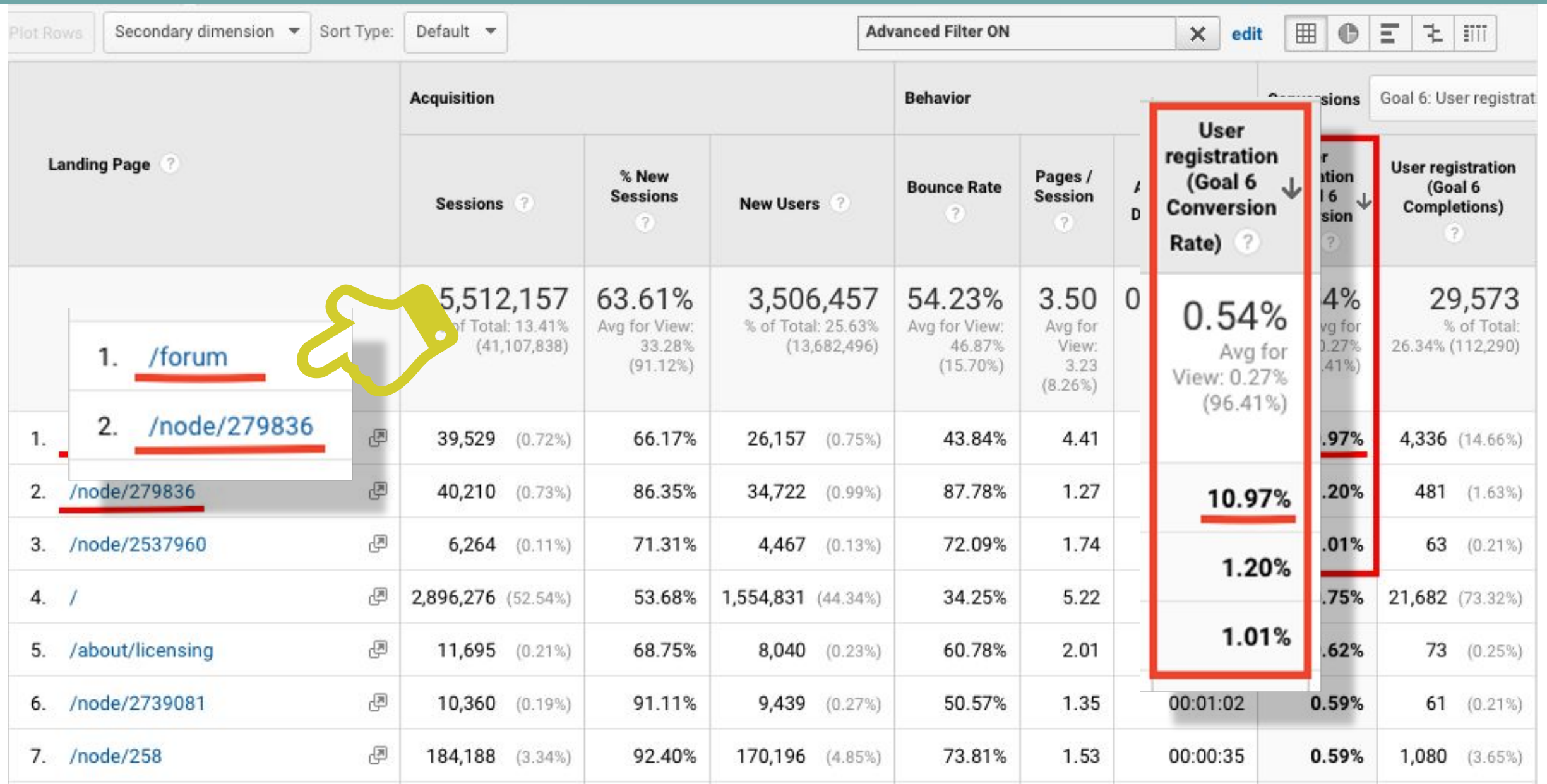
Drupal.org - Registration Goal Setup - Analytics



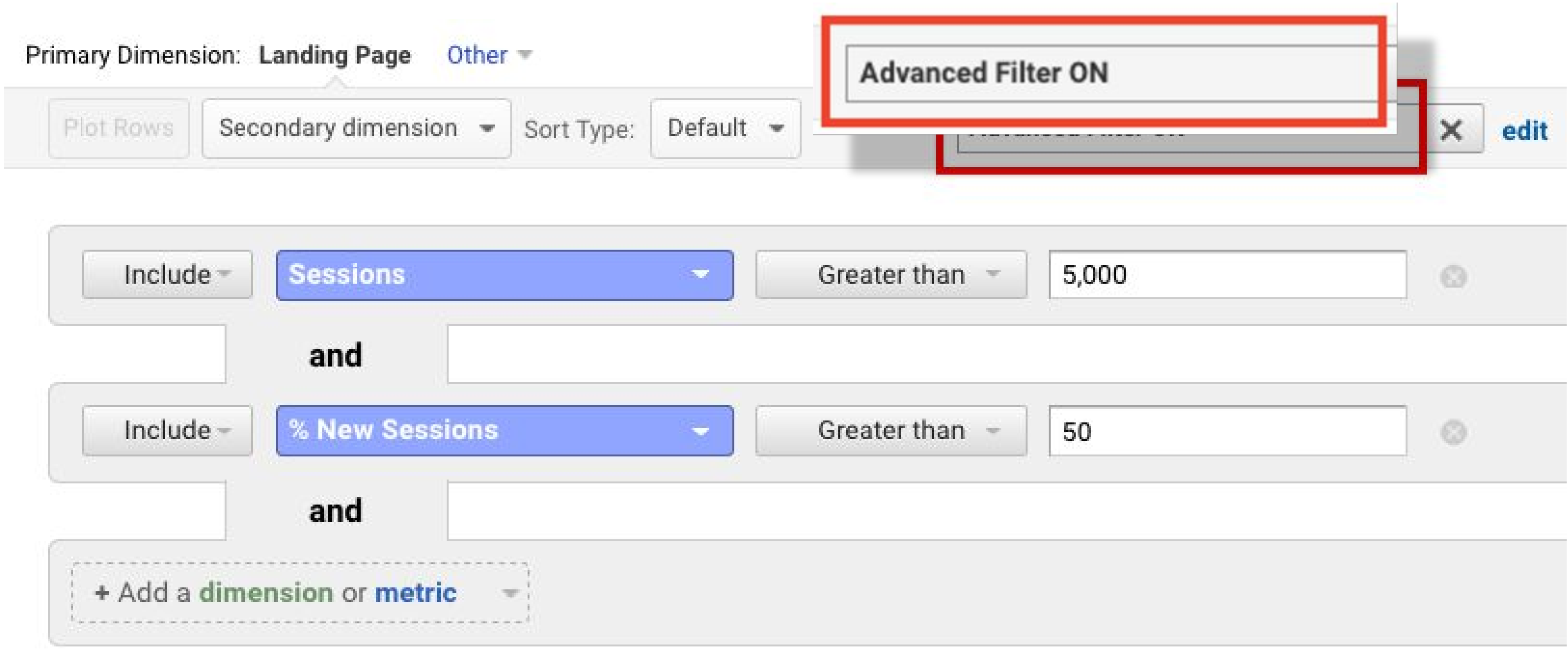
Drupal.org Goal: Increase Registrations

Which pages best convert to registrations?

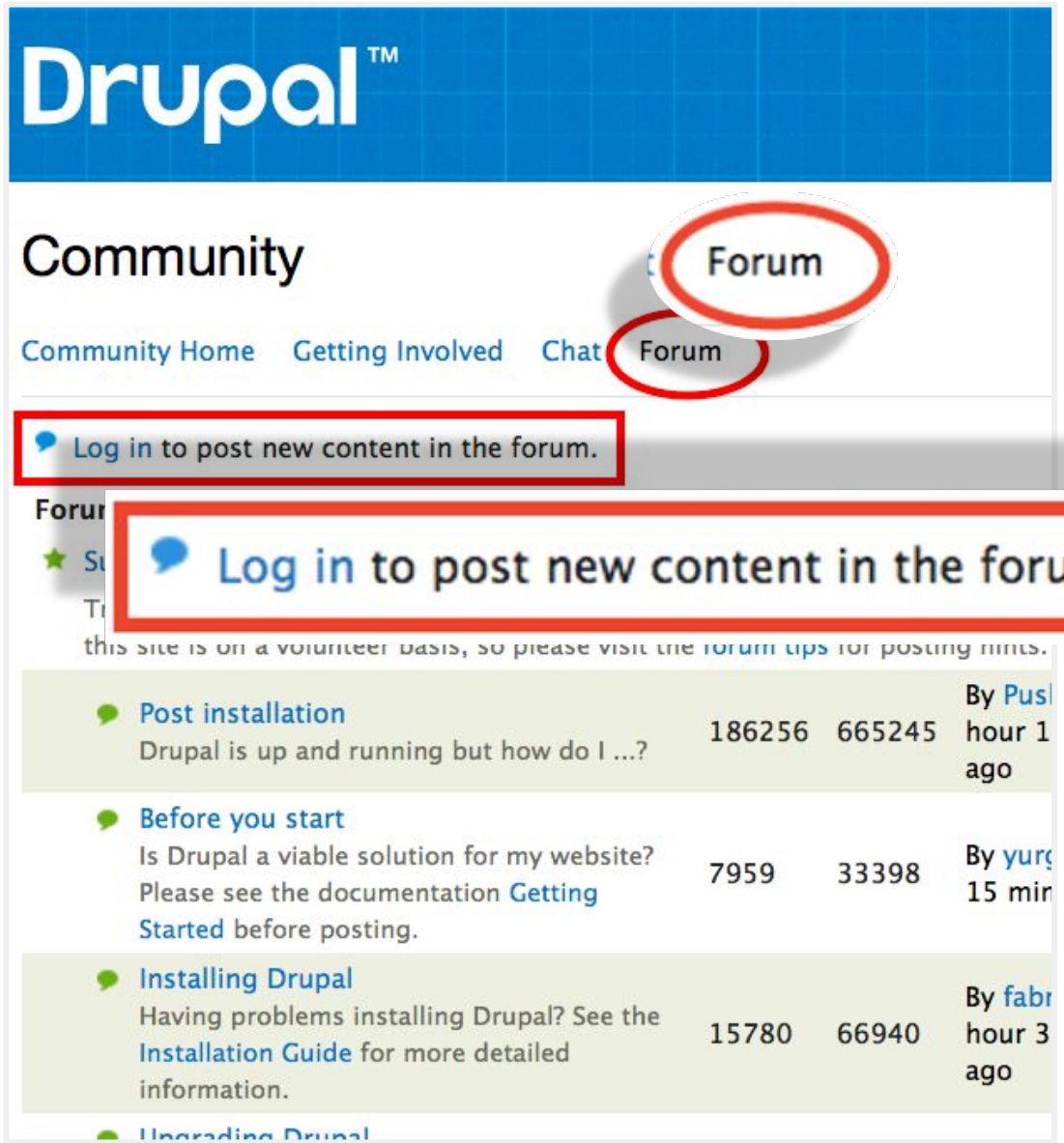
Registration Goal Conversion Rates - Top Landing Pages - Analytics

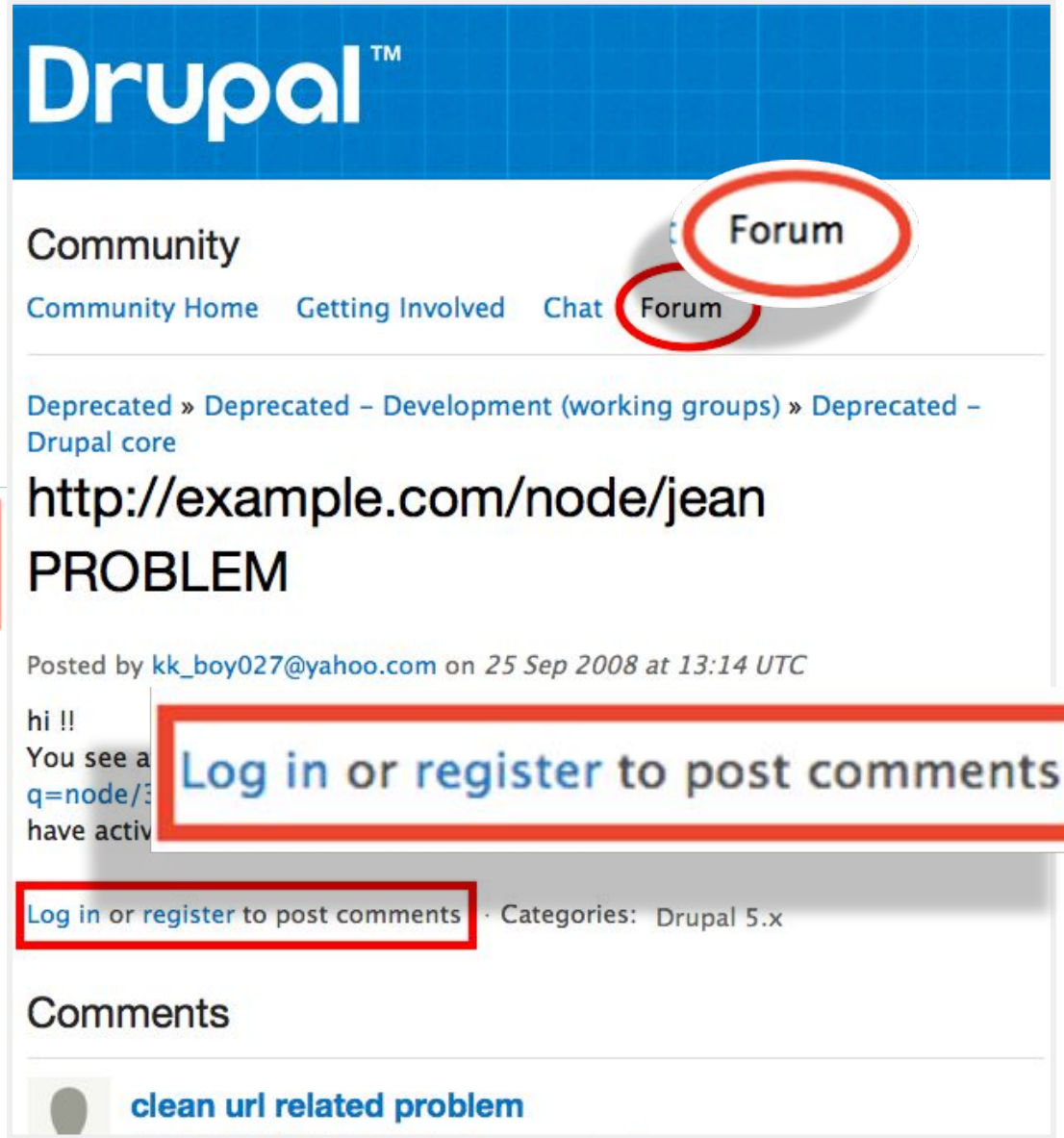


Advanced Filter - Top Landing Pages - Analytics



Drupal.org - Top Landing Pages Leading to Registrations





Drupal.org Goal: Increase Registrations

Which pages do not convert well?

