Mozilla Content Audit Q4 2016
Findings & Recommendations

Summary

In this report, we present key findings from a Mozilla content universe audit and expand on issues and observations made. Recommendations are then presented, with specific suggestions for focus areas in 2017 to refocus our content to tell more powerful stories to our primary target audiences as a way to help them understand what Mozilla is all about.

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Methodology

The audit was conducted by reviewing nearly all known, public Mozilla content available online, including blogs, both team, personal and project related; the Wiki; Youtube channels; microsites; campaign material; large sites like MDN, SUMO; etc. Out-of-scope was content of more "temporary" nature, such as Google Docs, Etherpads, discussion forums, etc.

Content was reviewed based on aspects like target audience (defined/obvious, or undefined/unclear), value proposition/purpose, topics, traffic, etc. A set of
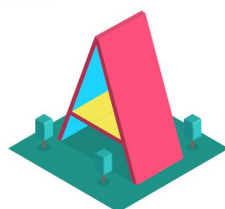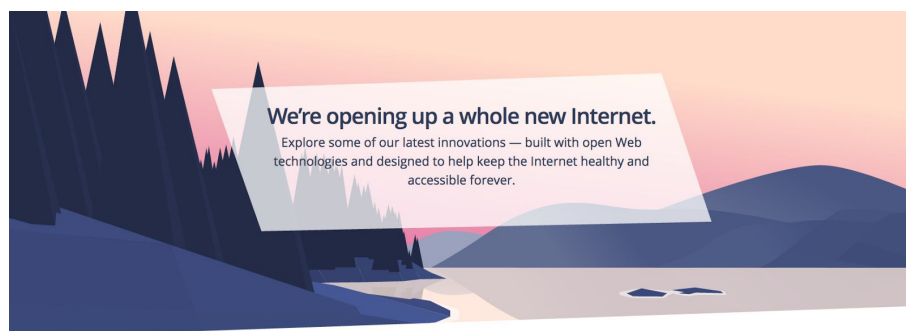
The raw data of the full audit can be found here: Mozilla Content Audit 2016.

Key findings

Big picture stories about Mozilla are missing

Generally, we present ourselves as a team of a thousand people "doing our own things". We are not telling compelling stories about the key projects and products we are prioritizing and why they matter to support Mozilla's mission.

The newly created Web Innovations page is one of our first attempts to describe to the conscious chooser audience what Mozilla is doing beyond Firefox. As such, it is a big leap forward in expanding visitors' understanding of Mozilla. This kind of promotional content can help make our activities and projects beyond Firefox more easily understandable to a conscious chooser audience type. However, they do not help the audience understand why they matter, nor do they put things into a broader perspective:

What stories we choose to tell will depend on what we hope the reader to get out of them. For example, if we want them to walk away thinking *"ok, Mozilla seems to be working on a lot of techy stuff,"* then our current innovation page is sufficient. However, if we want them to walk away thinking *"wow, Mozilla are fighting the good fight on the web and working on stuff that really matters. It's clear they're here to do things for the good of the web, and even though I'd never describe myself as technical, I think I get why it's important that this project succeeds. I better share this story on my social network,"* then the current page is clearly not sufficient - nor is the content behind the CTA link.

We are currently not telling engaging stories about *where we are headed* as an organization, long term. From an online content perspective, this part of our storytelling is largely non-existent.

An example of how this gap shows up is the Web VR section on the Web Innovations Page, with the following descriptive text:

> **Making Virtual Reality a reality for all**
>
> Using A-frame, developers, designers and artists are able to easily create accessible VR experiences.

There is a CTA to "Try it out", taking you to a [Mozilla VR Showcase](#) featuring a large selection of small demos of VR, along with instructions on what you need (hardware and software) to try them out.

Throughout this discovery, there is no content that attempts to explain *why Web VR matters, and why Mozilla cares about it*. What is at stake for Mozilla and why should the reader care? Because the content in this example is only one sentence long, it's probably not possible to understand this. What is lacking, here, is the longer story putting this in context that resonates with the audience.

