Your open source project is like a startup, treat it like one!

DevOpsDays TLV

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What's the big deal?

"If I will create a great open-source project, they will come!"

"Why no one understand how much awesome this project is?"

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What we will (not) cover

Best practices* to help the community discover your project(s)

*🦄 *unicorns do exists. Some project become super popular without any effort.*

What you won't get from this session:

- How to manage an open-source community

- Leverage "advanced" marketing activities

- How mini carrots are made

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Agenda

- Finding your motivation *(why)*

- Researching your idea *(what)*

- Developing your project *(how - part 1)*

- Marketing your project *(how - part 10)*
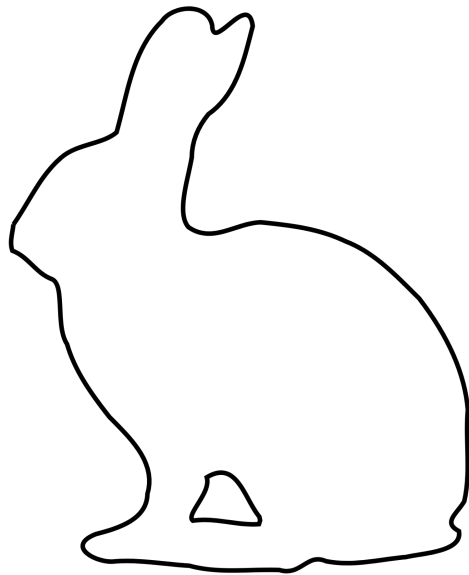
$ whoami

```yaml
apiVersion: 32
kind: CPO
metadata:
    name: "Eyar Zilberman"
    labels:
        company: datree
        role: co-founder
more:
  - Organizer of the biggest github community
  - Hate SQL
  - Love RegEx
```

eyarz / **random-gif-action** Public   ☆ Star 0

datreeio / **jira-backup-py** Public   ☆ Star 23

datreeio / **datree** Public   ★ Unstar 5k

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Development   CI Pipeline   CD Pipeline   Production

Finding your motivation (why)

🏛️ Building your own brand
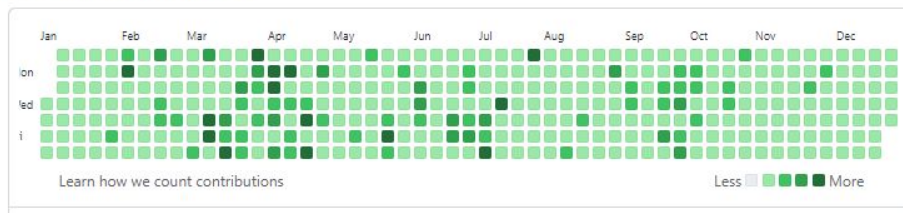
💼 It's your business

💻 Personal passion*

   *Ego-boost

3,914 contributions in 2020

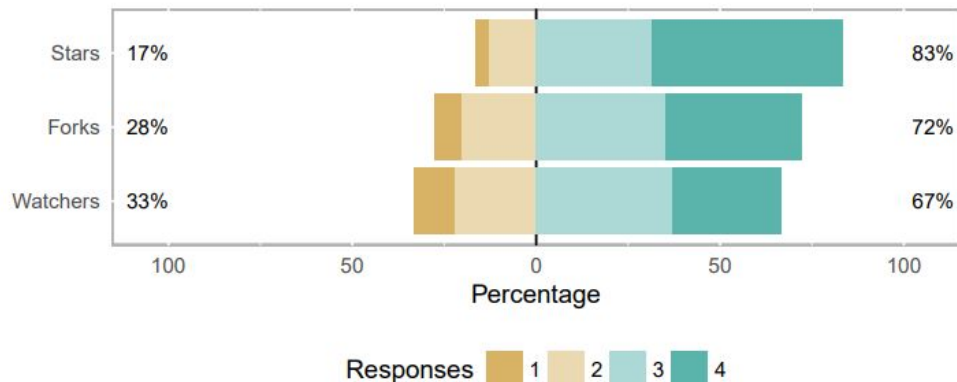Learn how we count contributions

Less ▢▨▨■ More

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Success factors

- Number of contributors

- Number of watchers

- Number of (open) PRs

- Project activity

- Last commit date

- Project is owned by a person or organization

- Code coverage

- And more...