Drupal.org - Pages Leading to Fewer Registrations - Analytics

Landing Page	Acquisition			Behavior			Conversions	Goal 6: User registra
	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.	29,573 % of Total: 26.34% (112,290)
1. /		53.68%	831 (44.34%)	34.25%	5.22	00:05:10	0.75%	73.32%)
2. /node/258		92.40%	196 (4.85%)	73.81%	1.53	00:00:35	0.59%	(3.65%)
3. /docs/7/understanding-drupal		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%)

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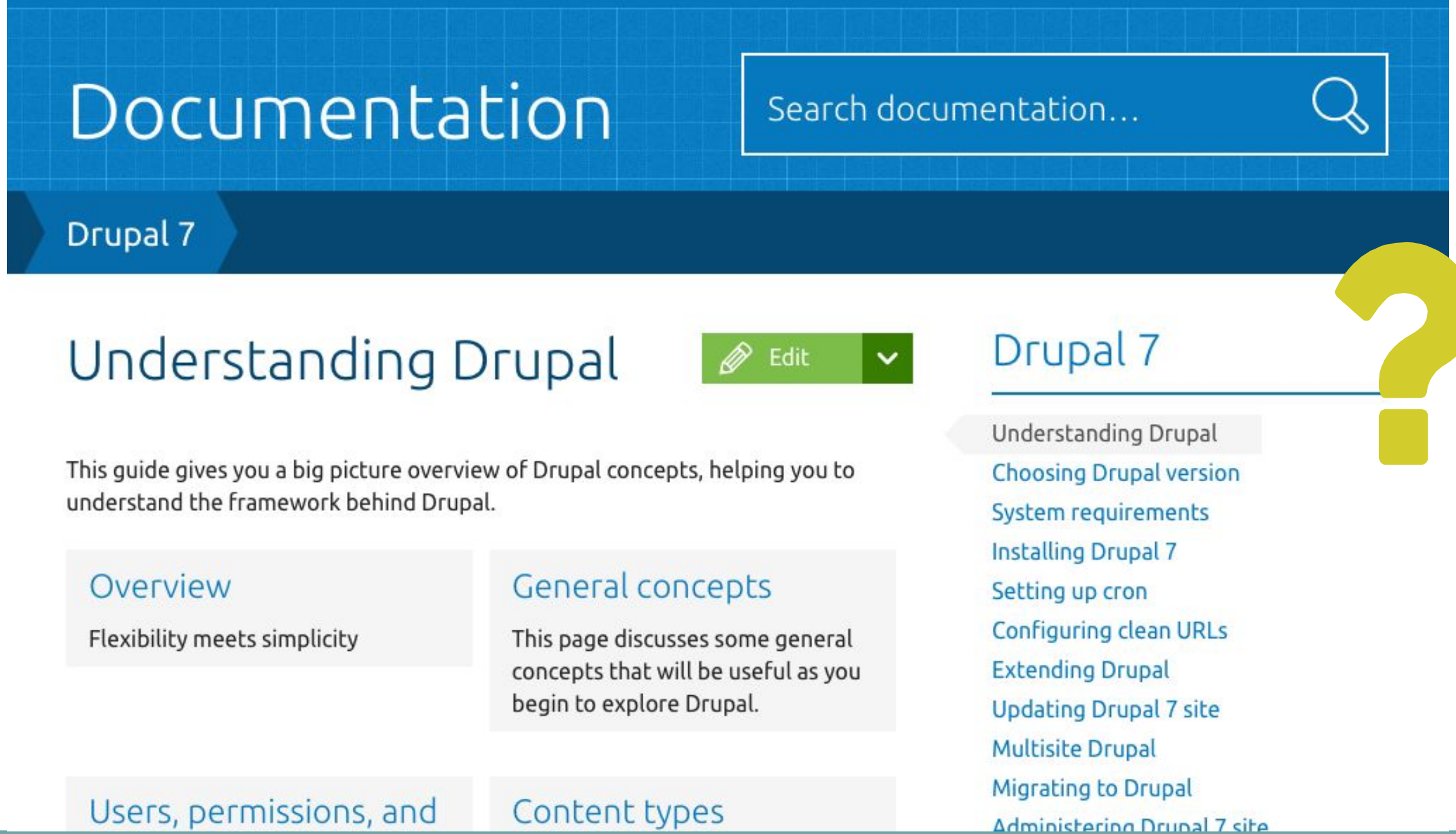
100,000 New Users Every Month



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Drupal.org Goal: Increase Registrations

Review

Drupal.org - Registration Goal - Content Audit 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

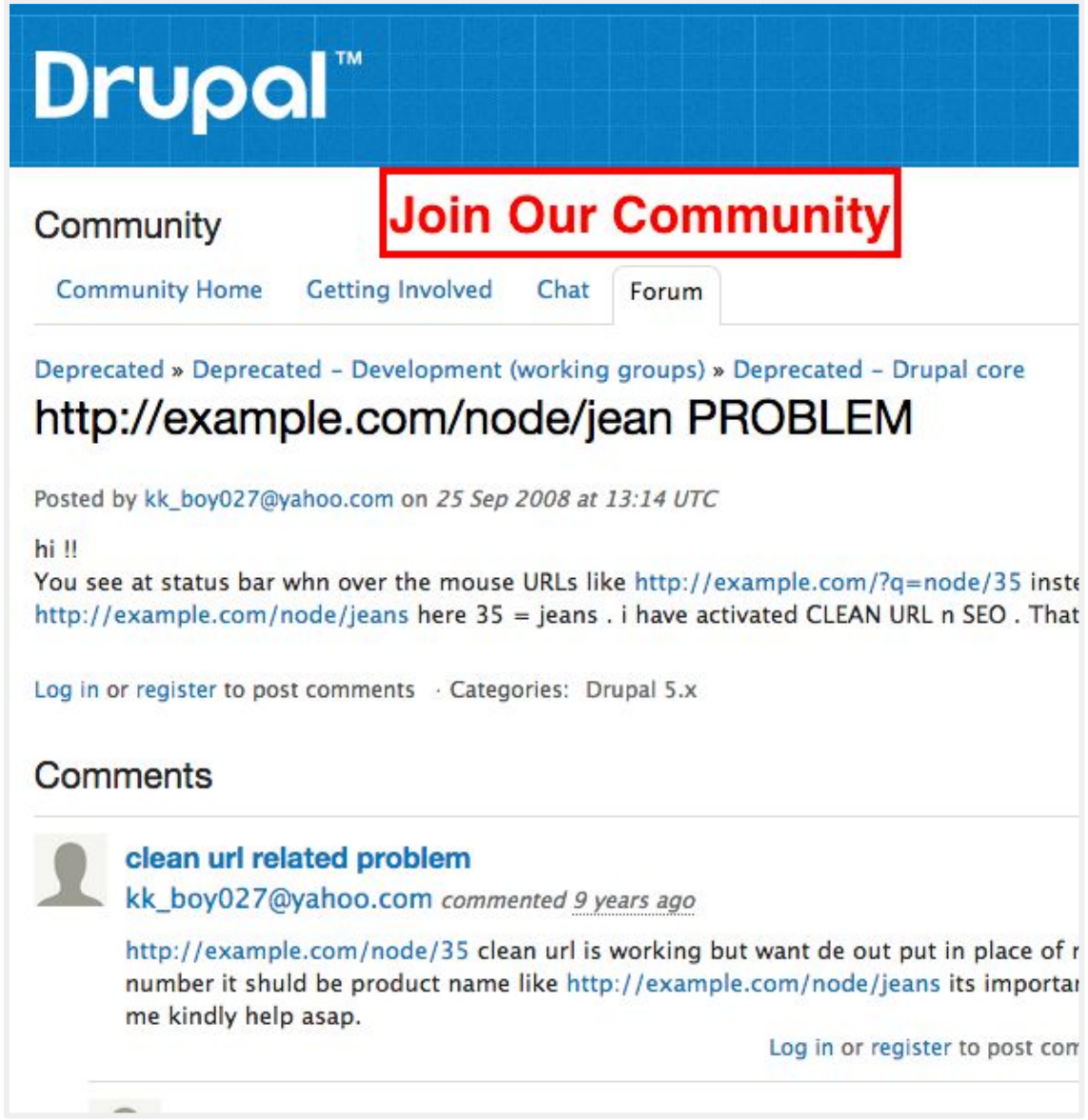
Drupal.org Registration Goal - Insights

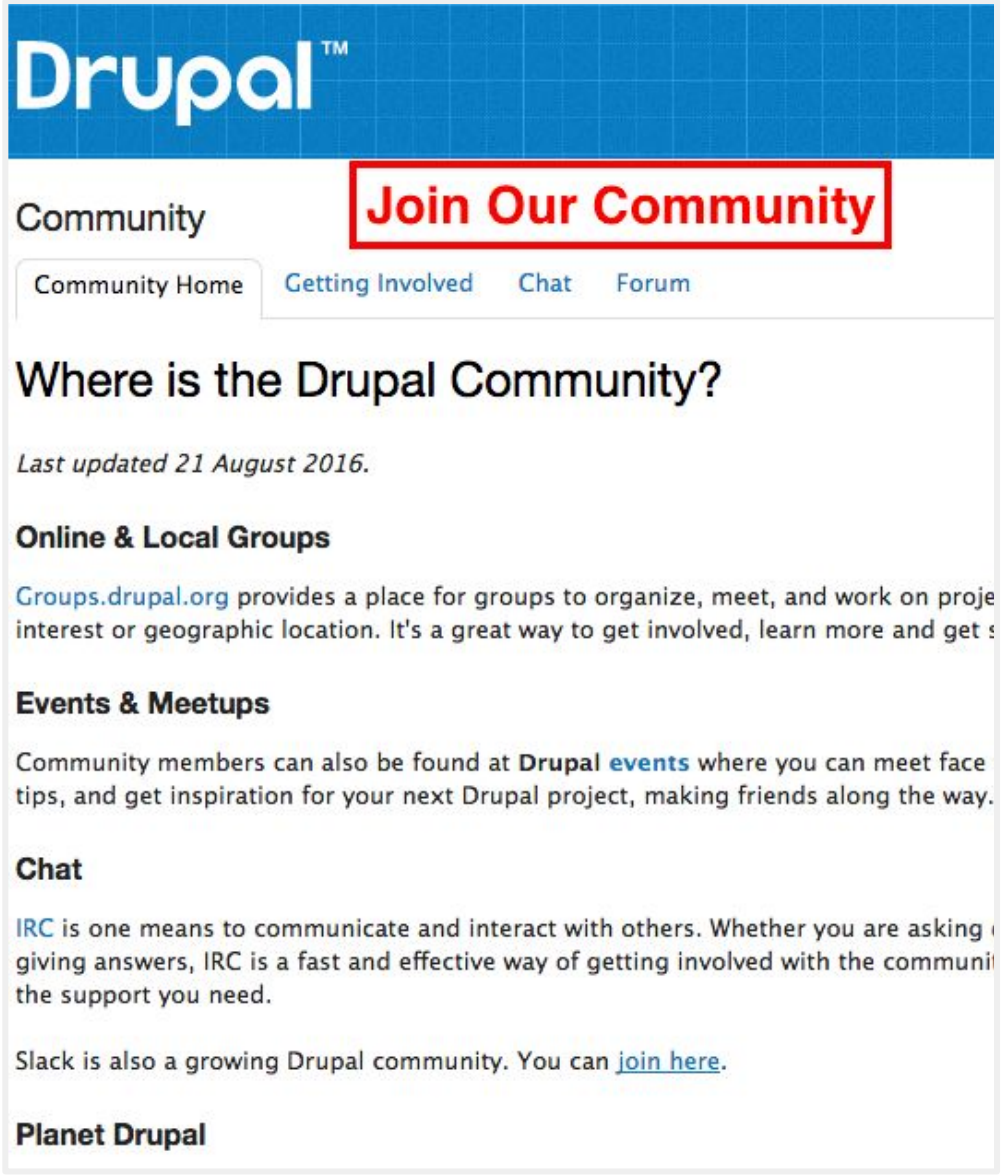
- Better highlight registration calls to action
- Consider adding registration calls to action on pages with lots of new user traffic

Drupal.org Registration Goal - Insights

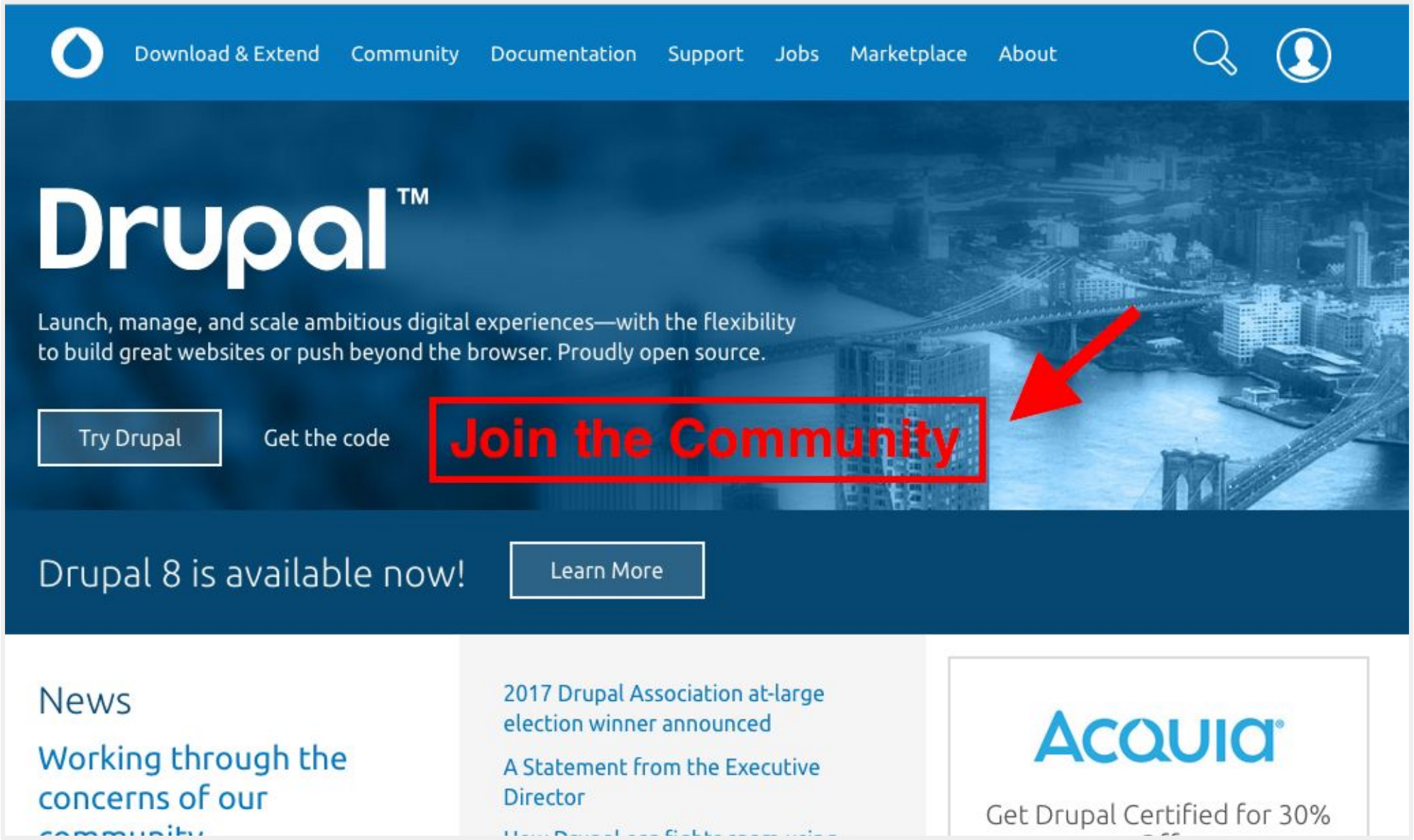
- Diversify registration calls to action
  - Register/Log In
  - Join Our Community
  - Contribute to the Drupal Project
  - Add Your Voice and Talent to the Drupal Project
- Improve registration page