That longer story could be a featured blog post about the topic, written by an content editor that interviewed a WebVR developer and wrote a story that explain with more depth why Mozilla's focus on this is important to the success of the web, and how the reader (a conscious chooser) could help by spreading the word, or do some other activity.

This story would be told differently to different audiences:

- Technologists and/or conscious choosers[1] will want to know how Mozilla's investments in Web VR are tied to our overall mission to keep the web open. W3C staff Dominique Hazaël-Massieux presents several compelling reasons[2], which could work well in Mozilla's own story about why it is devoted to Web VR.

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[1] Currently, the distinction and relationship between technologists and conscious chooser personas is not defined.

[2] https://www.w3.org/blog/2016/09/bringing-virtual-reality-to-the-web-platform/

- Business and their web developers will want to know why they should develop VR using open web technologies as opposed to other, proprietary tech. InstaVR, a platform for creation of VR app content, provides several arguments targeted towards businesses[3]. Note that is not the primary audience of this page - the example is provided only to illustrate the need to decide exactly how to write a story to speak to the audience we choose to prioritize.

Note: We also found that this need for higher level storytelling about Mozilla's path forward is a need that internal staff has as well. Recent internal employee engagement research[4] among European employees showed that these stories would enable the organization to understand better what our priorities and key projects/products are, and how they are relevant to Mozilla's mission.

Connections between stories are missing

Connections between related content is largely missing. This shows up on several levels: individual blog posts not being connected to related blog posts, and medium-sized content channels like MDN not being connected to resources with similar audiences in mind, such as the Moz VR blog. There is no way to get a sense of overview.

As a reader of our content, you are likely to come in from the side through e.g. organic search. When the starting point is one isolated story somewhere on a blog that is disconnected from the rest of Mozilla, the reader has little incentive to explore more, leading to a lost opportunity to engage more deeply.
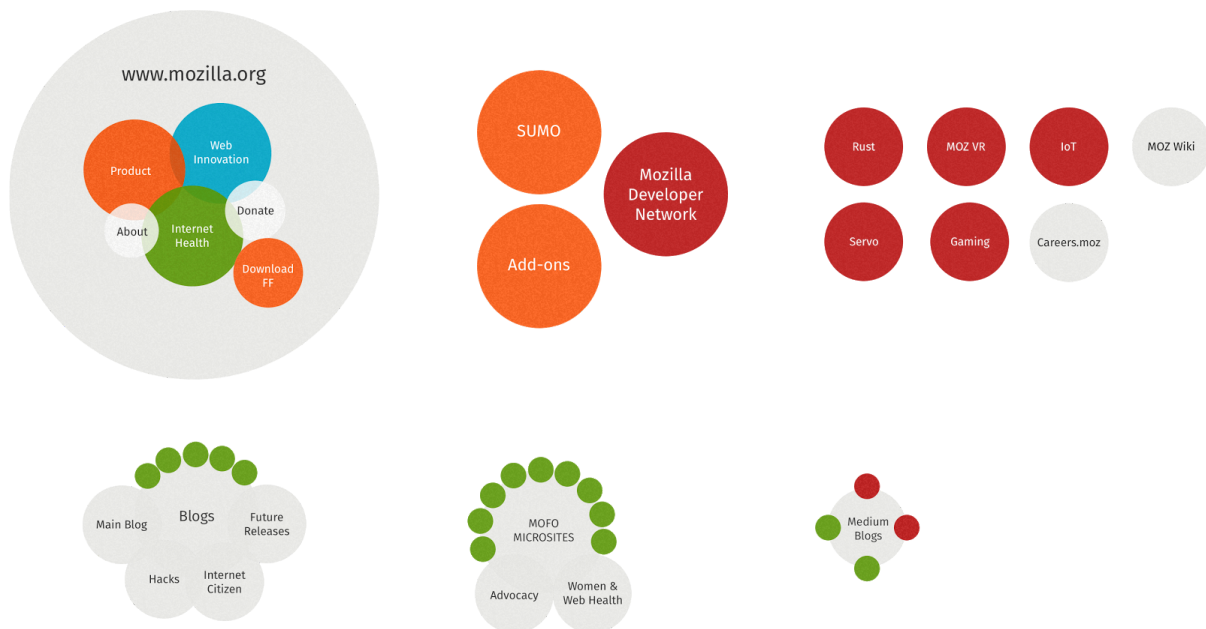
The current, disconnected content universe.