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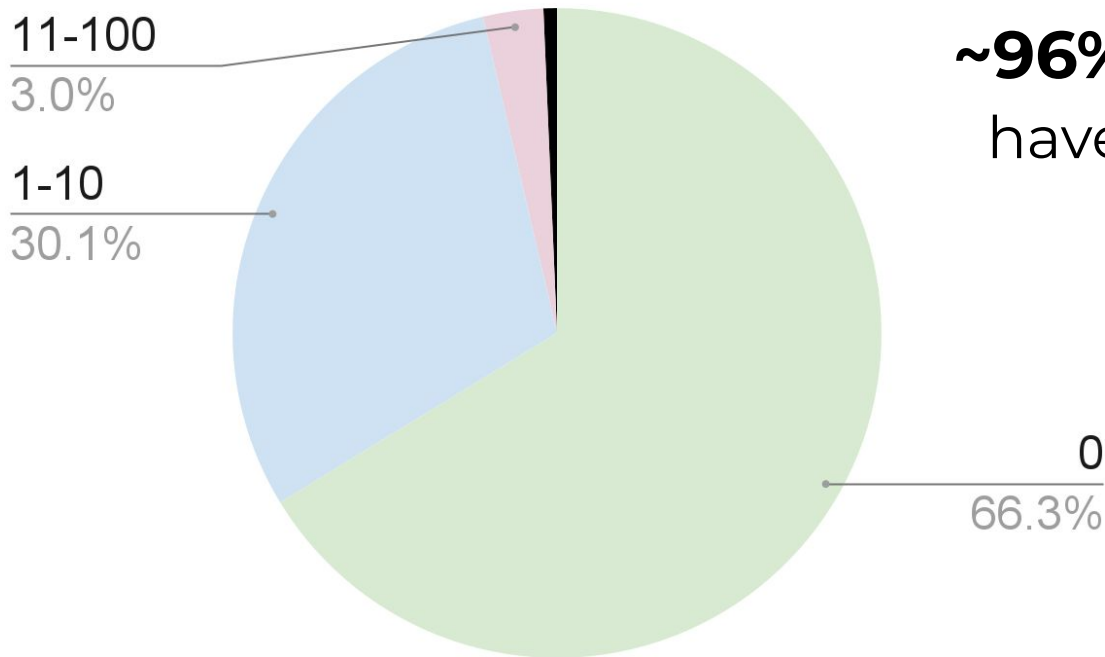# Aim for the stars! ⭐

Answer	Total	%	
Yes	567	73.0	▰▰▰▱
No	181	23.3	▰▱▱▱
Unclear	29	3.7	▱▱▱▱

Do GitHub users consider the number of stars before using or contributing to a project?

Started repositories distribution

11-100
3.0%

1-10
30.1%

0
66.3%

~**96%** of all repositories
have **10 or less** stars

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Getting started

Researching your idea (what)

🔢 Can you explain your project like I'm 5?

🔬 Does a similar project or tool already exist?

🤔 If something similar does exist, can your project make it better?

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How to develop your project

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Does it worth my time and effort?

Remember the 80/20 rule:

💡 Most Valuable Product (MVP)

📥 Make it easy as possible to install and try

📝 Less critical - amazing code and unitests

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Prerequisites to make it community friendly

