

Project websites that don't suck*

Emily Omier

*At least from a content perspective 😂

About Me

Positioning consultant for open
source startups

Host of The Business of Open
Source podcast



What should a homepage do?

- Help people understand quickly if they should invest more time evaluating your project
- Help people self-select in or out quickly
- Improve your credibility

Random notes about homepages

The role of your ReadMe and homepage are similar

A high bounce rate doesn't mean your homepage sucks

You want to repel bad fits

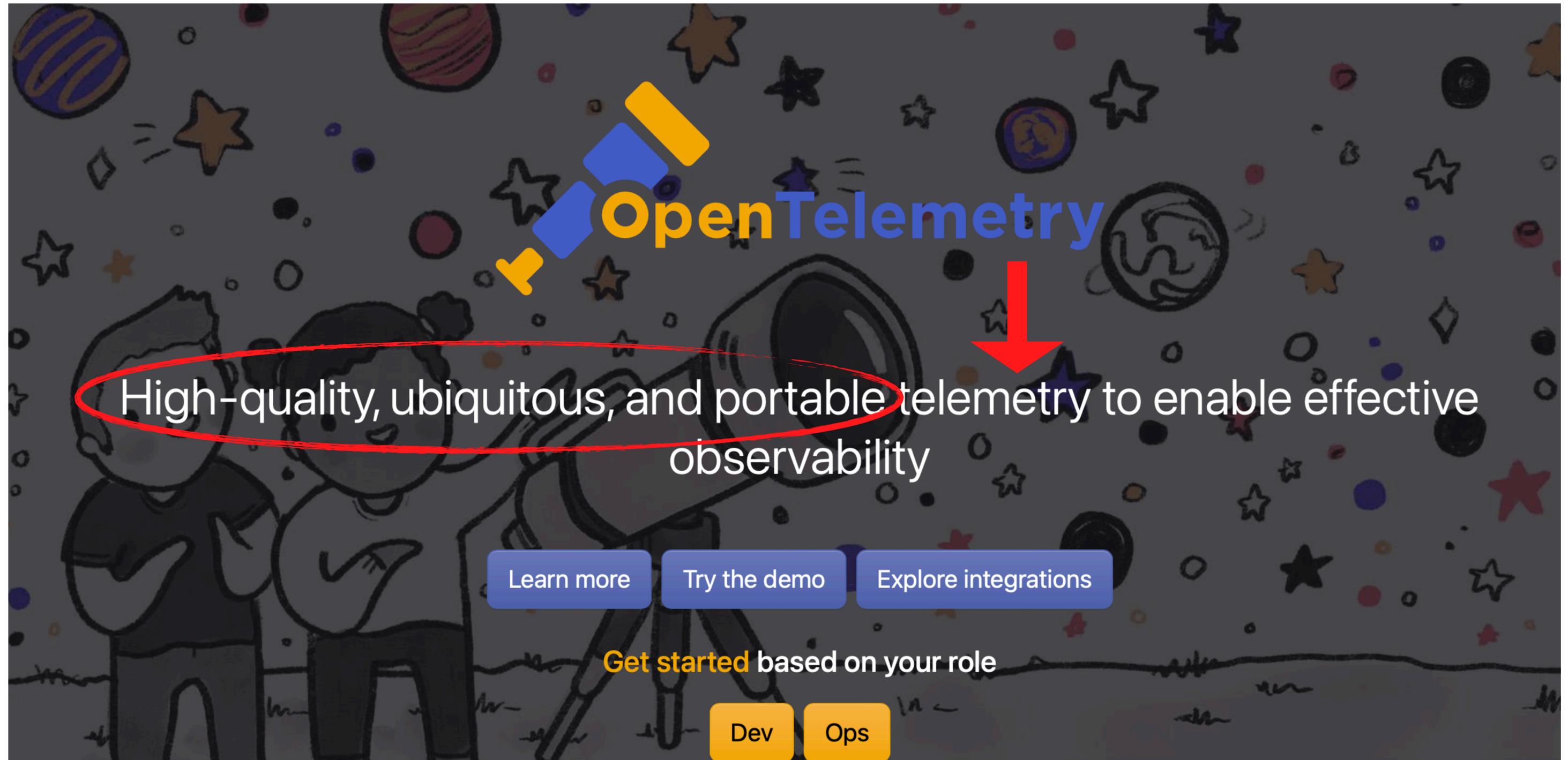
Docs are usually the next most visited page after the homepage

If there's no 'docs' link, the next most visited page is 'about'

Anatomy of a homepage

- Your market category —> what the heck is this project?
- The outcome a user can expect —> Why should anyone use this project?
- Who is an ideal fit? —> Who is a bad fit?
- What differentiated value do you provide? —> Why should anyone use the project?

What the heck is this?



