Working on Gentoo’s PR
BoF Session

Alex Legler <a3li@gentoo.org>

Gentoo Linux PR Team

Gentoo Miniconf Prague
October 2012
1. Introduction
2. Gentoo e.V.
3. Website Survey
4. Discussion
   - Discussion
5. Thanks
   - Thanks
Förderverein Gentoo e.V.

- Registered association in Germany
- Owns the Gentoo trademark in Europe
- Organization of event presences and booths
  - LinuxTag, CCC, Chemnitz Linux Days
  - Supplied material for FOSDEM, FrOSCon, and others
- Production and sale of merchandise
  - T-Shirts, Mugs, Lanyards, Flyers
  - http://www.gentoo-ev.org/
Gentoo e.V. Booth
Merchandise
Gentoo Website Survey 2012

- Ran in early August
- 1392 participants
- 83 developers
The big question

Do you think gentoo.org would benefit from a visual update?

- Yes: 45.8%
- No: 16.2%
- I guess: 37.9%
Developers and the backend

**Backend questions** for developers

- **use HTML**: 100% use, 0% not at all, 0% rather not, 0% maybe, 0% rather yes, 0% yes absolutely
- **use Wiki**: 90% use, 10% not at all, 0% rather not, 0% maybe, 0% rather yes, 10% yes absolutely
- **use SCM**: 70% use, 30% not at all, 0% rather not, 0% maybe, 0% rather yes, 30% yes absolutely
- **Wiki vs. CMS**: 60% use, 40% not at all, 0% rather not, 0% maybe, 0% rather yes, 40% yes absolutely
- **WYSIWYG**: 50% use, 50% not at all, 0% rather not, 0% maybe, 0% rather yes, 50% yes absolutely
- **use cvs diff**: 40% use, 60% not at all, 0% rather not, 0% maybe, 0% rather yes, 60% yes absolutely

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Visual appearance

Rating of: Visual appearance

% of answering participants

- very poor
- poor
- alright
- good
- very good

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Content quality

Rating of: Content quality

% of answering participants

very poor  poor  alright  good  very good

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Social Media

What **Social Media** would you like to see more of Gentoo on?

![Bar chart showing number of answers for different social media platforms.

- Google+: 300 answers
- Twitter: 200 answers
- Facebook: 150 answers
- Other: 50 answers
- None: 25 answers

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**Working on Gentoo’s PR**

Gentoo Linux PR Team
What’s good — What’s bad

- The handbook is very good
- No JavaScript needed to browse pages
- Lack of site-wide search
- The newsletter should be back!
- Wiki contents should be merged
Your ideas?
Questions?

We need your help!

- Do you have more ideas on how to improve our PR?
- Enjoy making websites?
- Interested? Contact pr@gentoo.org
Thanks!

- Questions?

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