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[3] http://www.instavr.co/blog/why-publishing-your-vr-projects-to-the-web-matters
[4] For general information about the project, see C-Team Project: European Engagement. Final results from the study will be shared broadly in December.

Related, content in blogs is generally very specific and internally focused: stories are often written seemingly without a clearly thought-out target audience (except, perhaps, internals/staff as the target audience). Big picture stories "connecting the dots" are missing.

One example of a content channel where the target audience(s) seem mixed is the Add-ons blog. At the top of the page, there is a big splash with featured Firefox add-ons, presumably targeted towards Firefox users. However, the individual blog posts are addressing potential contributors as well as existing Add-ons developers more directly. Furthermore, there is no About page that explains who the blog is for.

The Add-ons blog.

Another example is the Mozilla Science Lab microsite:
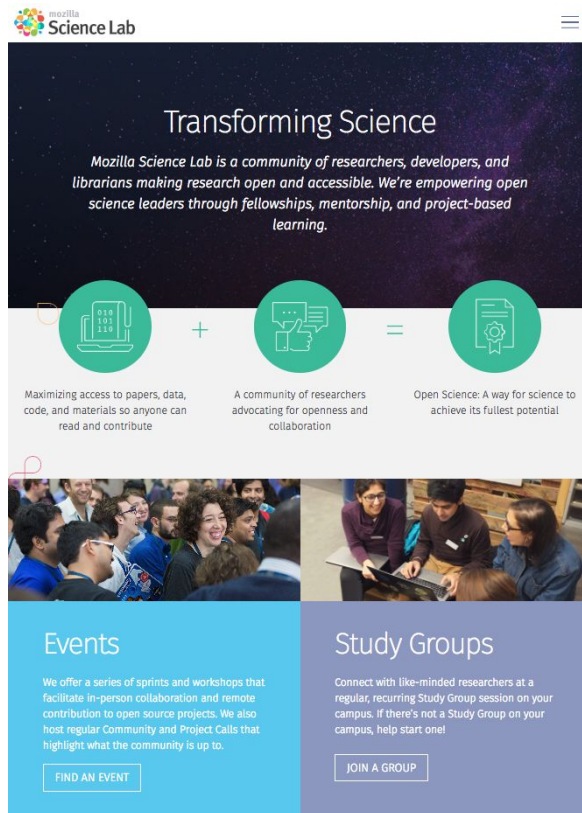
Mozilla Science Lab homepage.

The page tries to explain what Mozilla Science Lab is. However, it is unclear who it addresses. It presents more the work they do, rather than why they do it (how is this related to Mozilla? What is our stake in this and who is it for?)

Some blogs do a better job of connecting the dots:
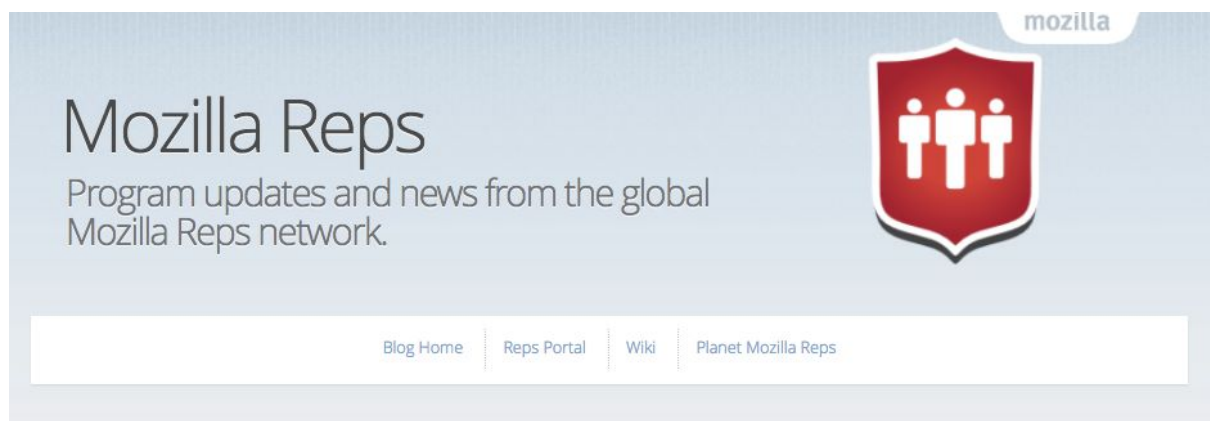
Mozilla Reps blog with its own topnav.