OpenTelemetry

High-quality, ubiquitous, and portable telemetry to enable effective observability

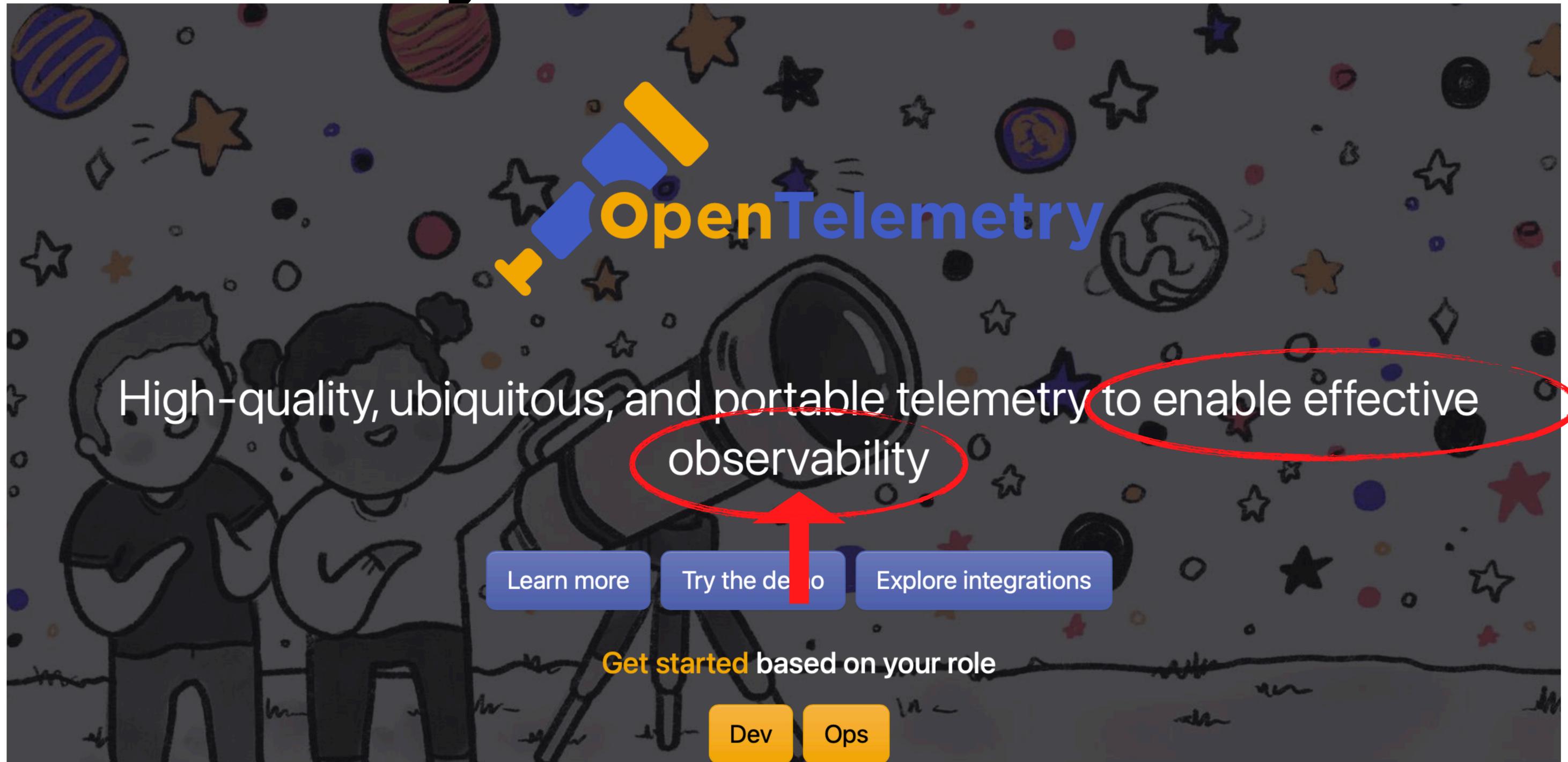
Learn more Try the demo Explore integrations

Get started based on your role

Dev Ops

The image shows a landing page for OpenTelemetry. The background is a dark space with various planets, stars, and a telescope. The OpenTelemetry logo is at the top center. Below it, the main text 'High-quality, ubiquitous, and portable telemetry to enable effective observability' is circled in red. A red arrow points from the logo down to this text. At the bottom, there are three blue buttons: 'Learn more', 'Try the demo', and 'Explore integrations'. Below these is the text 'Get started based on your role' and two yellow buttons: 'Dev' and 'Ops'.

Why should I use it?



