Project websites that don’t suck*

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*At least from a content perspective 😂
About Me

Positioning consultant for open source startups

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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

You want to repel bad fits

A high bounce rate doesn’t mean your homepage sucks

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?
High-quality, ubiquitous, and portable telemetry to enable effective observability
Why should I use it?

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