Drupal.org - Improve Conversions on Top Pages





Drupal.org - Improve Conversion on Relevant Underperforming Pages



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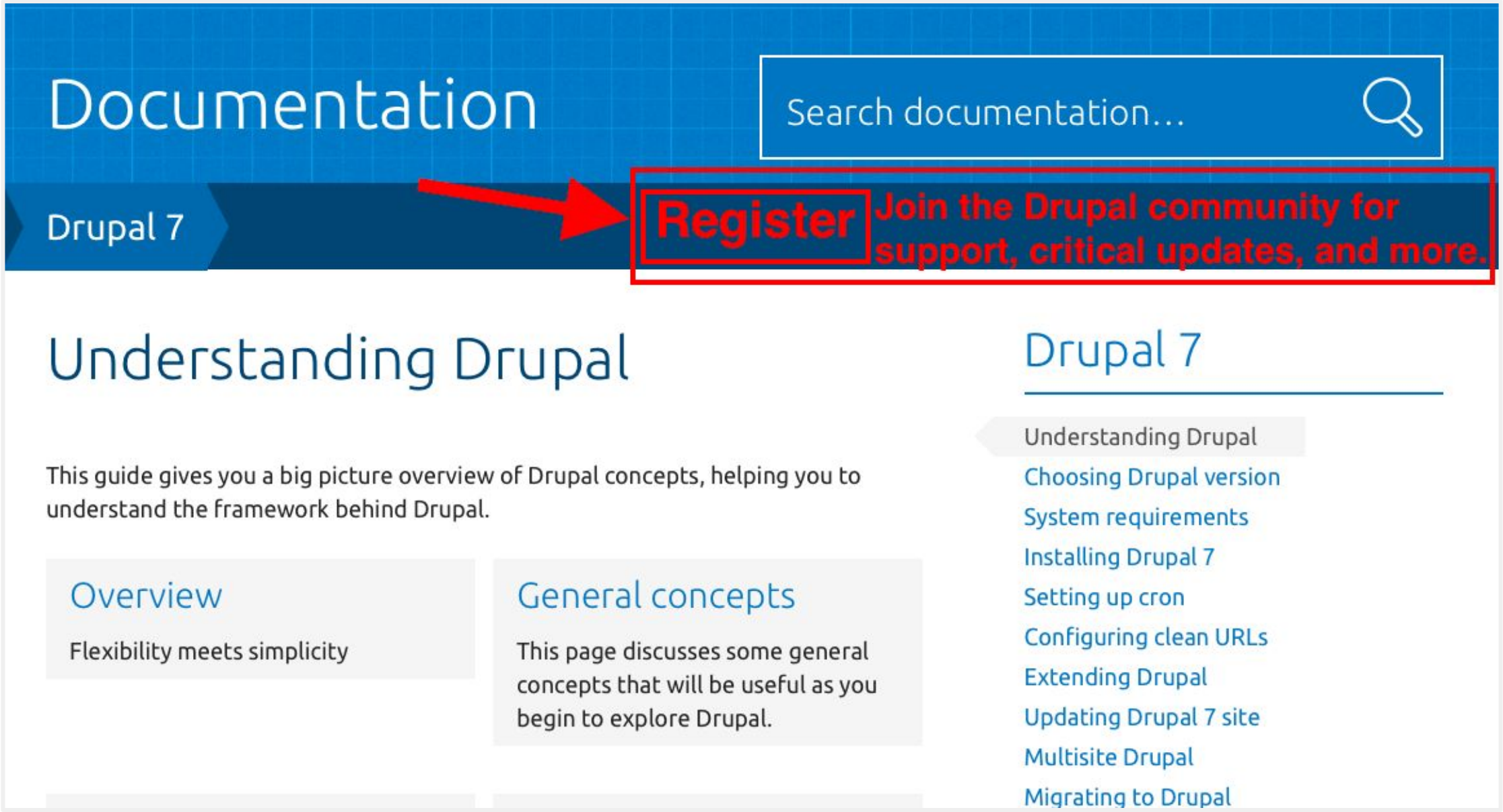
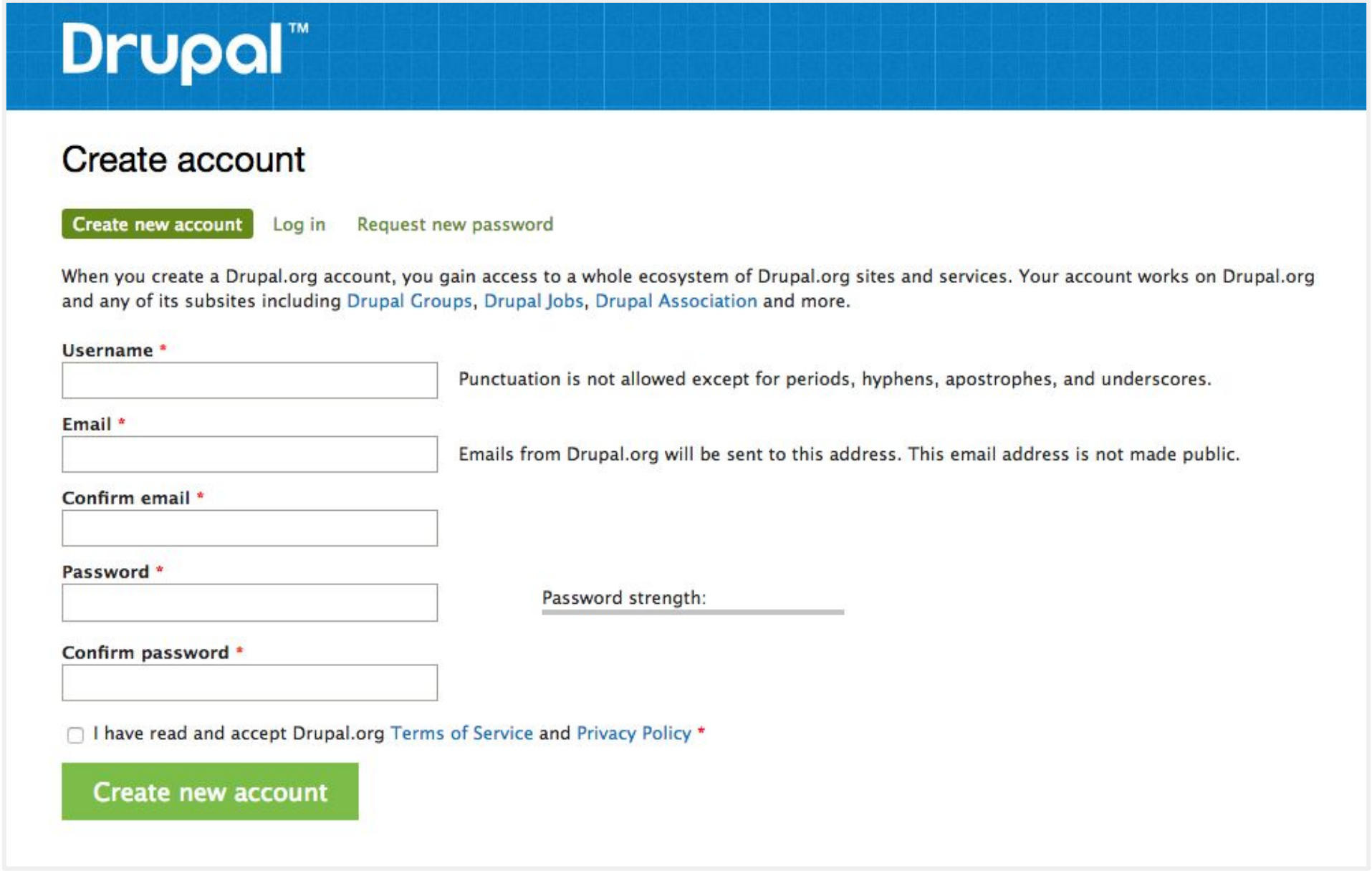
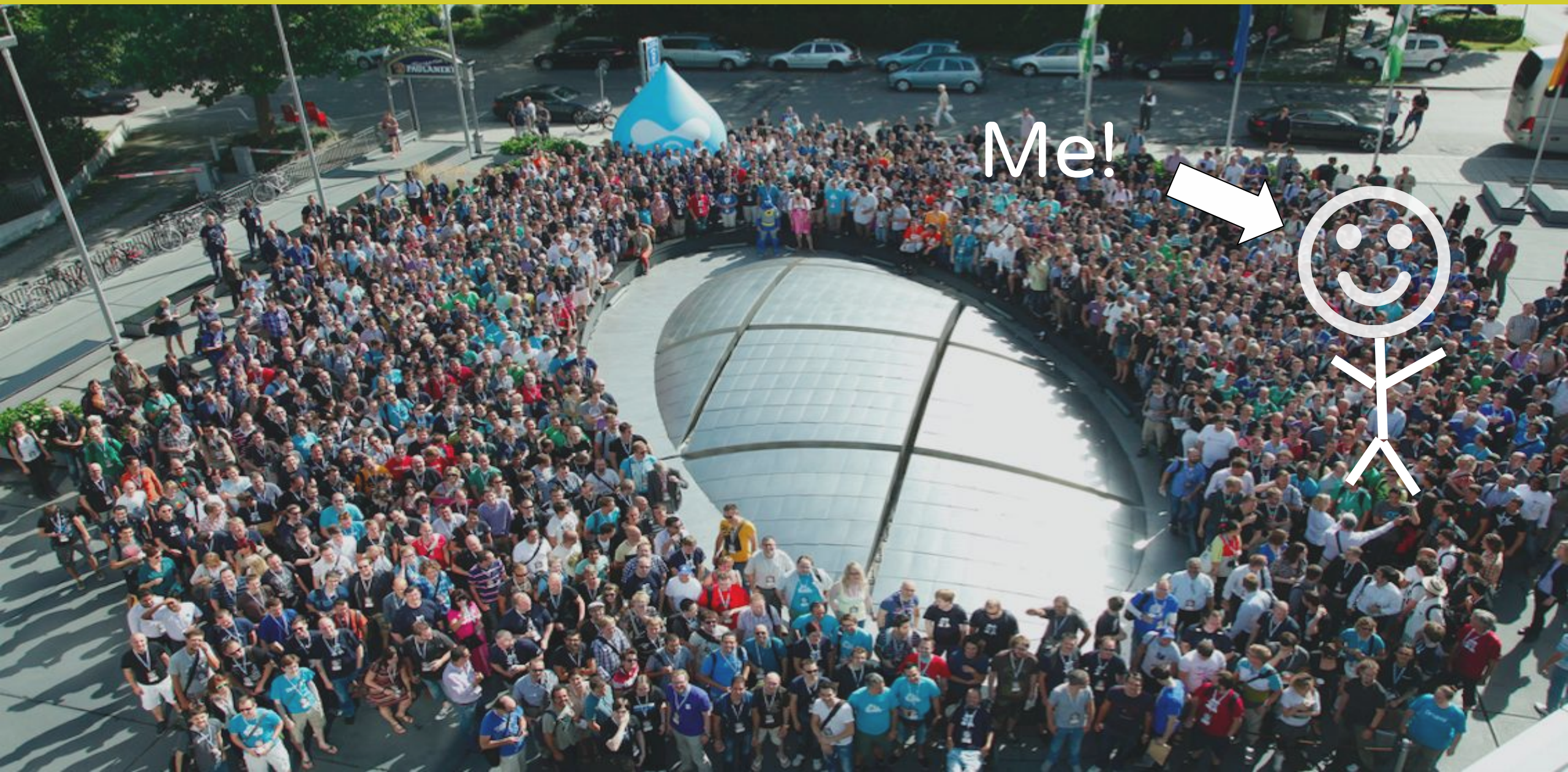


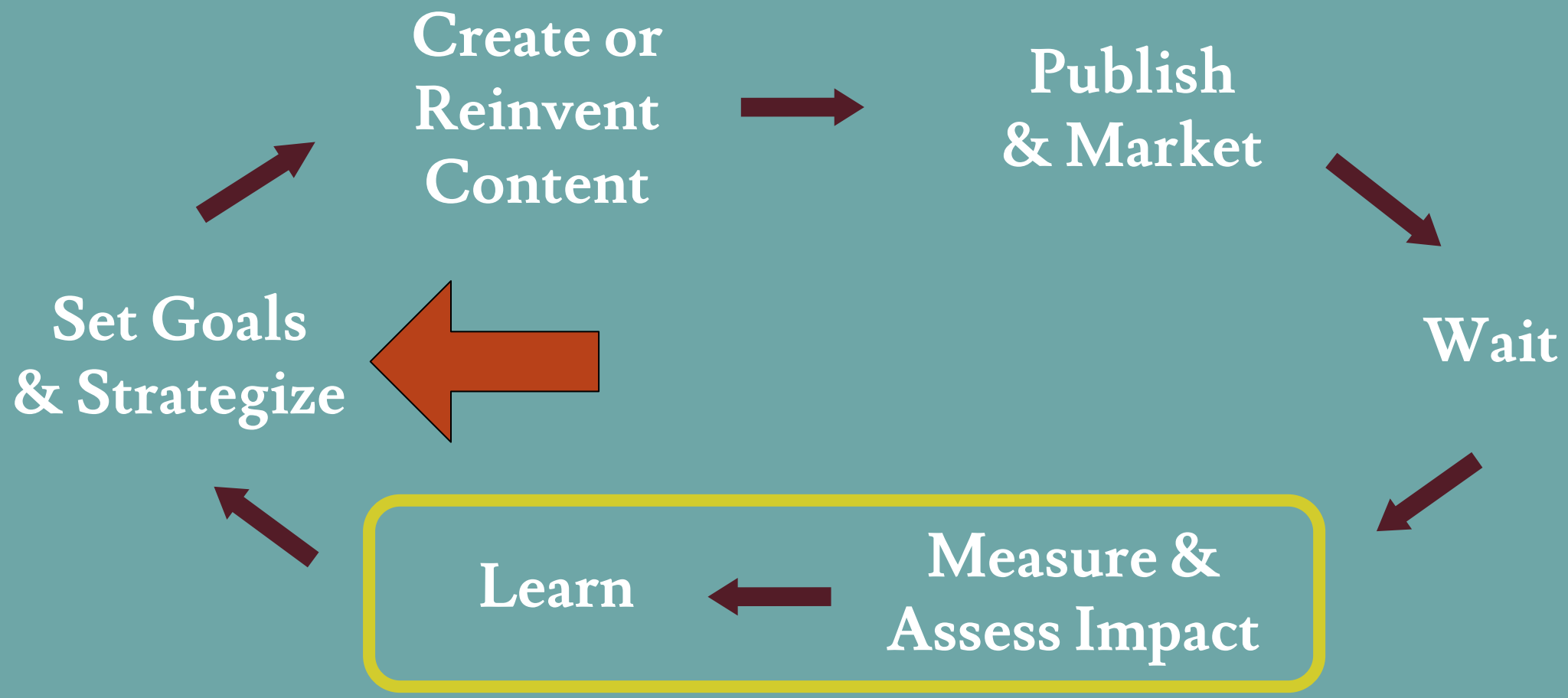
Drupal.org - Registration Page



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

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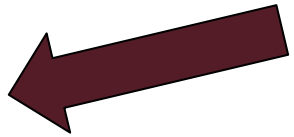
Which Industry Sectors Benefit the Most from Drupal Features?

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

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Drupal.org - Increase Gov. Audience Traffic Goal

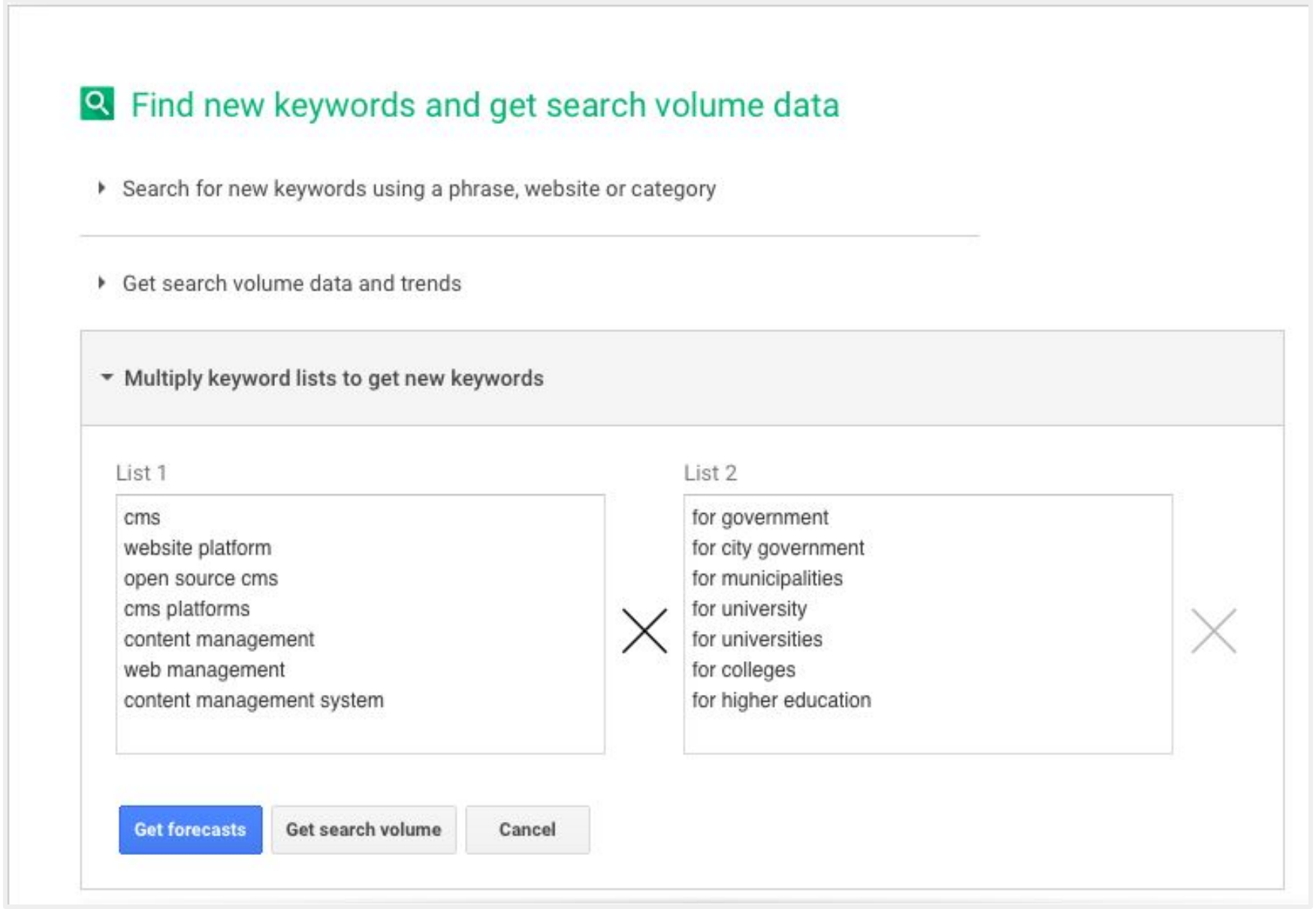
Audit Questions:

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

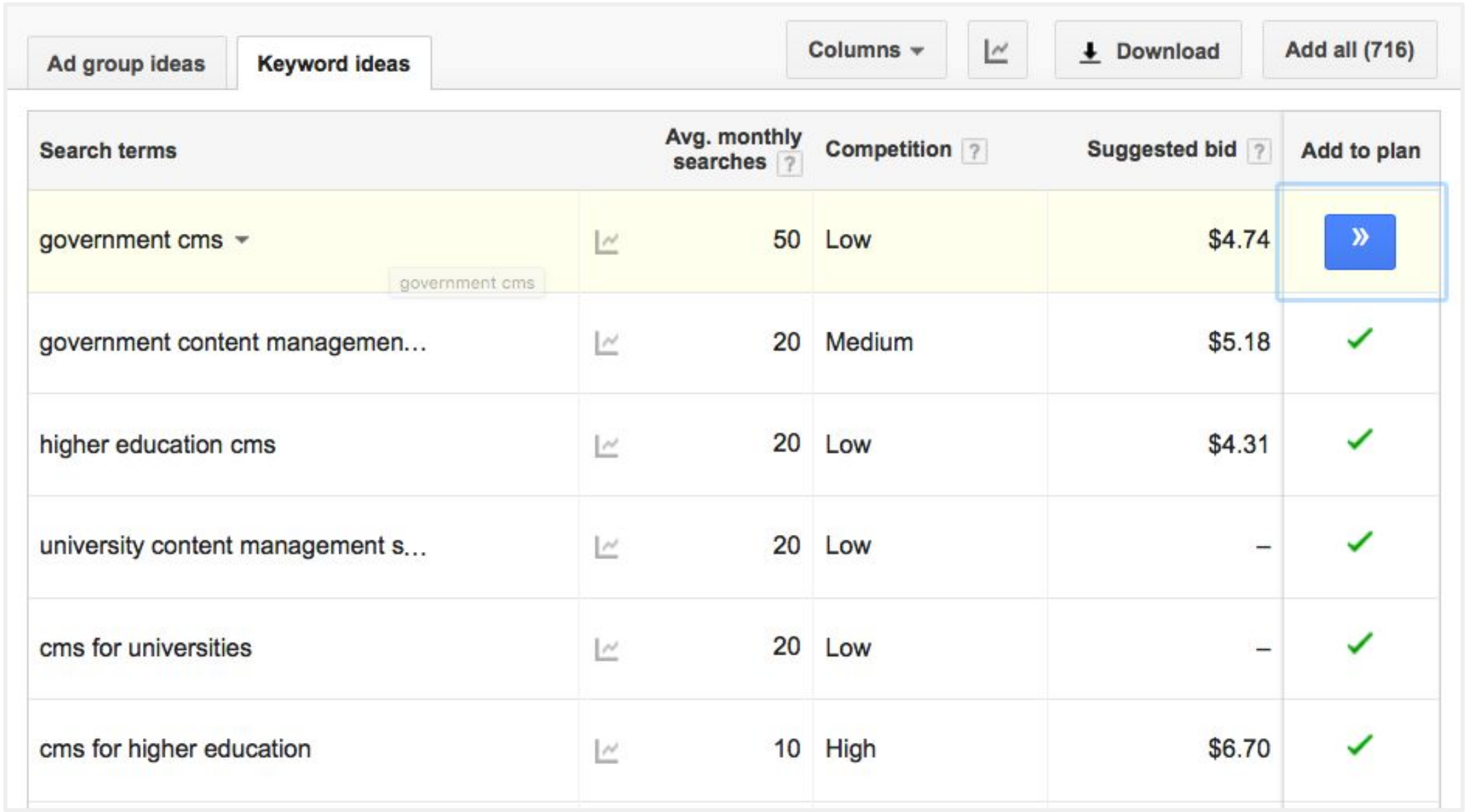
Audit Tools:

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

Google Keyword Planner



Google Keyword Planner

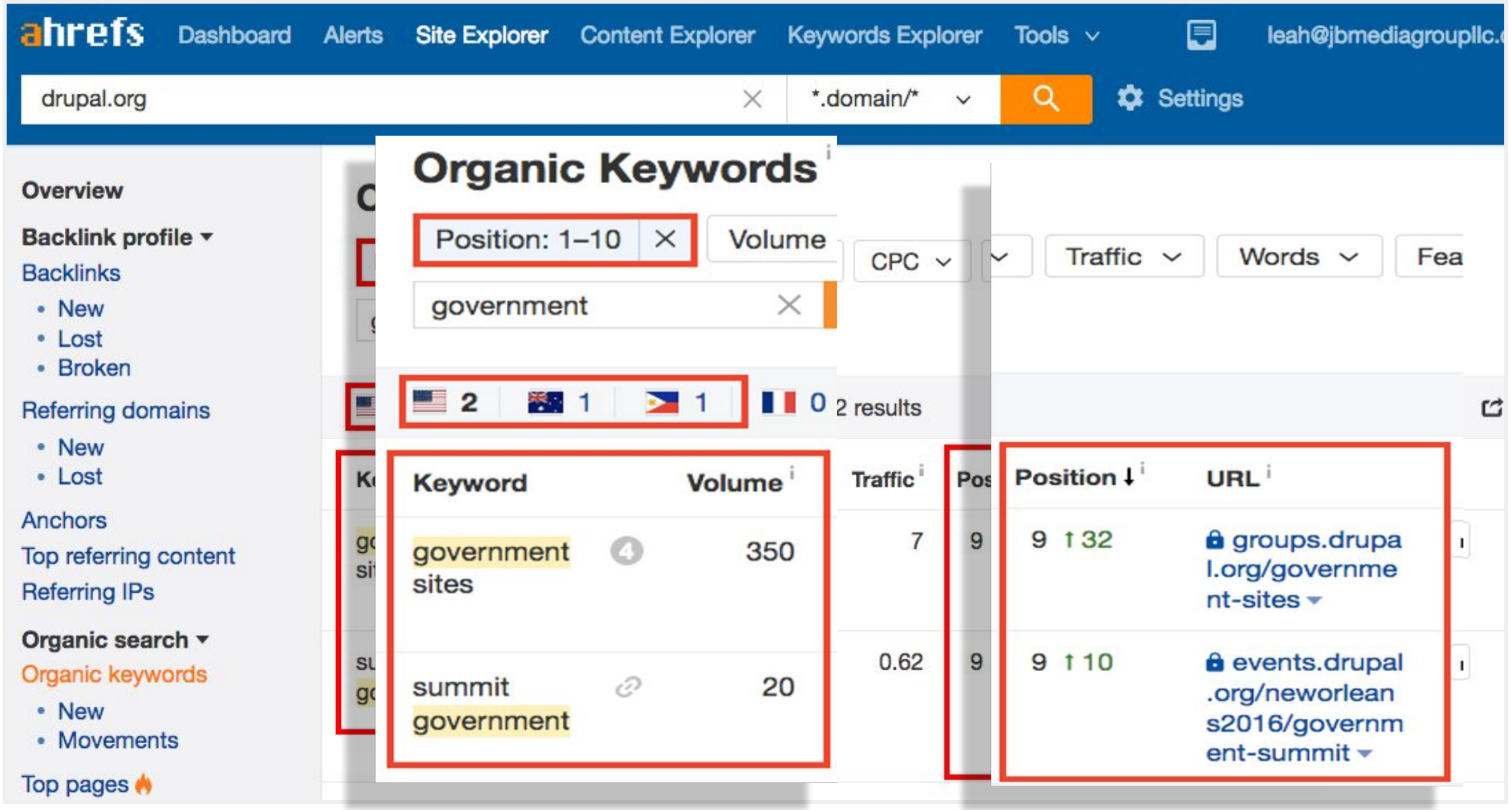


Drupal.org Goal: Increase Traffic from Gov Audience

Do we rank for government-related searches?

For what keywords?

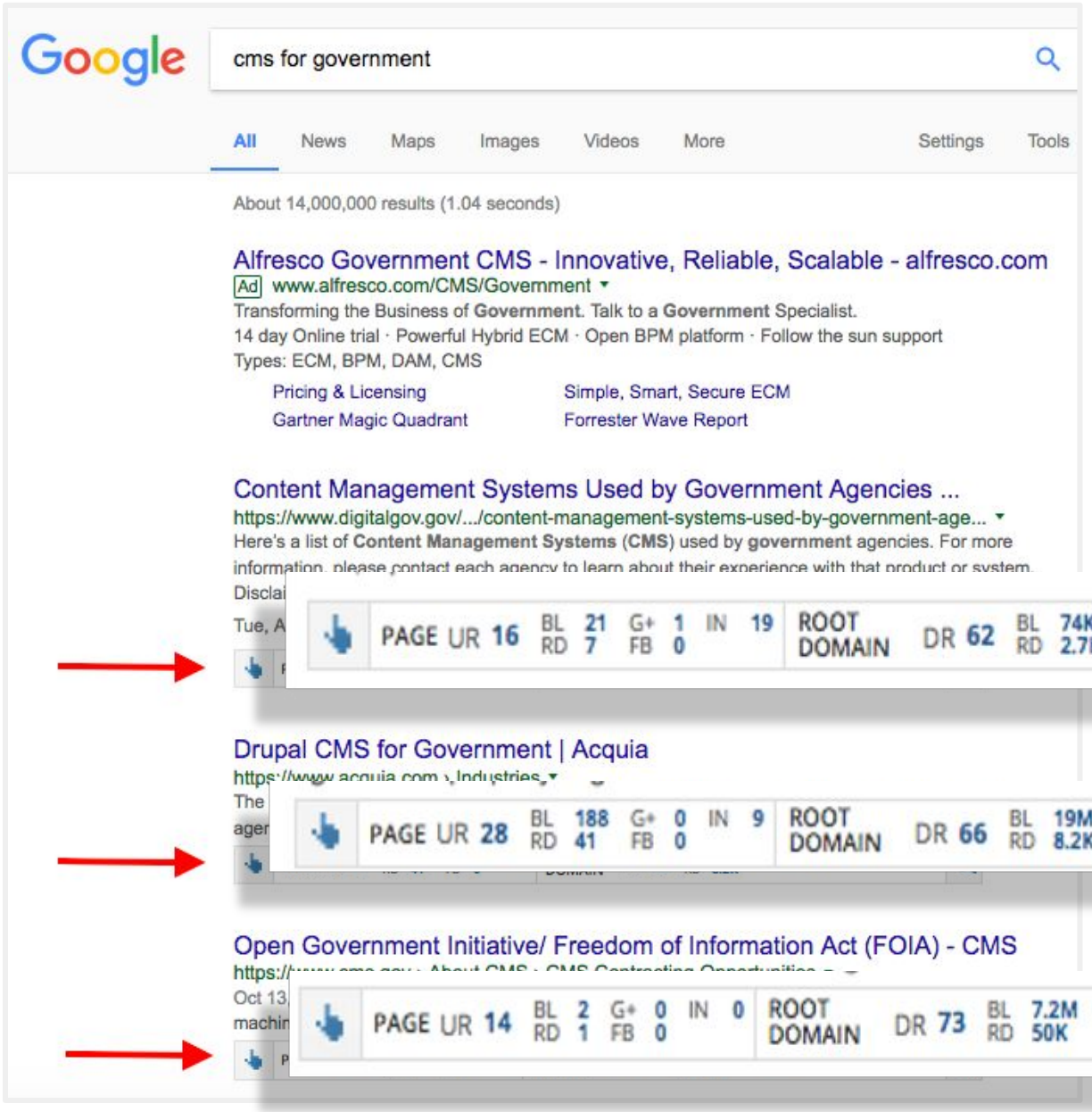
Drupal.org - Current Rankings - Ahrefs



Drupal.org Goal: Increase Traffic from Gov Audience

Where can we improve?

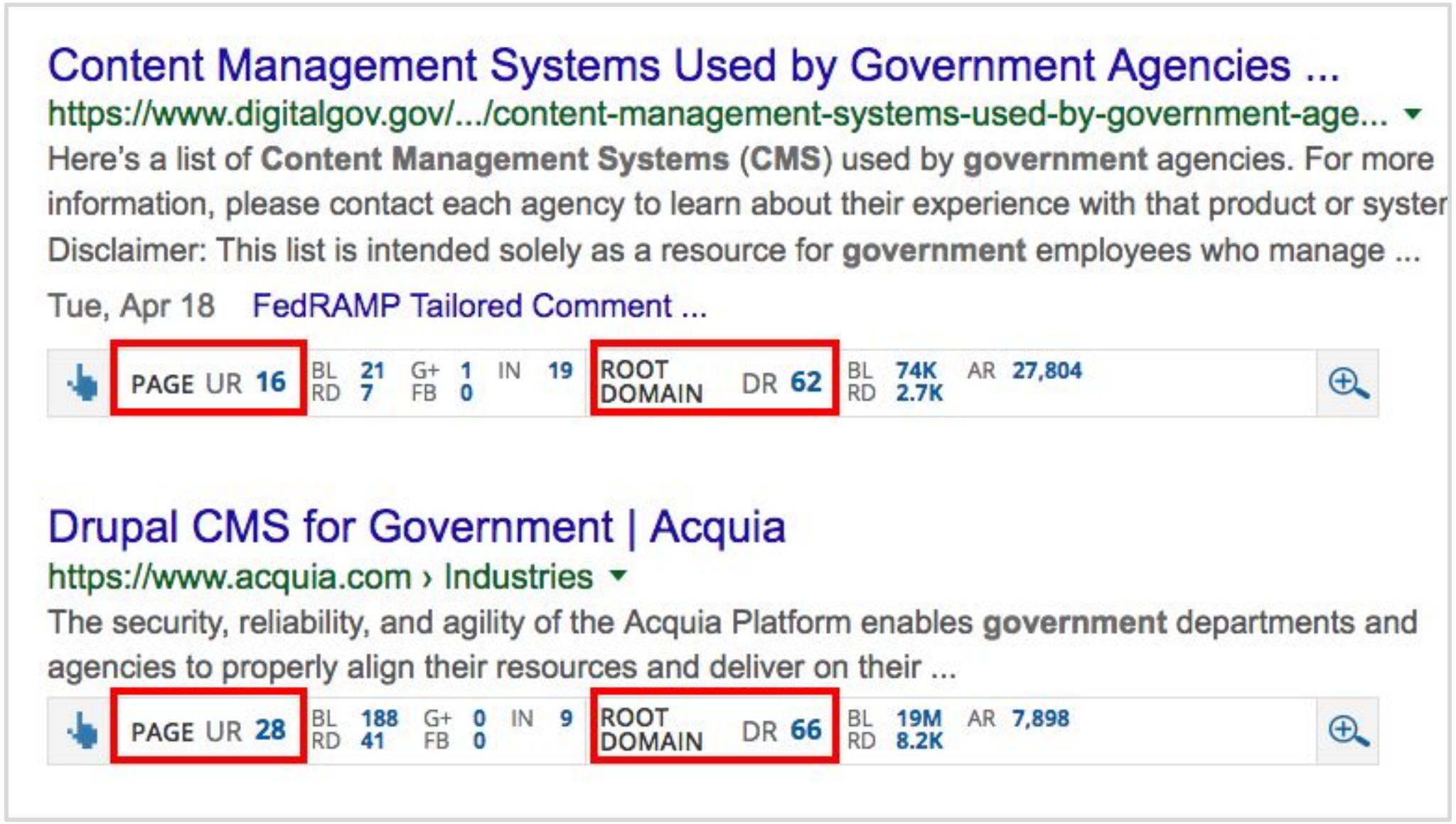
Google Search Results with Ahrefs Toolbar