Here, the Mozilla Reps blog solves the problem of disconnectedness by introducing a Mozilla Reps-specific navigation element that groups the blog together with other key pages like the Reps Portal and the Wiki.

Content specifically for conscious choosers is largely missing

The audit revealed that most of the content available today is written either for a general or an internal audience which we have not defined, or to a specific developer-focused audience which we are inherently comfortable with addressing. We have almost no high quality content written specifically for a conscious chooser type of audience. Much of the content that does exist is written by the MoFo team (e.g [Reform Copyright](), Advocacy content and related campaigns), while others were written by Marketing (e.g. the Smart On series, [Internet Citizen](), etc).

Other notable findings

These are lower priority findings, but included here for reference:

Abandoned content

Mozilla should remove stuff that is dead/abandoned. At the very least, remove links to this type of content from directory listings (example: wiki landing page should not link to a project called Content Services). When developing a new IA for Mozilla.org, this is largely irrelevant as we would simply not promote the content that is no longer active.

Inconsistent team presentations

There is some content created primarily to present a team, like a glorified "team phonebook entry". Originally this type of content existed on the wiki, and later on blogs became the primary place for it. It appears neither is a compelling form because it mostly lacks context (what is this team doing? where does it fit in a broader context? how can I get involved? etc).

Mozilla is about the people working together towards a shared goal. We have an opportunity to showcase more of the individuals, and teams in the way we present ourselves. Possibly there is an opportunity to explore better ways to showcase teams/people in a unified way that fits into our narrative. Do we need to introduce a People/Team/Community pillar? Or some place where teams and projects are clearly presented?

Recommendations

Tell big picture stories about Mozilla

Tell the big picture stories about where we are and where we are headed as an organization. This should be a Marketing-led initiative on behalf of the entire org, and will need dedicated editors/writers to curate and publish content for CC and Dev audiences, including building an editorial calendar and actively collaborating with other Mozilla content creators, connecting and surfacing interesting stories.

The [Mozilla 3.0 Comms Plan](#) by Marcomm team expands on this idea: *"show why Mozilla now matters more than ever and how Mozilla is amazingly well positioned to be a key provider of technology for consumers on the Internet and for Internet builders. The campaign will also seed ideas that may drive Mozilla's next growth phase, in particular our unique position to be a true unbiased and loyal agent online for needs and rights of the 300 million people that use our products."*

Specific recommendations:

- Teach best practices to key storytellers in the org about how to elevate stories to our desired target audience and tie it to our overarching purpose and mission. A good, recent example of the former is A Quantum Leap for the Web by David Bryant: it successfully describes something inherently complex and technical to a broader audience. (However, it still fails to connect that story to a broader narrative about why this matters to Mozilla, and to the open web.)

- Opportunity to clarify the roles of an editor (e.g. reading blogs out there and identifying what's interesting at a broader level and surfacing it on our content hubs). Related: Marcomm's hiring plan. We need dedicated people to curate and publish content for CC and Dev ecosystems, including building an editorial calendar and actively collaborating with other Mozilla content creators.

- Area of discussion: what is Marketing's role in this org-wide storytelling? How does Marketing work with internal comms and executive leaders to amplify messages and place their stories in a greater context? (Note: we believe Marketing should indeed be the driver of this storytelling.)

Expand static landing pages into dynamic, storytelling "content hubs"

Build on the newly introduced landing pages on Mozilla.org and turn them into "content hubs": rather than just presenting a showcase of our work on topics that matter to us, weave in our stories explaining *why* they matter, and why people should care about it.