📜 License *(users)*

👮 Contributing guidelines *(contributors)*

🏷️ Good first issue *(contributors)*

📖 README *(users / contributors)*

THE FIRST CUT

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How to write a good README

README.md

Have a great project cover image or logo

Rust passing docs failing Marketplace lychee **Share your badges**

⚡ A fast, async, resource-friendly link checker written in Rust.
Finds broken hyperlinks and mail addresses inside Markdown, HTML, reStructuredText, or any other text file or website!
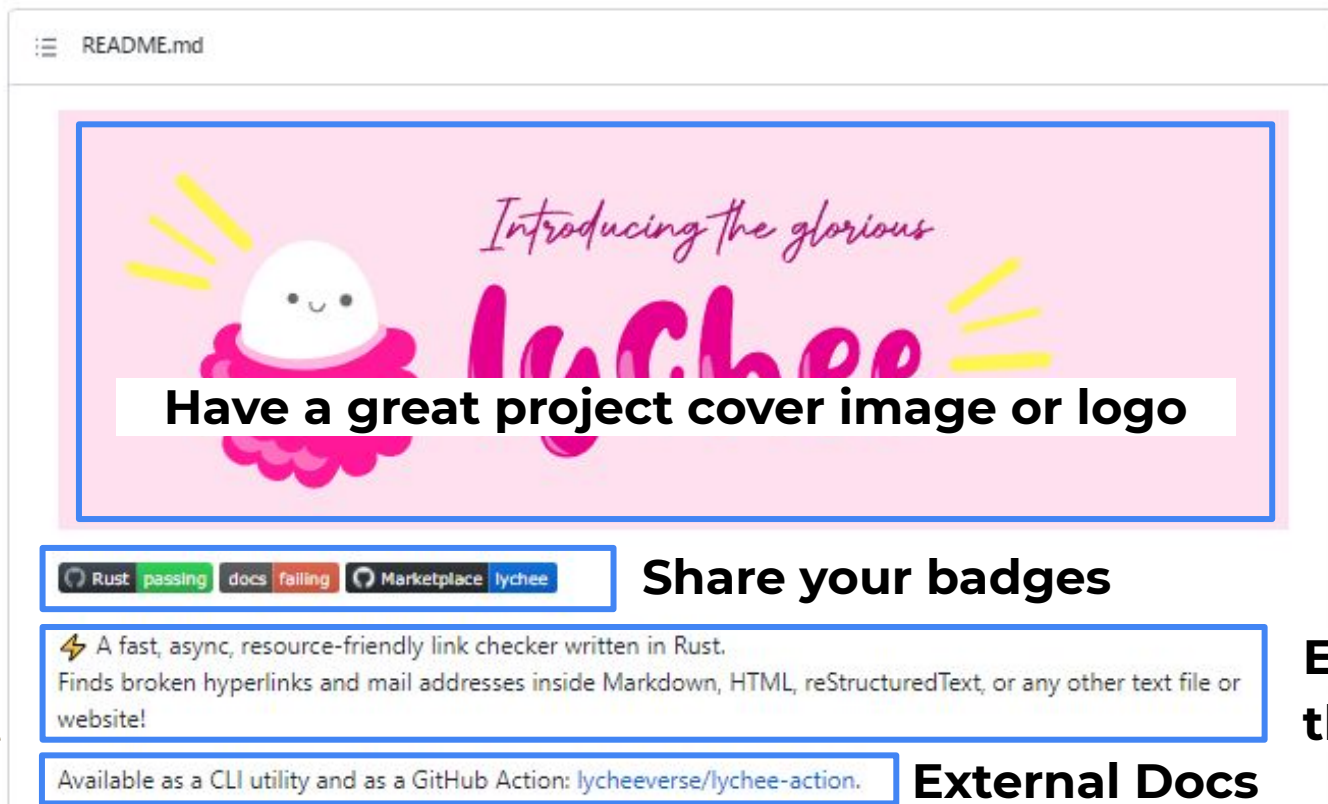
Explain what the project does

Available as a CLI utility and as a GitHub Action: lycheeverse/lychee-action. **External Docs**

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How to write a good README

Include visuals

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How to write a good README

README.md

Installation

Explain how to install or set up your project

Arch Linux

```
pacman -S lychee-link-checker
```

macOS

```
brew install lychee
```

Docker

```
docker pull lycheeverse/lychee
```

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How to write a good README

- "Does a similar project or tool already exist?"

- If something similar does exist, can your project make it better?"