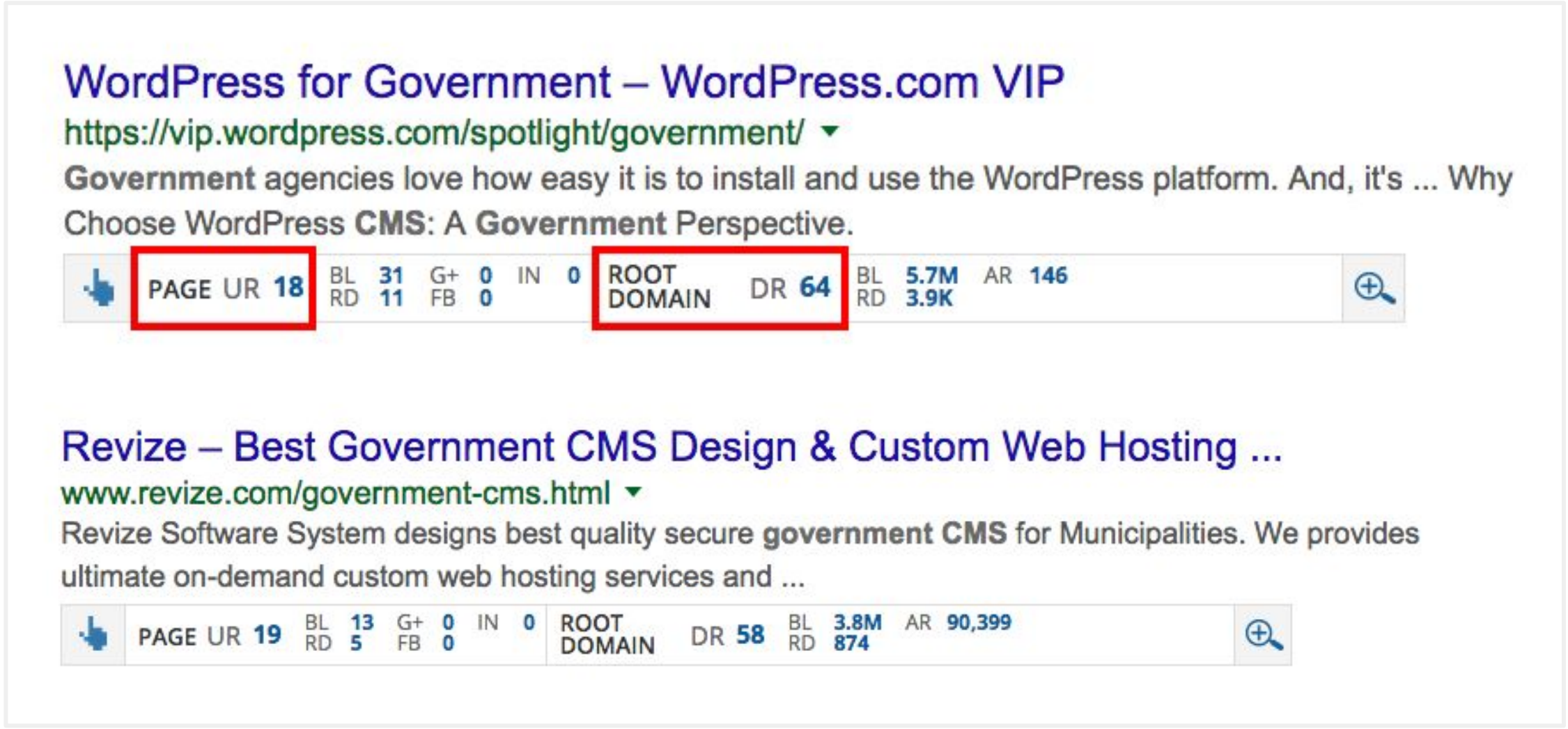
Search:

"cms for government"

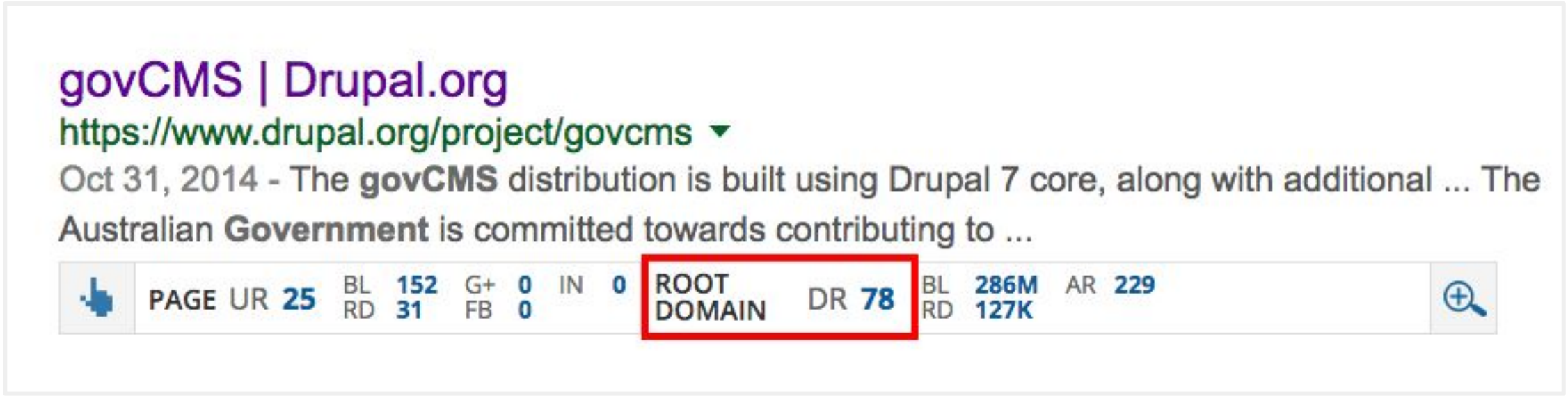
Page 1 Search Results Selections - Ahrefs Toolbar



Page 1 Search Results Selections - Ahrefs Toolbar



Drupal.org in Search Results - Ahrefs Toolbar



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

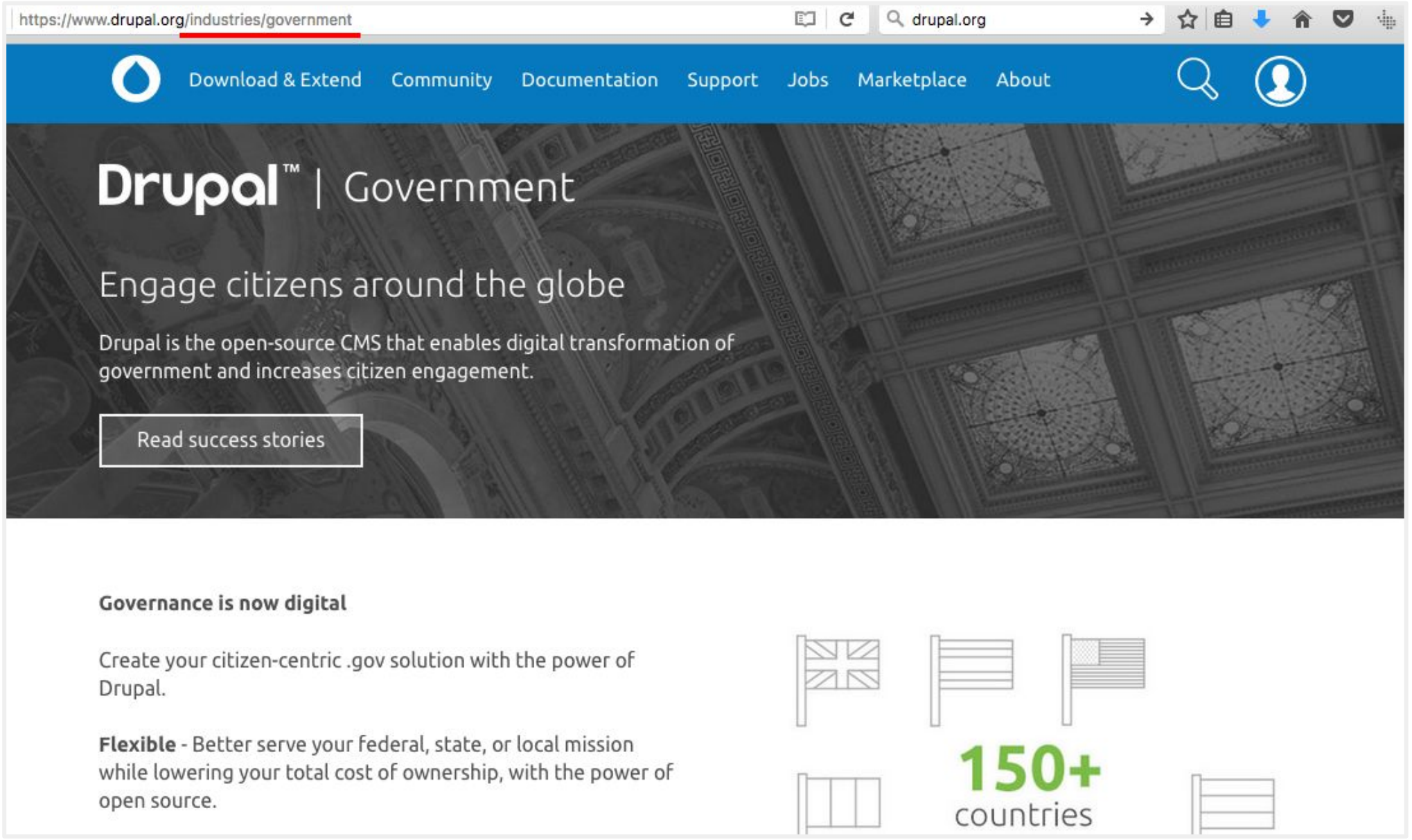
Drupal.org Goal: Increase Traffic from Gov Audience

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.	/re...				
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



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

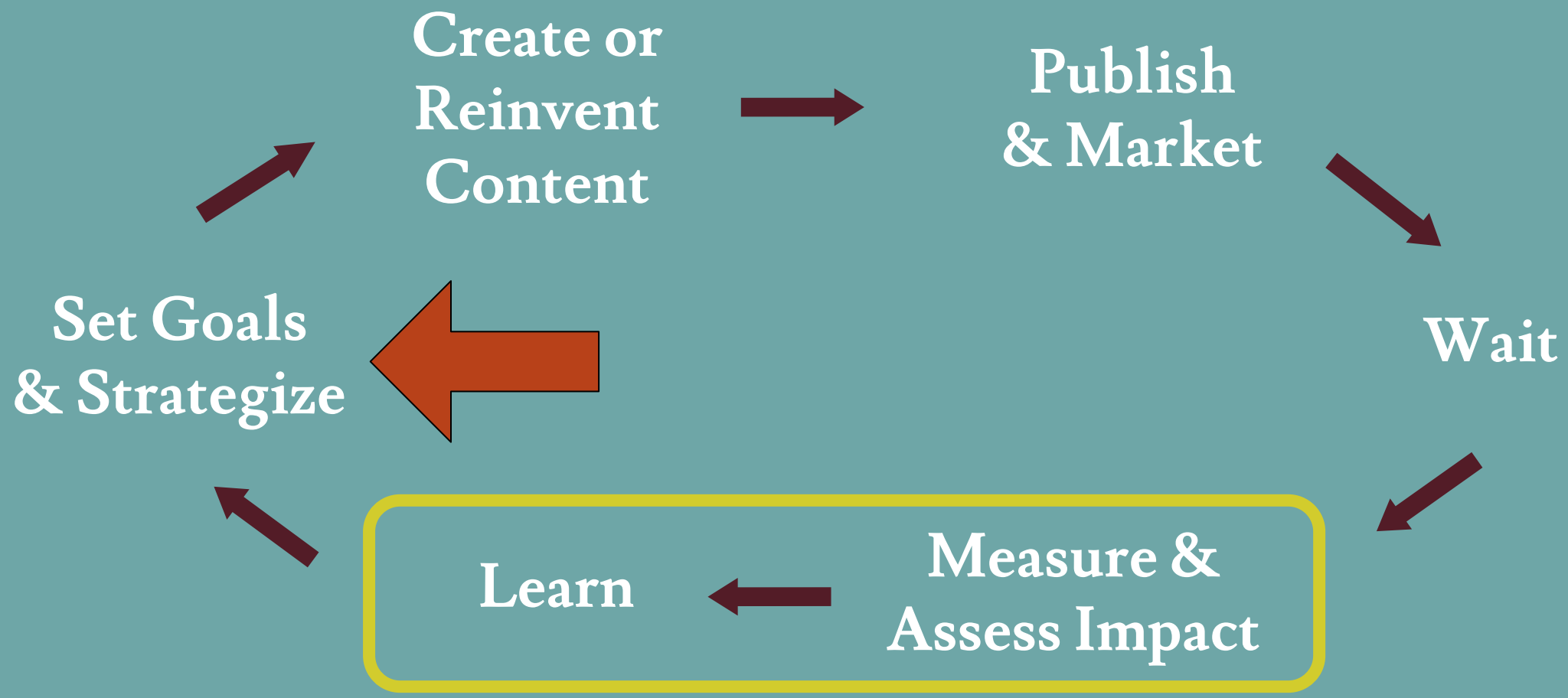
Drupal.org Goal: Increase Traffic from Gov Audience

Insights

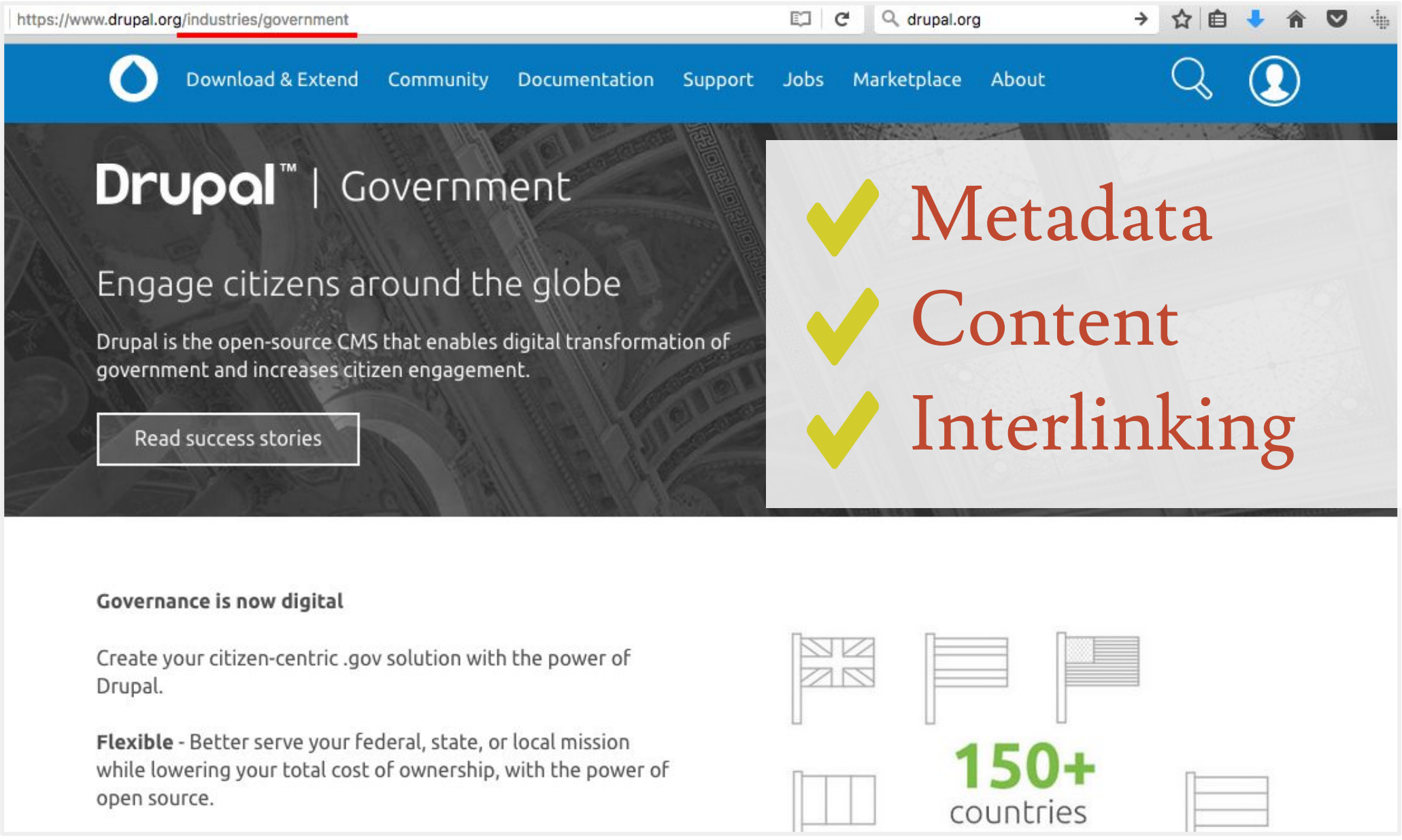
Drupal.org - Improve Traffic From Gov Audience Goal - Insights

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

Content audits are feedback loops.