These content hubs, then, become our persistent home for our content as well as serving as part of the main navigation and discovery of Mozilla for our audiences.

- The [Mozilla 3.0 Comms Plan](#) provides an example of how the *why* might be explained: *"**Why?** We want developers and technology companies making key decisions about their products to consider using Mozilla technology in their products. We also want technology publications and industry thought leaders to look to Mozilla and consider us for articles and industry events."*

- Potential Q1/Q2 focus could be to build out a working proof-of-concept content hub, enabling editorialized stories to coexist on the content hubs alongside promotional content like the existing Web Innovations page. Hypothesis would be that expanding from "what" to "why" can increase visitors' perception of Mozilla as innovative. A good starting point might be a new developer audience

content hub to aggregate the existing dev content with the broadest appeal and to secondarily ensure long tail content receives more exposure.

- Develop an editorial calendar - connecting and surfacing interesting stories. Related: Marcomm's hiring plan. Opportunity to clarify the roles of an editor (e.g. reading blogs out there and identifying what's interesting at a broader level and surfacing it on our content hubs).

Example mockup of technology hub, embedding stories alongside tech demos to provide more context around *why* Mozilla invests in the tech and what the longer-term goals are:
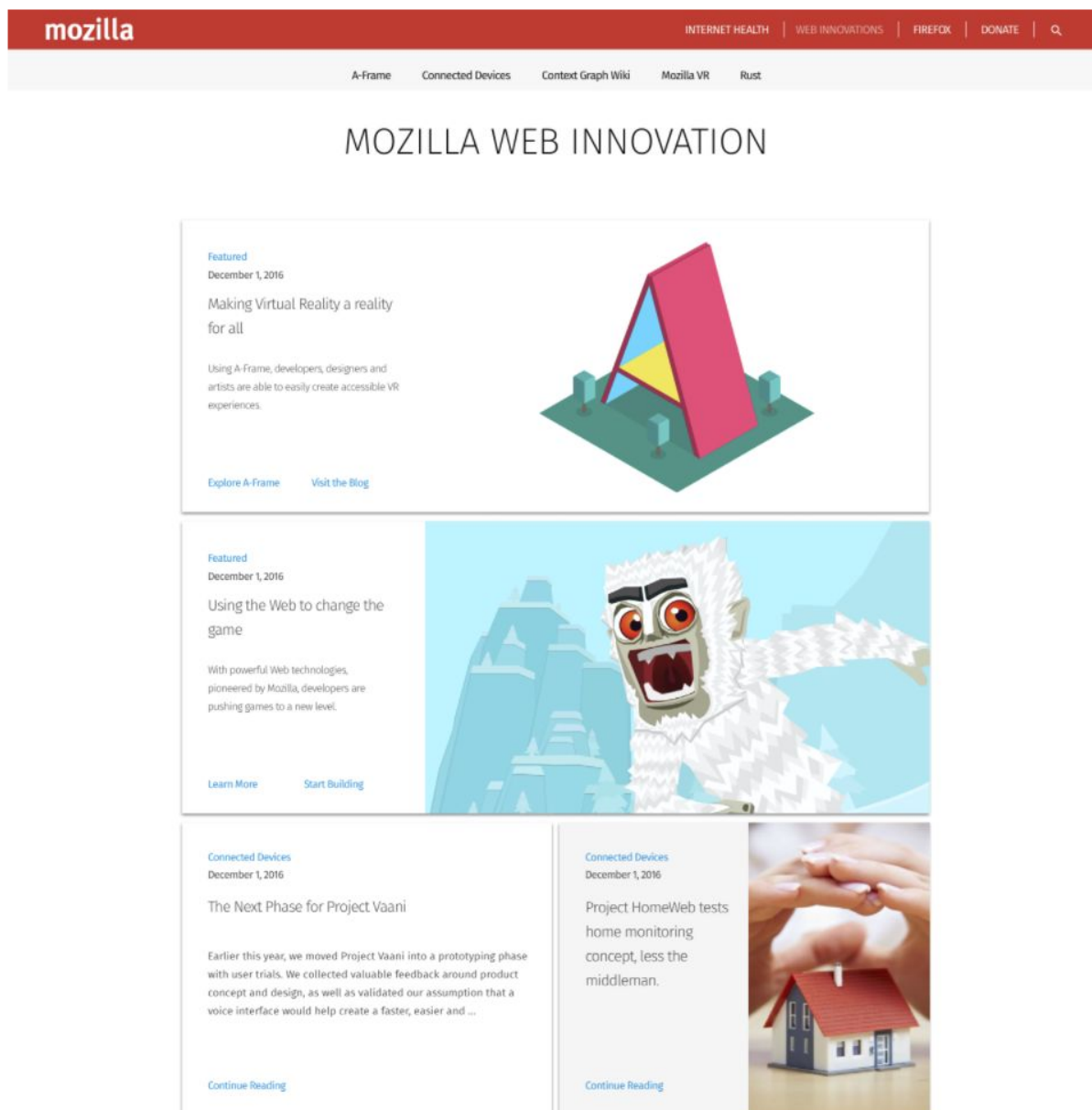