The image shows a landing page for OpenTelemetry. At the top center is the OpenTelemetry logo, which consists of a stylized 'O' made of blue and yellow geometric shapes, followed by the text 'OpenTelemetry' in blue. Below the logo is the main headline: 'High-quality, ubiquitous, and portable telemetry to enable effective observability'. The words 'to enable effective observability' are circled in red. Below the headline are three blue buttons: 'Learn more', 'Try the demo', and 'Explore integrations'. A red arrow points from the 'Try the demo' button up to the circled text. Below these buttons is the text 'Get started based on your role', followed by two yellow buttons: 'Dev' and 'Ops'. The background of the page is a dark grey space with various colorful stars, planets, and a cartoon illustration of two children looking through a telescope.

OpenTelemetry

High-quality, ubiquitous, and portable telemetry to enable effective observability

Learn more Try the demo Explore integrations

Get started based on your role

Dev Ops

Who is this for?

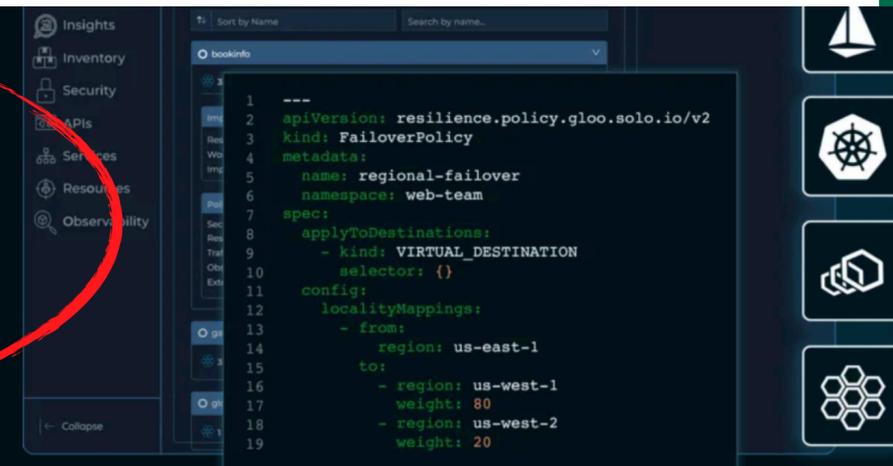
Build simple, secure, scalable systems with Go

- ✓ An open-source programming language supported by Google
- ✓ Easy to learn and **great for teams**
- ✓ Built-in concurrency and a robust standard library
- ✓ Large ecosystem of partners, communities, and tools

**Networking for
Applications,
Not Infrastructure**

Try Gloo

Istio Support



```
1 ---
2 apiVersion: resilience.policy.gloo.solo.io/v2
3 kind: FailoverPolicy
4 metadata:
5   name: regional-failover
6   namespace: web-team
7 spec:
8   applyToDestinations:
9     - kind: VIRTUAL_DESTINATION
10     selector: {}
11   config:
12     localityMappings:
13     - from:
14         region: us-east-1
15       to:
16         - region: us-west-1
17           weight: 80
18         - region: us-west-2
19           weight: 20
```

Differentiated Value

What is Apache Cassandra® ?

Apache Cassandra is an open source NoSQL distributed database trusted by thousands of companies for scalability and high availability without compromising performance. Linear scalability and proven fault-tolerance on commodity hardware or cloud infrastructure make it the perfect platform for mission-critical data.



Hybrid

Masterless architecture and low latency means Cassandra will withstand an entire data center outage with no data loss—across public or private clouds and on-premises.



Fault Tolerant

Cassandra's support for replicating across multiple datacenters is best-in-class, providing lower latency for your users and the peace of mind of knowing that you can survive regional outages. Failed nodes can be replaced with no downtime.



Focus on Quality

To ensure reliability and stability, Cassandra is tested on clusters as large as 1,000 nodes and with hundreds of real world use cases and schemas tested with replay, fuzz, property-based, fault-injection, and performance tests.

A note about about pages

- 95% of about pages are garbage or don't exist
- Be human
- Use about pages to build credibility and articulate your point of view

WHO WE ARE

We Are C-SCRM And Open Source Innovators

Our team is building a new security platform that will revolutionize the way you work. We are a team of software engineers, security experts, and consultants that will ensure organizations are secure and compliant.

Our team has contributed to the Software Supply Chain Security Best Practices Paper The CNCF Secure Software Factory Reference Architecture, CNCF Cloud Native Security Paper, and many other publications

We are open source contributors and community participants.

don't Screw UP the Basics

- Use consistent capitalization and punctuation
- Get someone to proofread your website



Oh no! Does my website suck?

- It's hard to tell from the metrics
- Having conversations with users can diagnose a potential issue — and this can even be feedback in a Slack group

Recap

- Websites exist to help people self-select in or out of further evaluation of your project
- They need to help people understand your project as quickly as possible
- Don't completely neglect your about page



eBook: emilyomier.com/free-e-book
Podcast: The Business of Open Source
Website: www.emilyomier.com
Email: emily@emilyomier.com