Better Optimize Government Industry Page



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.

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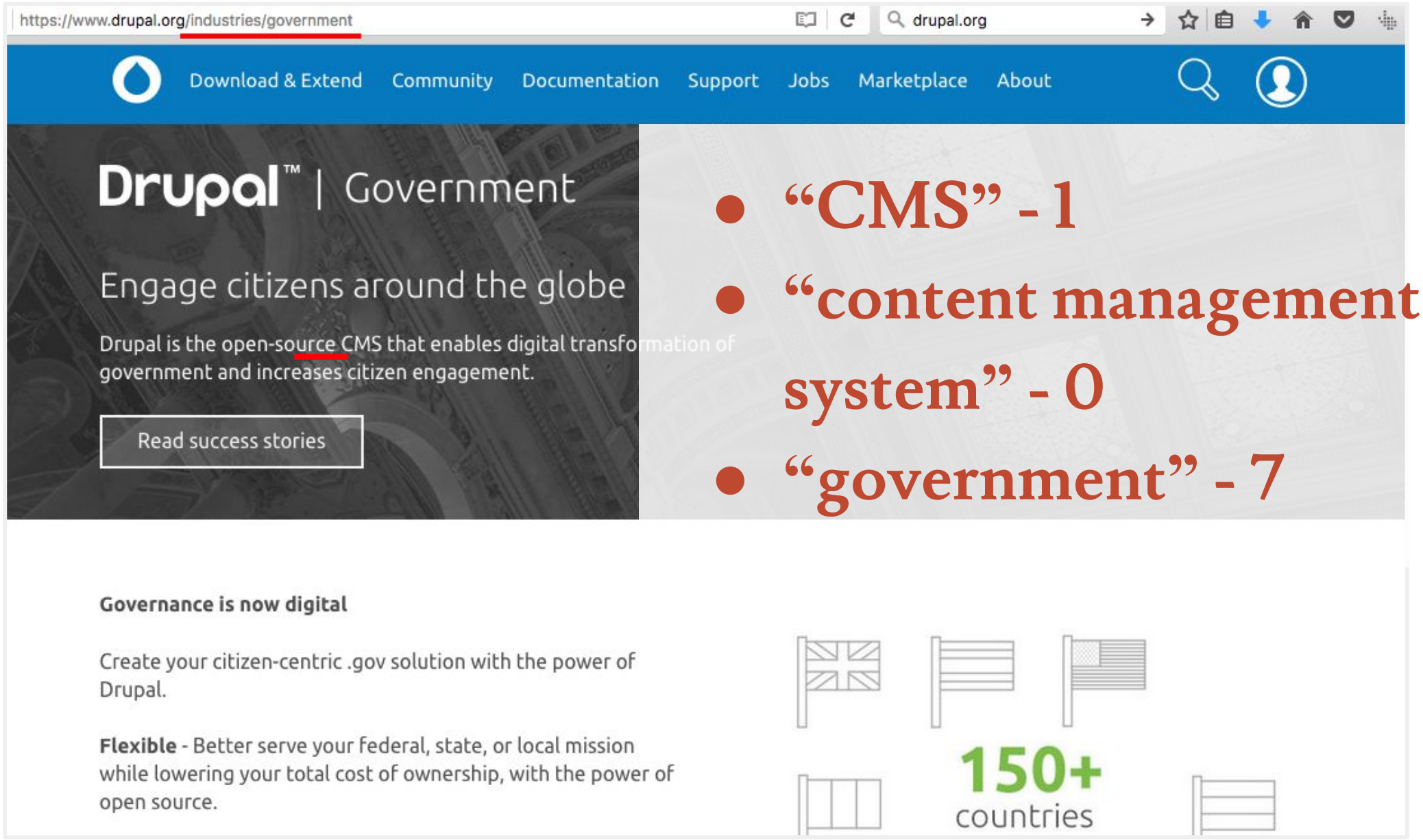
Government Industry Page Copy



- "CMS" - 1
- "content management system" - 0
- "government" - 7

Interlink Government Industry Page to Other Top Gov Pages

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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, provinci 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

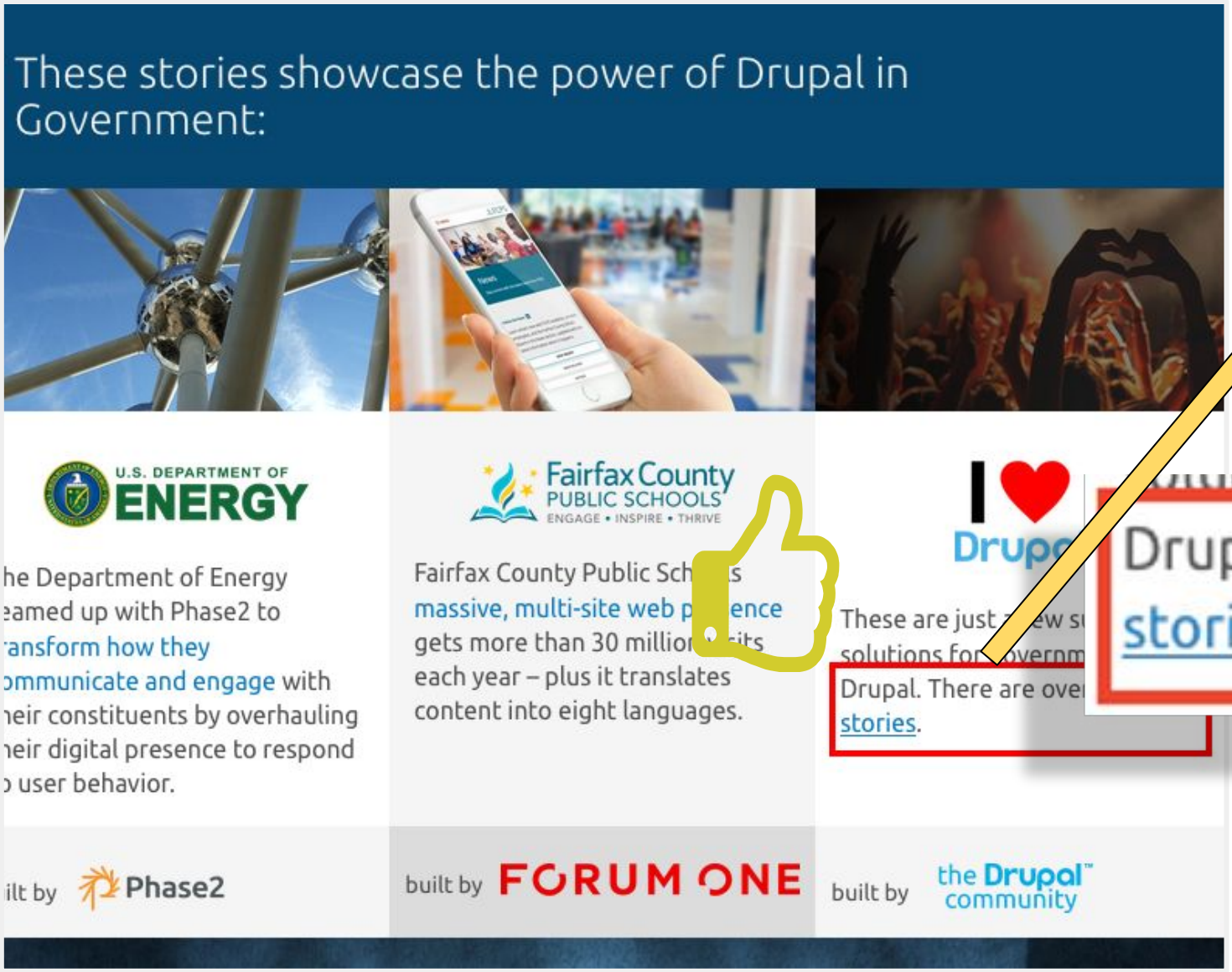
governments at the state and federal level who are using Drupal. List includes em , police, research centers, ministries/departments, monarchies etc. in more than

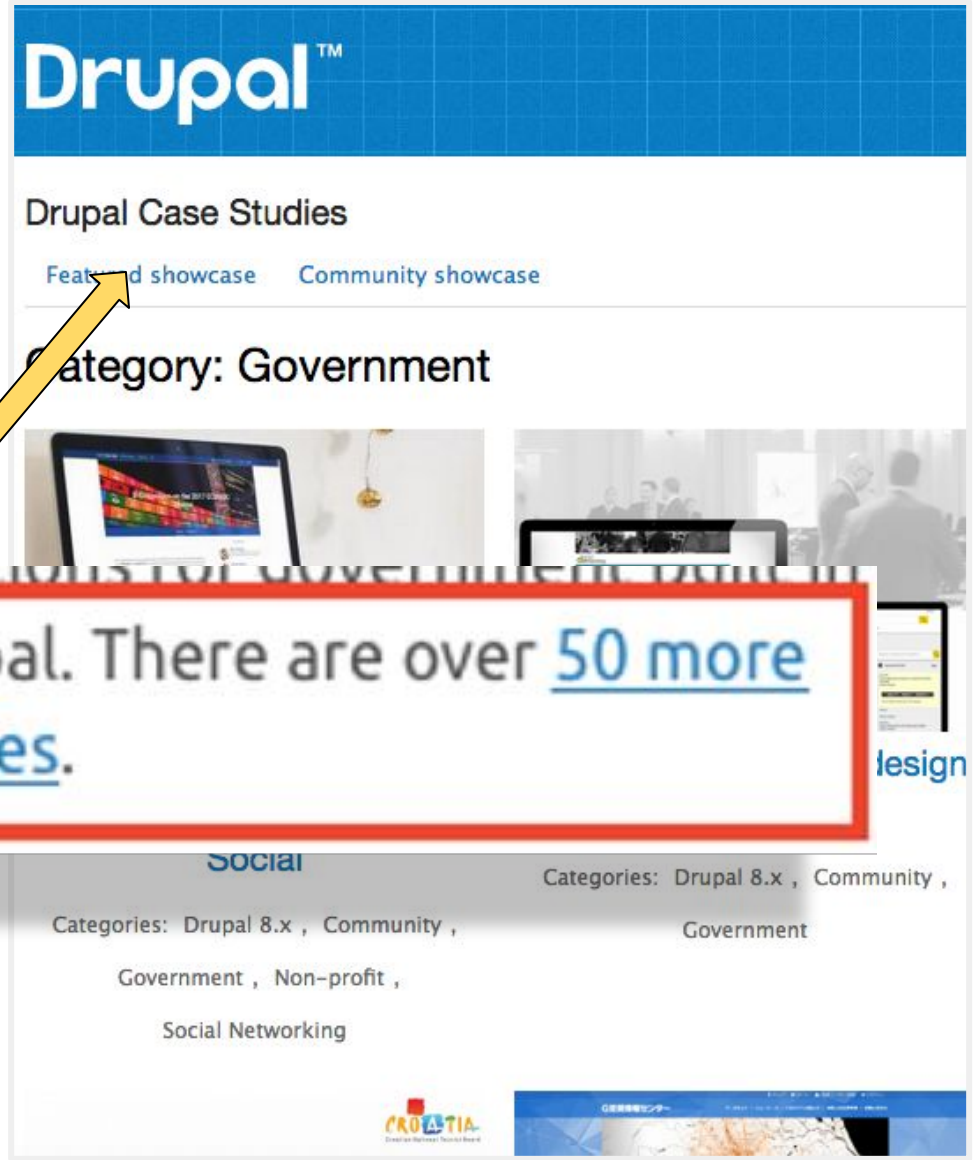
o: Local governments and International organizations using Drupal. (Let's keep th

ntries

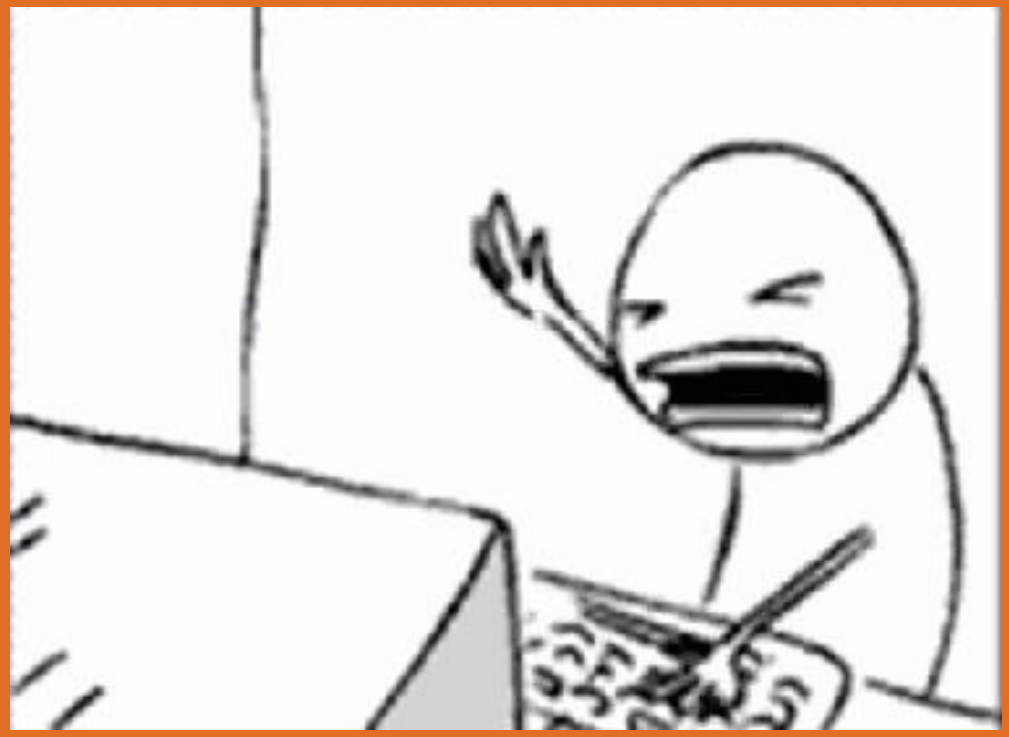
- bania
- Algeria
- Andorra
- Antigua and Barbuda
- Argentina
- Armenia
- Australia
- Austria
- Azerbaijan
- Bahamas
- Costa Rica
- Côte d'Ivoire
- Croatia
- Cuba
- Curaçao
- Cyprus
- Czech Republic
- Denmark
- Dominica
- Dominican
- India
- Indonesia
- Iran
- Iraq
- Ireland
- Israel
- Italy
- Jamaica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