Content Hub concept. (Full wireframes available [here].)

Alongside the existing promotional content on the Web Innovations page, high-level as well as specific, current stories could be embedded. Below the Game section, there is an embedded blog post that could either be written specifically for this page by someone on the Marcomm team, or written on a separate blog and hand picked and featured on this content hub.

Connect the dots through cross-site, audience-specific navigations

Our recommendation is to build cross-platform navigation that adds standardized connections between key sources of content.
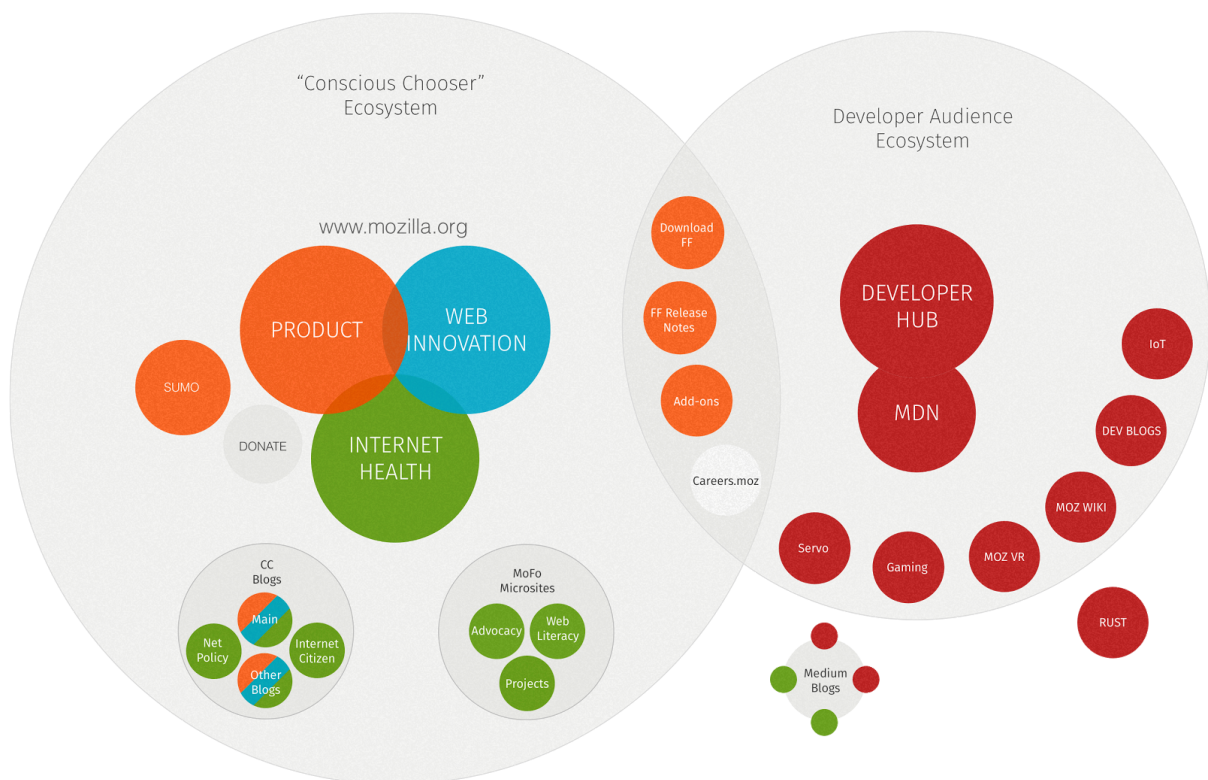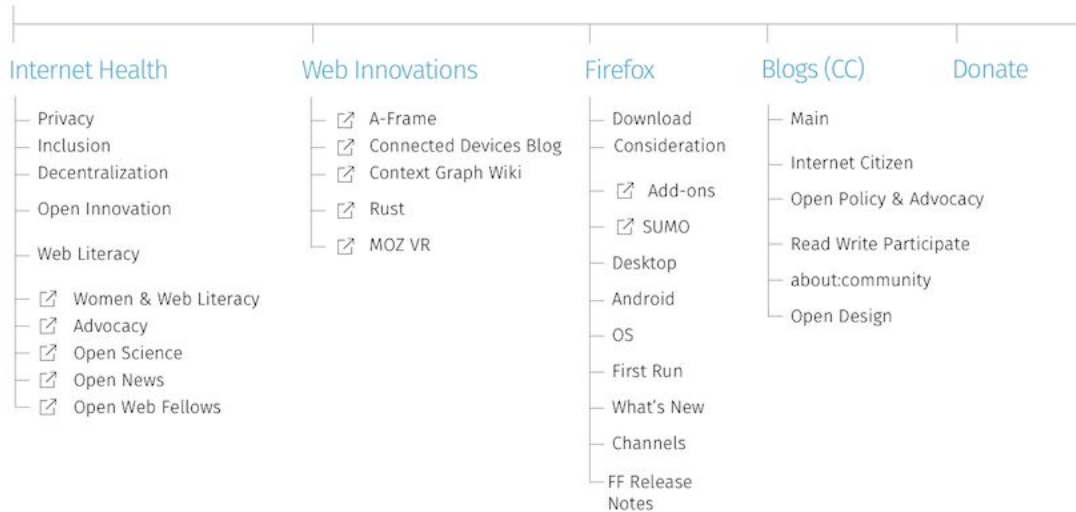