Explains why this project exists

Features

This comparison is made on a best-effort basis. Please create a PR to fix outdated information.

	lychee	awesome_bot	muffet	broken-link-checker	linkinator	linkchecker	markdown-link-check
Language	Rust	Ruby	Go	JS	TypeScript	Python	JS
Async/Parallel	✔	✔	✔	✔	✔	✔	✔
JSON output	✔	✗	✔	✔	✔	●1	✔
Static binary	✔	✗	✔	✗	✗	✗	✗
Markdown files	✔	✔	✗	✗	✗	✔	✔
HTML files	✔	✗	✗	✔	✔	✗	✔
Text files	✔	✗	✗	✗	✗	✗	✗
Website support	✔	✗	✔	✔	✔	✔	✗
Chunked encodings	✔	●	●	●	●	✗	✔
GZIP compression	✔	●	●	✔	●	✔	●
Basic Auth	✔	✗	✗	✔	✗	✔	✗
Custom user agent	✔	✗	✗	✔	✗	✔	✗
Relative URLs	✔	✔	✗	✔	✔	✔	✔
Skip relative URLs	✔	✗	✗	●	✗	✗	✗

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How to write a good README

README.md

```
lychee README.md
```

Explain what you can do with the project

You can also specify various types of inputs:

```
# check links on a website:
lychee https://endler.dev/

# check links in a remote file:
lychee https://raw.githubusercontent.com/lycheeverse/lychee/master/README.md

# check links in local file(s):
lychee README.md
lychee test.html info.txt

# check links in local files (by shell glob):
lychee ~/projects/*/README.md

# check links in local files (lychee supports advanced globbing and ~ expansion):
lychee "~/projects/big_project/**/README.*"

# ignore case when globbing and check result for each link:
lychee --glob-ignore-case --verbose "~/projects/**/[r]eadme.*"

# check links from epub file (requires atool: https://www.nongnu.org/atool)
acat -F zip {file.epub} "*.xhtml" "*.html" | lychee -

# check links in directory; block network requests
lychee --offline path/to/directory
```
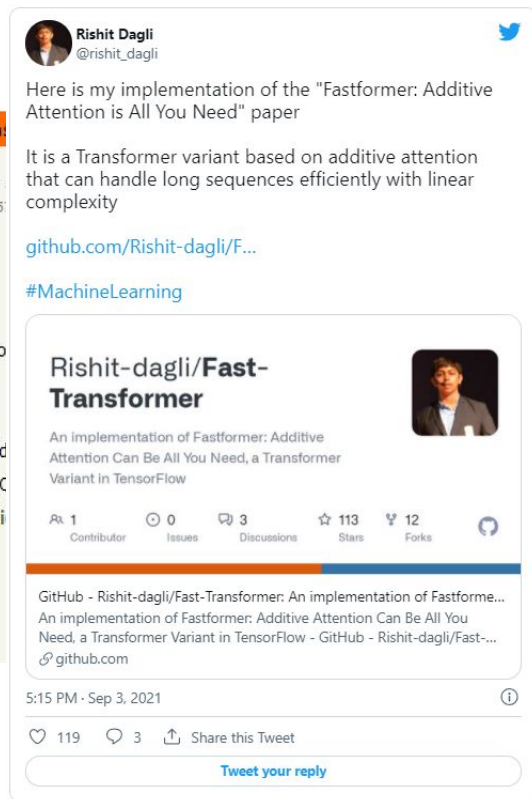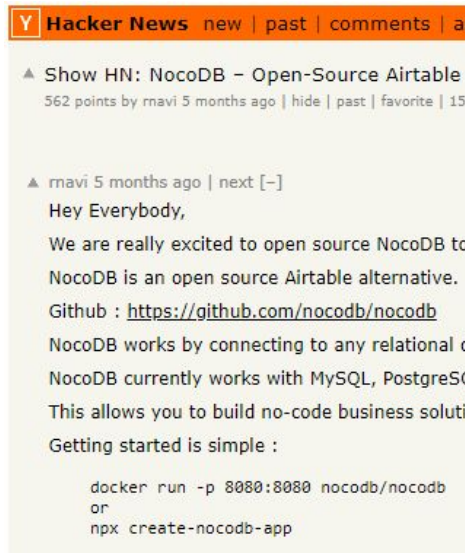
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Marketing your project

How to drive visitors to your GitHub project?