Interlink Government Industry Page to Other Top Gov Pages

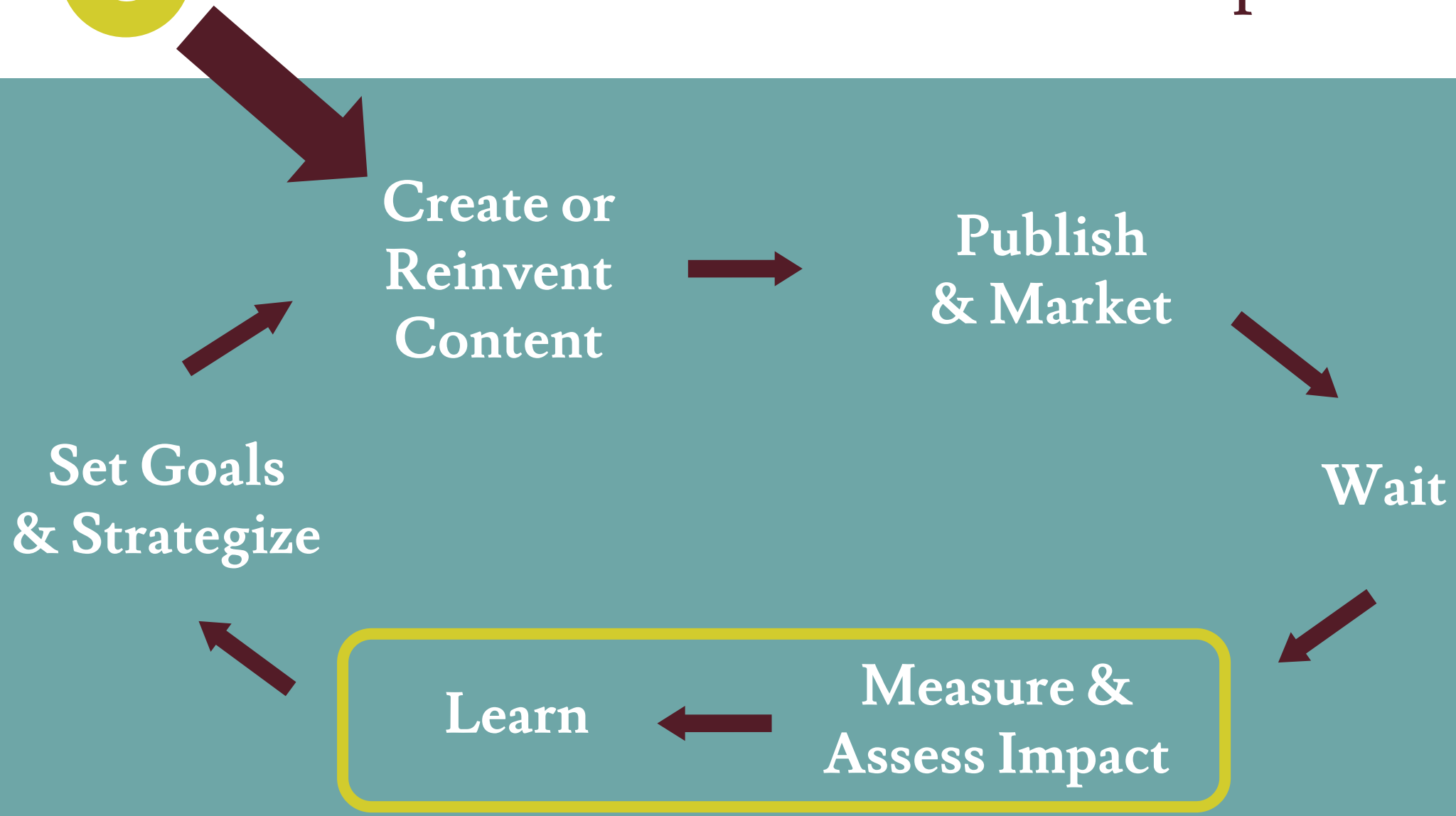




But what if I never had goals or a strategy?



Content audits are feedback loops.



Audit Basics

Which pages have best/worst click-through rate?

Which keywords?

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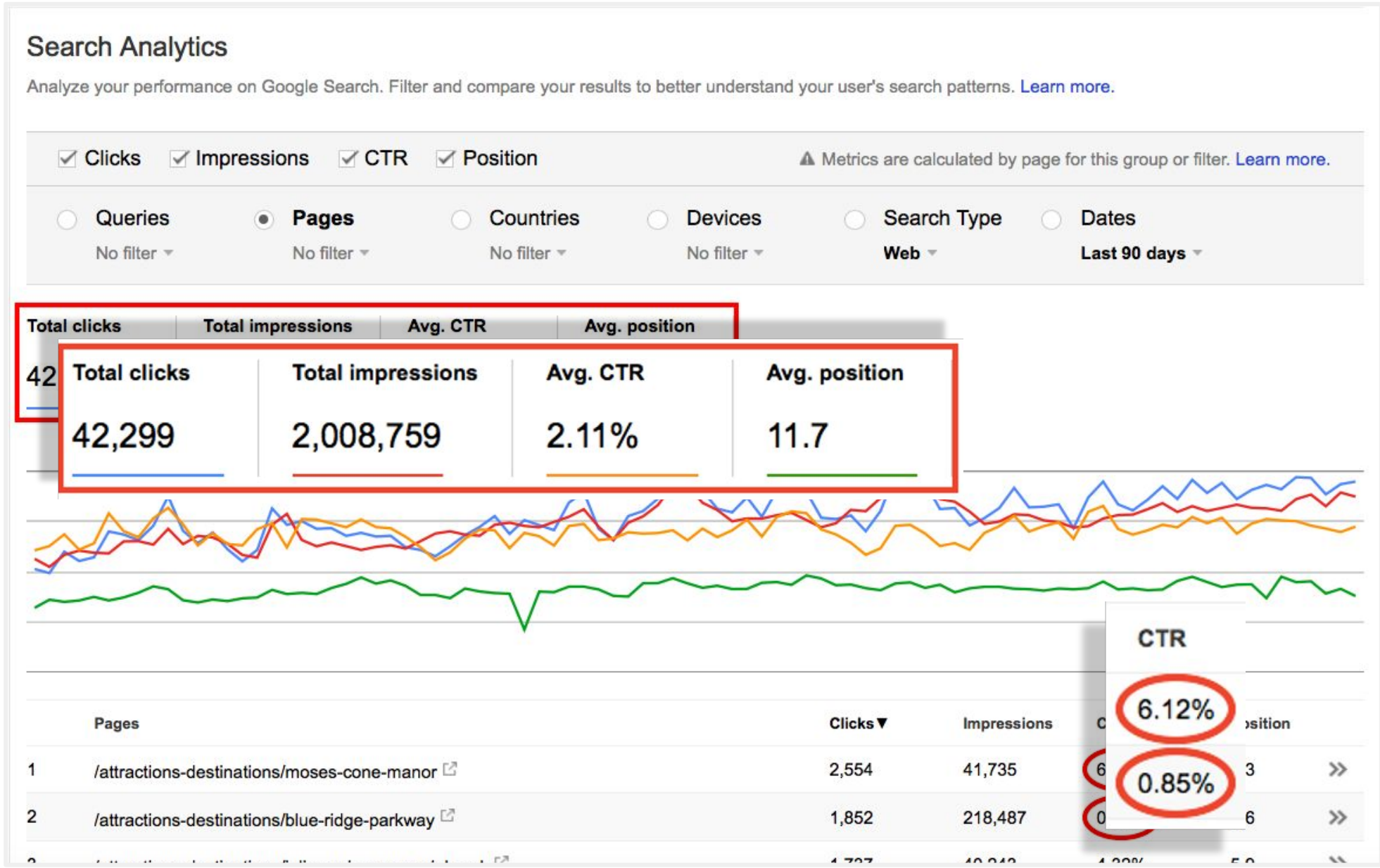
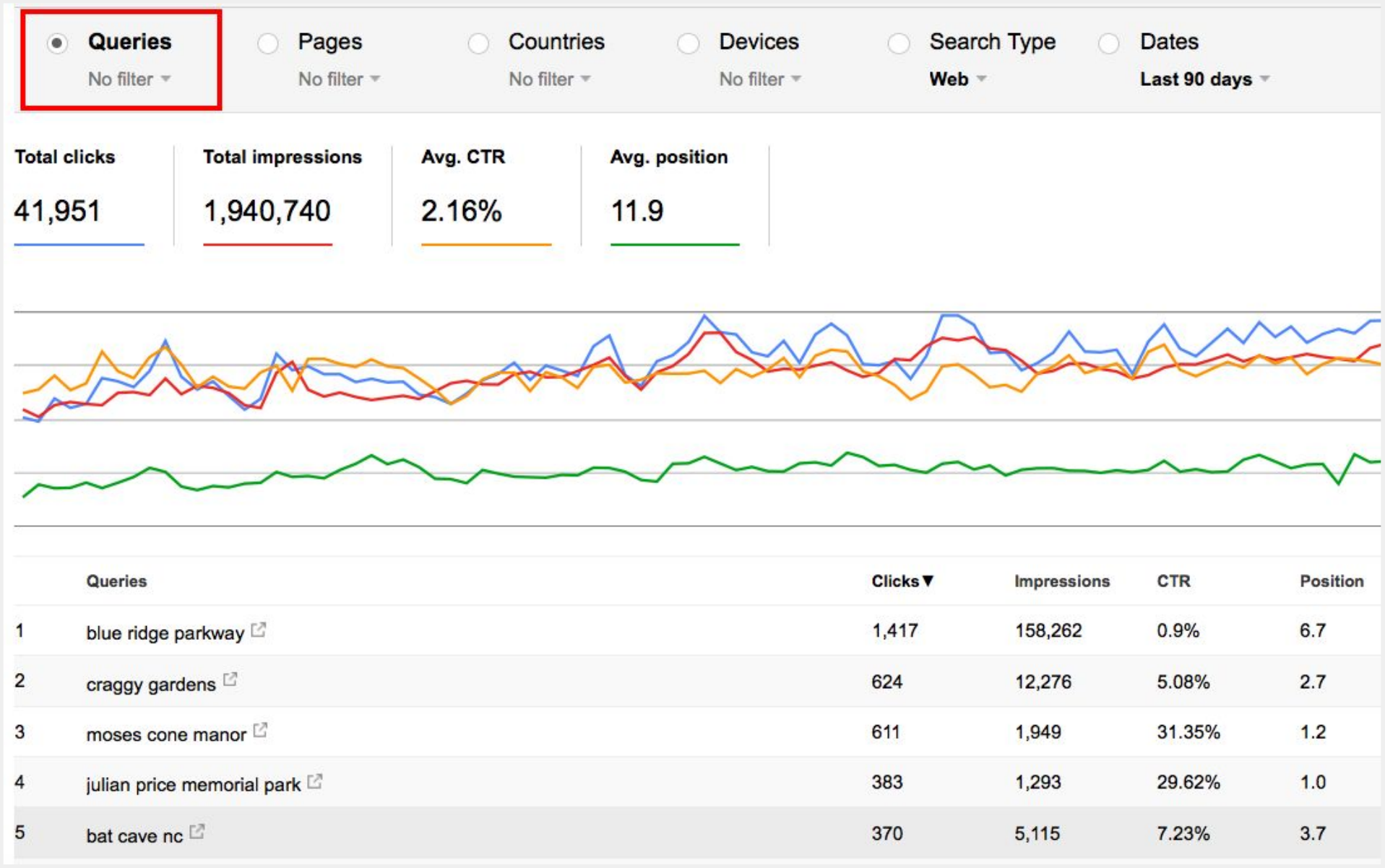
Google Search Console



Google Search Console



	Queries	Clicks ▼	Impressions	CTR	Position
1	blue ridge parkway	1,417	158,262	0.9%	6.7
2	craggy gardens	624	12,276	5.08%	2.7
3	moses cone manor	611	1,949	31.35%	1.2
4	julian price memorial park	383	1,293	29.62%	1.0
5	bat cave nc	370	5,115	7.23%	3.7

Audit Basics

Which pages have most engagement?

Which have least?

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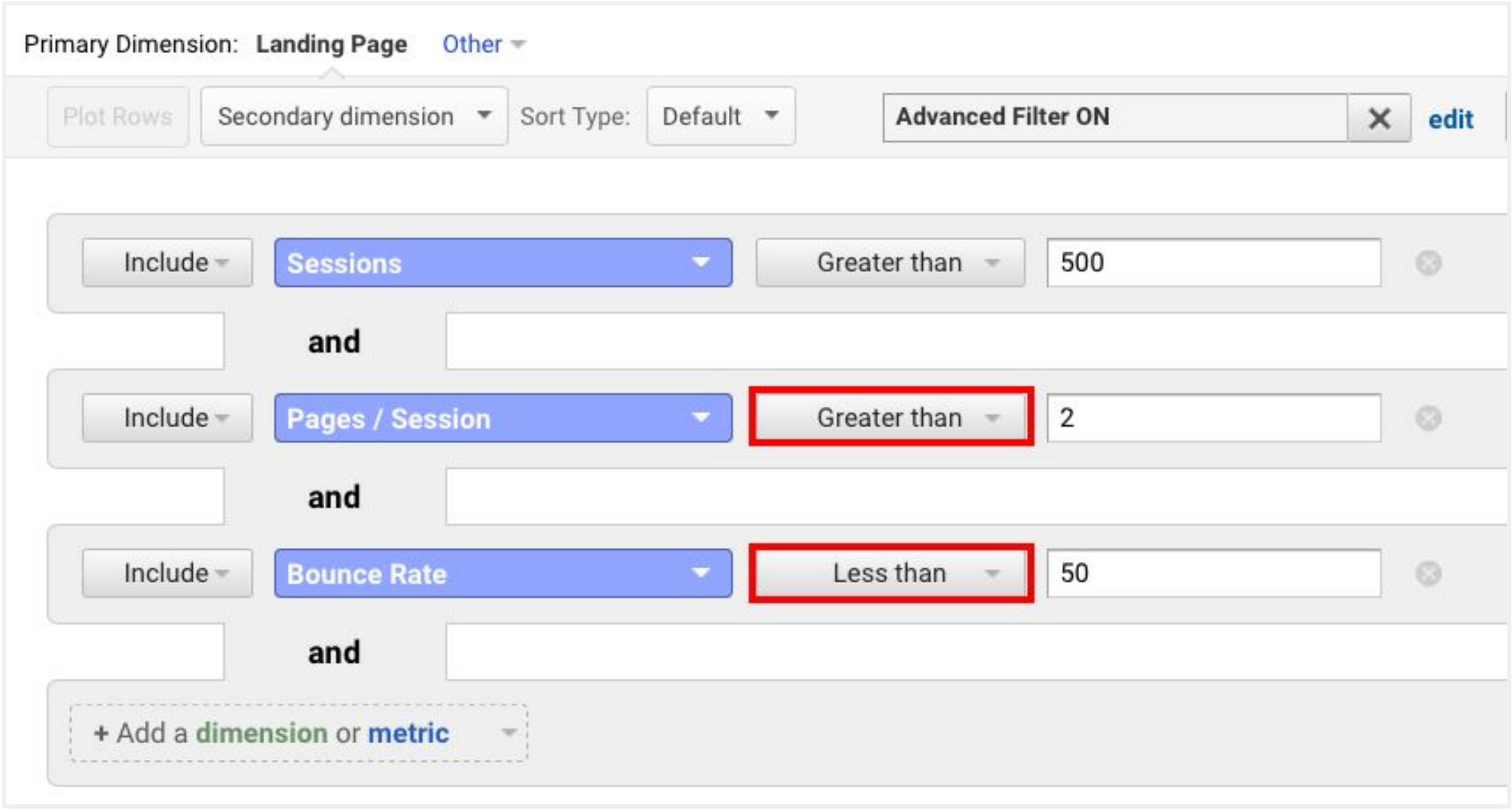
Google Analytics



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-cone-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?

