

# RFP: Content Strategy for Drupal.org

## Background

Drupal is an open source Web content management platform that is built, used, and supported by a large, active, and diverse community of people from around the world. Drupal.org and its associated sub-sites act as a virtual home for the Drupal project and community. Drupal.org is the place where people come to learn about Drupal, download the software, connect with other Drupal users and developers, and work collaboratively to build the software.

Drupal.org is supported and maintained by the Drupal Association, a non-profit organization whose mission is to foster and support the Drupal software project, the community and its growth. The Association employs a team of technical staff members dedicated to Drupal.org; their work is supplemented by community volunteers.

Drupal.org is an active revenue source for the Drupal Association via paid sponsorship and advertising on select areas of the site. The Association has developed several sections (targeted landing pages, job board, etc.) designed to provide different audiences with useful and relevant information, as well as increase traffic and enhance revenue.

Outside of those specific sections, the site's content is almost entirely user-generated, with no editorial oversight. The site has grown organically for more than a decade and includes lots of outdated content. Small groups of volunteers in the Drupal community frequently collaborate to create specific technical content, but there has been no consistent sitewide message, plan, or structure. Until this past year, there were no editorial resources dedicated to Drupal.org content creation or maintenance.

In 2014, the Drupal Association began work on an initiative to launch a redesigned and improved Drupal.org in 2015. User research coach Whitney Hess was hired to guide the user research and product strategy phase of the project, which is currently underway. As part of this work, we have already articulated several objectives, both for the Drupal Association and for Drupal.org:

### **Objectives for the Drupal Association:**

1. Grow Drupal community engagement
2. Grow adoption of the Drupal project
3. Make it easier to build Drupal

### **Objectives for a new Drupal.org:**

1. Be the home of the Drupal community. Central source of relevant info/answers,

- collaboration, education and talent.
2. Provide learnable, efficient tools to help coordinate the advancement of Drupal ecosystem.
  3. Encourage people to develop themselves, their Drupal proficiency, their careers & build human connections over time.

The user personas that are being developed are based on proficiency level with Drupal and the Drupal ecosystem:

- Newcomer
- Learner
- Skilled
- Expert
- Master

We are not talking about competency with Drupal code alone, this includes depth of understanding of the whole Drupal ecosystem; e.g., how the project works, how community works, who the people are, where to find them, how to get answers to your questions, etc.

## Scope of the Project

Building on the work that's been done to date, we are seeking consultants to help us develop a comprehensive content strategy for Drupal.org. This strategy should guide ongoing content development work performed by Drupal Association staff and the Drupal community, and inform our ongoing branding and design efforts. The selected partner will advise the Drupal Association team as we conduct a content inventory and audit, identify gaps in current content offerings, and develop a comprehensive content model for Drupal.org.

Most importantly, the partner will help the Drupal Association develop realistic content production and governance plans to help ensure that content on Drupal.org remains fresh and relevant for years to come. Because the site relies on volunteers and user-generated content, it's important that our partner understand the needs of staff-constrained nonprofits, the unique challenges of collaboratively-maintained knowledgebases, and the impact of community generated content on governance and messaging.

Another important part of this engagement is assistance in developing a high-level information architecture for the site. We do have a lot of user-generated content and a bit of editorial content on Drupal.org, we need to make it easily findable.

A preliminary list of some of the tactical goals we are attempting to accomplish include:

- Increased number of global site visitors
- Increased traffic to marketing content on Drupal.org

- Increased percentage of completion of user profiles
- Increase in the number of project downloads from Drupal.org
- Decrease in the number of single-time logins on Drupal.org
- Decreased average lifetime of issues on Drupal.org
- Decrease in time for issues waiting for review to change status
- Increase in self-reported community satisfaction
- Increased number of contributors to the Drupal project
- Increased number of sites that use Drupal

We are primarily concerned with Drupal.org and its top-level pages for this project, though there are other Drupal Web properties that may come into play. This project will also inform ongoing site monetization efforts and development of a long term engagement ladder for Drupal users and contributors.

## Timeline

Date RFQ is issued: 29 September 2014

Deadline for RFP responses from vendor: 19 October 2014

Vendor chosen by: 3 November 2014

We expect this project to start in Fall 2014 and be completed by year's-end.

It is our intention to share the findings of this project with the Drupal community. In addition to releasing material online, we will also present the results in-person at DrupalCon Los Angeles in Spring 2015.

## Budget

Our budget for this project is \$45,000 USD, inclusive of expenses. Drupal Association staff, along with a group of motivated community volunteers are willing and able to provide whatever assistance and support may be required for the success of this project. Quotes should include both professional fees and anticipated expenses (including travel).

## Contact information

Please direct all responses to this RFQ and/or any questions to:

Tatiana Ugriumova  
Drupal.org Product Manager

Drupal Association

[tatiana@association.drupal.org](mailto:tatiana@association.drupal.org)

In your response to this RFP, please include:

- When you will be able to start this project
- How long you estimate the project to take
- What you will need from the Drupal Association to successfully complete this project
- Brief overview of any work similar to our RFP that you or staff completed
- Links to and a short description of your work that is similar to our RFP