Proposed future state: one "content ecosystem" per key audience.

Based on the content audit, we recommend that the cross-site navigation consists of two distinct navigations, one for each key audience: conscious choosers and web developers.

- Conscious Chooser navigation example:

- Developer navigation example:

This separation between key audiences makes navigation cleaner and more tailored from a branding perspective, enabling the use of audience-optimized keywords (e.g. "Emerging Tech" vs "Web Innovations" for developers and conscious choosers, respectively[5]).

Because the content audit already captured primary audience types (conscious chooser and developers) for each website, in practice this means that all existing websites would use the navigation corresponding to its primary audience. For example, MDN would have the developer nav, and Moz.org would have the conscious chooser nav.

Some websites will overlap, in which case we will use the most natural fit. For example, Web VR demos is primarily for developers, however, we link to them now from a conscious chooser oriented Web Innovations landing page. We believe such inconsistencies will be acceptable in the hypothesis validation phase of the rollout. In

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[5] For conscious choosers "Web Innovations" was the winning term in qualitative user testing in 2015. For the developer audience, "Emerging Tech" is the recommended term by the Brand team. It has not been evaluated on visitors, so we propose researching ideal terms using qualitative user testing on low fidelity prototypes in Q1 2017.

the future, a page such as the Web Innovations page should contain content and CTAs specifically designed for the key audience.