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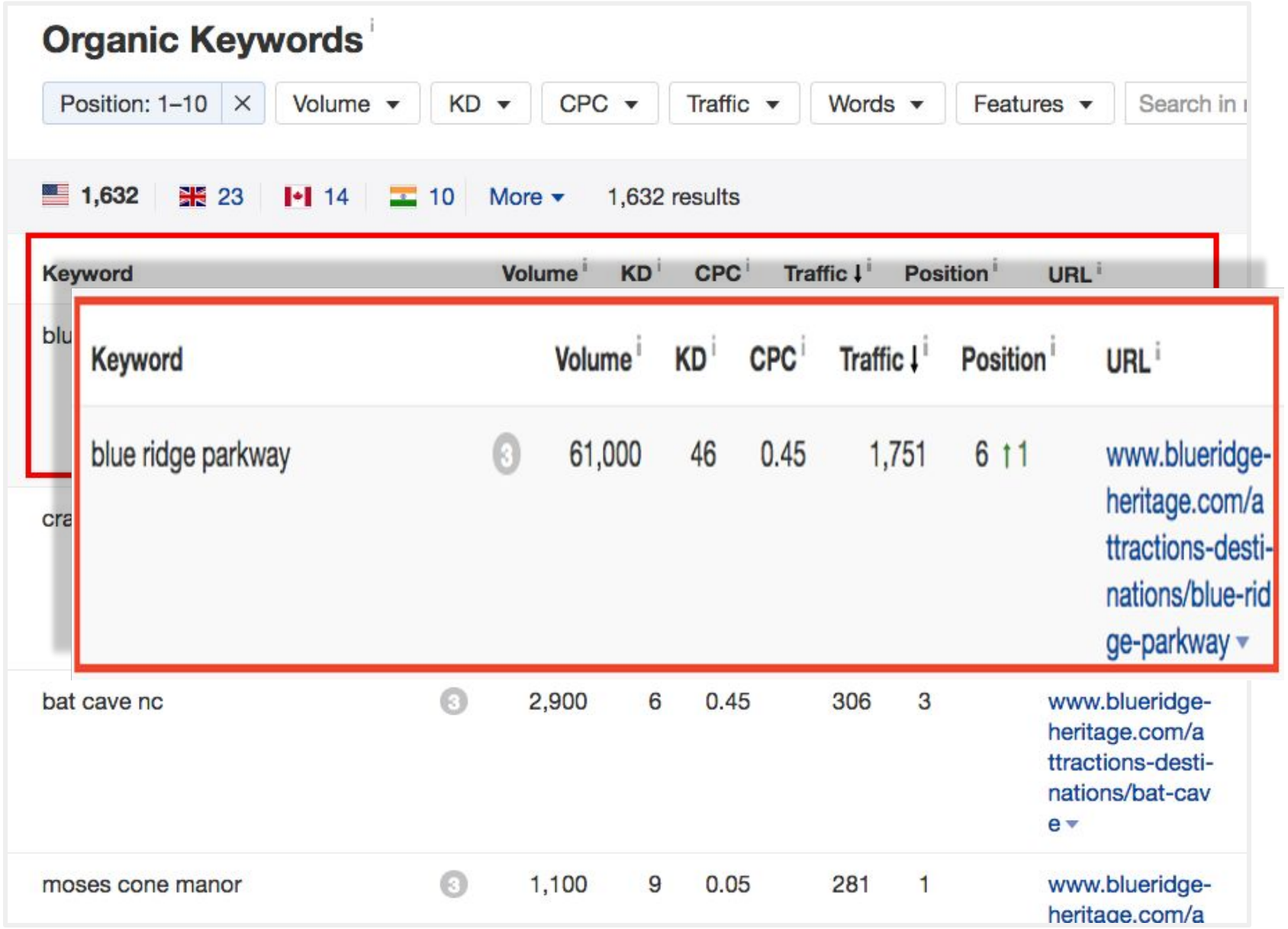
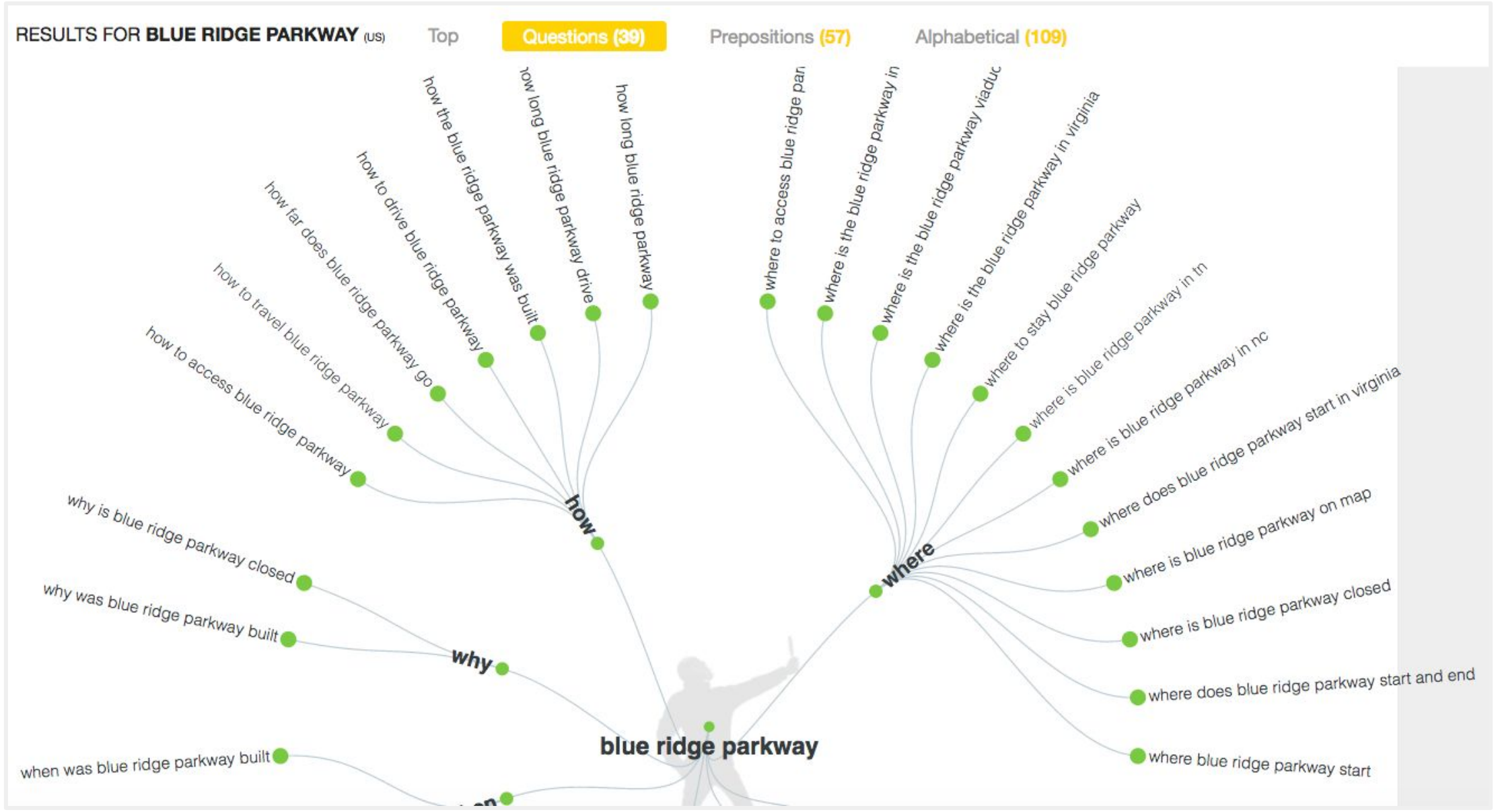
Ahrefs

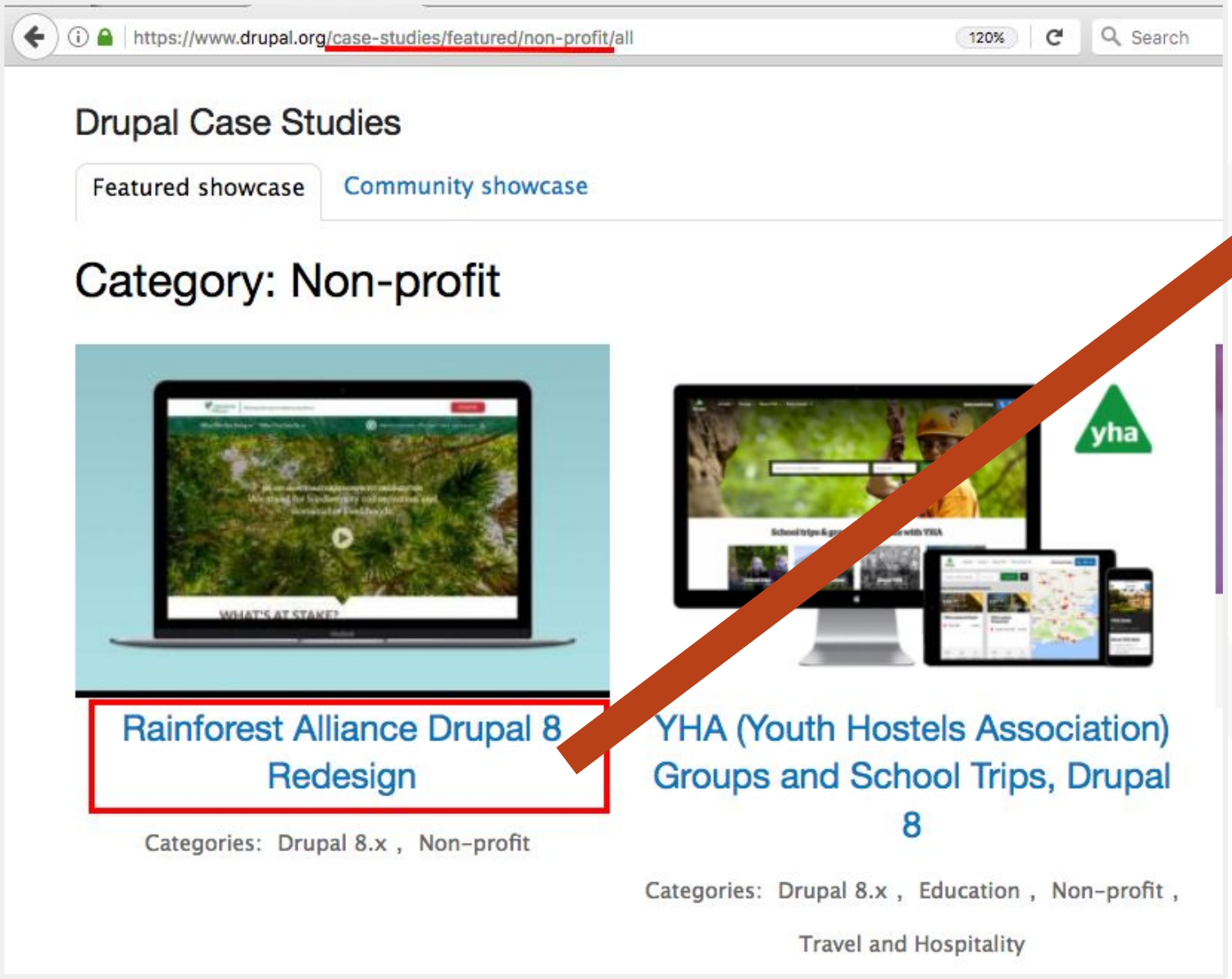

Organic Keywords
Position: 1–10
Volume
KD
CPC
Traffic
Words
Features
Search in
1,632
23
14
10
More
1,632 results
Keyword
Volume
KD
CPC
Traffic
Position
URL
blue ridge parkway
61,000
46
0.45
1,751
6 ↑1
www.blueridge-heritage.com/attractions-destinations/blue-ridge-parkway
bat cave nc
2,900
6
0.45
306
3
www.blueridge-heritage.com/attractions-destinations/bat-cave
moses cone manor
1,100
9
0.05
281
1
www.blueridge-heritage.com/a

BONUS: Content Expansion Ideas - Answer the Public



Drupal.org Content Audit Challenges

Drupal.org Non-profit Case Studies Page



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

Blue Ridge National Heritage Area

BLUERIDGE NATIONAL HERITAGE AREA

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HERITAGE & HISTORY | ATTRACTIONS & DESTINATIONS | TRADITIONAL ARTIST DIRECTORY | SIGHTS & SOUNDS | FRIENDS & PARTNERS

Agricultural Heritage
- Cherokee Agriculture
- Pioneer Agriculture
- Contemporary Farming
- Forestry
- Exploring Agricultural Heritage

Cherokee Heritage

Music Heritage
- Ballad Singing
- Bluegrass
- Old Time
- Traditions Concert Series

/music/

Music Heritage

Music in the Blue Ridge Mountains of North Carolina

A fertile meeting ground for European and African music traditions, the North Carolina mountains and foothills still ring with the sounds of the fiddle, banjo, string bands, and cloggers, which can be heard everywhere from front porches to festival stages and town squares. Traditional mountain music includes lively strains of old-time, bluegrass, ballad singing, blues, and sacred music.

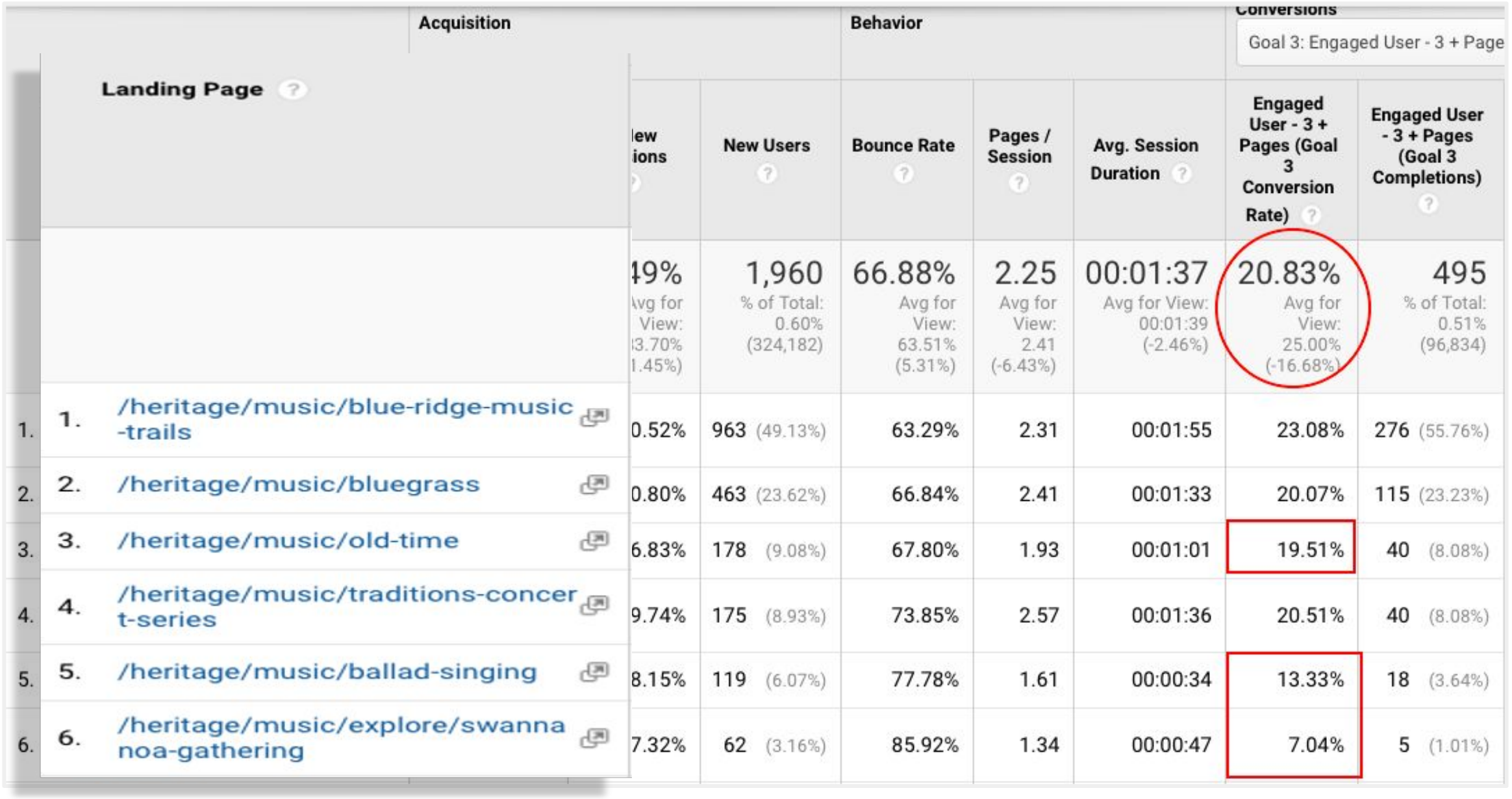
Blue Ridge Music Trails of North Carolina

The Blue Ridge Music Trails of North Carolina website is a portal to great musical experiences in the North Carolina mountains and foothills. The website provides a full calendar of festivals, concerts, jam sessions, workshops, and other activities to help d explore the region's rich heritage of traditional music.

nds of Music in the Mountains

g tradition in the Blue Ridge National Heritage Area. While families and relatives continue to hand down the music from generation to generation, the tradition is also being fostered in after school efforts such as the Junior Appalachian

Blue Ridge National Heritage Area Google Analytics



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

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

Join Us for Contribution Sprints

Friday, April 28, 2017

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

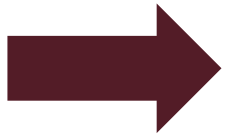
Mentored Core Sprint
9:00am-12:00pm
Room: 301-303

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

Questions? Email me:
leah@jbmediagroupllc.com

Take the survey!
https://www.surveymonkey.com/r/drupalconbaltimore

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