Notes

- Because blogs are a key piece of the content publishing strategy and individual blog posts will be highlighted, we recommend that "Blog" is present in both the Dev and CC navigation systems in order to:
    - Help users who enter via an individual blog post find their way back if they click to other content
    - Elevate the option of blog content as an alternative way for "curious" visitors who arrive via a front door to explore what Mozilla does and believes
- Including "Donate" in the top navigation helps visitors understand that Mozilla is a nonprofit.
- The blog redesign project that took place in Q4 sets some examples of how more basic, automatic types of connections could look like. In addition to this, we may need team-level guidelines, such as how teams like Webdev, QA, L10n, MozVR, Connected Devices, etc should connect their blogs/content to corresponding team pages, etc.

Define more specific target audiences

- Define sub-personas for the broad Conscious Chooser and Developer audience types. Venetia is driving work around personas to help refine and target content publishing strategy and tactics.
- Decide on content strategies per personas. Do we primarily want to attempt to convert Firefox users to become more "conscious"? Or do we primarily want to attract an audience currently outside of Firefox users? What is the goal of each audience? (Note: these definitions does not block us from making general recommendations on how mozilla.org can connect the dots and showcase big stories, but they will influence our general content strategy.)
- Decide if we also want to target general Firefox users, and if so, how. The Den, a now abandoned blog produced by the Marketing team, is an example of content specifically targeting Firefox users. However, that blog made no attempts to attract a conscious chooser audience; it was purely focused on adding product value for users of Firefox.
- Write stories specifically for the personas we care the most about, and use those personas when telling the big picture stories and connecting the dots (per above).

Define key content channels for conscious choosers

As explained in section *Big picture stories about Mozilla are missing*, there is a general absence of stories written specifically for conscious choosers. We propose the following changes to our existing channels:

- Repurpose the main Mozilla blog to become the primary blog for conscious choosers. Generally, it already includes stories seemingly written for this audience[6].
- Consider creating a Firefox user-targeted blog and write about product features that relate to the conscious chooser subset of the user base.
  - *Note:* we used to have a blog written with a Firefox user in mind, called [The Den](#). However, it was not written specifically for a conscious chooser subtype, but instead included general tips and tricks about Firefox targeted at any loyal Firefox user.

Next steps

Next phase in Q4 is to:

- ~~Define audience Personas (David meeting with Venetia Thursday Oct 27)~~ [done]
- ~~Align around key findings (David to distribute document primarily to Chad on Oct 28, and Alex S on Monday Oct 31)~~ [done]
- ~~Deliver content sitemaps describing both our current, disconnected state, and outlining a preferred way of "connecting the dots". This will be ready by November 15 at the latest.~~ [done]
- ~~Deliver finalized version of this report to key stakeholders.~~ [done]

Full list of deliverables here: [Content Information Architecture / Taxonomy OKR](#)

Open questions

1. Integration of Medium content? Is it necessary to integrate? If yes, how?
   - They should not be integrated. Instead, they should be cross-posted on Medium to ensure maximum exposure to the audience who prefers to read stories on Medium. See also #2.
2. How can Medium content be published via a workflow that creates a feed so that we are also publishing it on a platform that creates feeds we can syndicate on other pages?
   - Ideally, content would be written/edited and published on the moz.org domain (exact location depends on the story, but for example the Web Innovation hub, the main Mozilla blog, or somewhere else). The publishing tool should allow for automatic/easy publishing of the same story on Medium.
3. What is the regularity and schedule that content needs to be updated on the hub pages (homepage, dev landing page, Internet Health and Web innovation CC pages?)?
4. Who will own the editorial publishing calendar?
   - Should be the Marcomm team. Alex could confirm this.
5. Who will be publishing the content updates

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[6] Examples of recent conscious chooser-focused stories include: [Why I'm joining Mozilla's Board, by Julie Hanna](#), [The Glass Room: Looking into Your Online Life](#), and [Privacy made simple with Firefox Focus](#).

- ○ I'm assuming same as above, for the most part.
6. How does a dev who views CC content find dev content? Is the Dev hub in the CC nav?
  - ○ That, or embedded as links within pages depending on context, or in a footer.

Document revisions

Date	Author	Comment
2016-10-28	David Tenser	First draft for review by Chad Weiner
2016-11-28	David Tenser, Jen Bertsch	Second draft for review by Chad, Alex S
2016-12-02	David Tenser	Third draft for review by Mary Ellen, Chad, Jascha, Alex S