Publish where you hang out

✔️ Hacker News

✔️ StackShare

✔️ Reddit

✔️ Newsletters

✔️ Slack groups

✔️ Twitter

Bonus - connected to current events

Rishit Dagli
@rishit_dagli

Here is my implementation of the "Fastformer: Additive Attention is All You Need" paper

It is a Transformer variant based on additive attention that can handle long sequences efficiently with linear complexity

github.com/Rishit-dagli/F...

#MachineLearning

Rishit-dagli/Fast-Transformer

An implementation of Fastformer: Additive Attention Can Be All You Need, a Transformer Variant in TensorFlow

| 🧑 1 | ⊙ 0 | 💬 3 | ⭐ 113 | 🍴 12 | ⭘ |
| Contributor | Issues | Discussions | Stars | Forks | |

GitHub - Rishit-dagli/Fast-Transformer: An implementation of Fastforme...
An implementation of Fastformer: Additive Attention Can Be All You Need, a Transformer Variant in TensorFlow - GitHub - Rishit-dagli/Fast-...
🔗 github.com

5:15 PM · Sep 3, 2021

♡ 119   💬 3   ⬆️ Share this Tweet

Tweet your reply

Hacker News   new | past | comments | a

▲ Show HN: NocoDB – Open-Source Airtable
562 points by rnavi 5 months ago | hide | past | favorite | 15

▲ rnavi 5 months ago | next [–]
Hey Everybody,
We are really excited to open source NocoDB to
NocoDB is an open source Airtable alternative.
Github : https://github.com/nocodb/nocodb
NocoDB works by connecting to any relational d
NocoDB currently works with MySQL, PostgreSC
This allows you to build no-code business soluti
Getting started is simple :

```
docker run -p 8080:8080 nocodb/nocodb
or
npx create-nocodb-app
```

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Publish it where it matters

Forums, StackOverflow, GitHub issues...

Publish it where it matters

Forums, StackOverflow, GitHub issues...

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Submit a PR to an awesome list

- Awesome Kubernetes (12)

- Awesome NodeJS (43)

- Awesome MacOS (46)

- Awesome ML (58)

- Awesome static code analysis (9)

- Awesome Awesome lists (175)

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Check the traffic (referring sites)

Referring sites

Site	Views	Unique visitors
github.com	19,472	10,707
froala.com	17,774	9,113
facebook.com	836	393
m.facebook.com	739	453
producthunt.com	682	437
reddit.com	570	339
Google	448	188
away.vk.com	402	250
usepanda.com	315	237
news.ycombinator.com	249	153

Popular content

Content	Views	Unique visitors
GitHub - froala/design-blo...	41,411	24,592
design-blocks/call_to_acti...	2,593	2,417
design-blocks/src at master	1,586	1,237
Stargazers	1,399	844
Issues	1,263	670
design-blocks/dist at mast...	1,122	842
design-blocks/src/html at ...	1,049	891
design-blocks/LICENSE at...	988	826
design-blocks/screenshot...	754	614
design-blocks/forms.html ...	651	611

ACTION · EFFECT · FEEDBACK
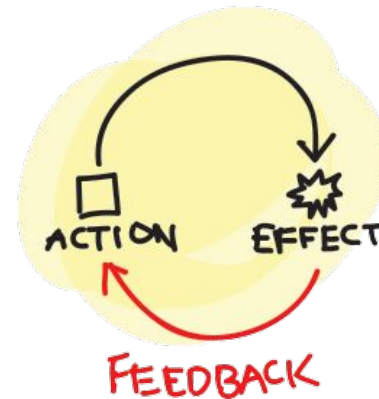
GitHub trending repositories (goal / hack)

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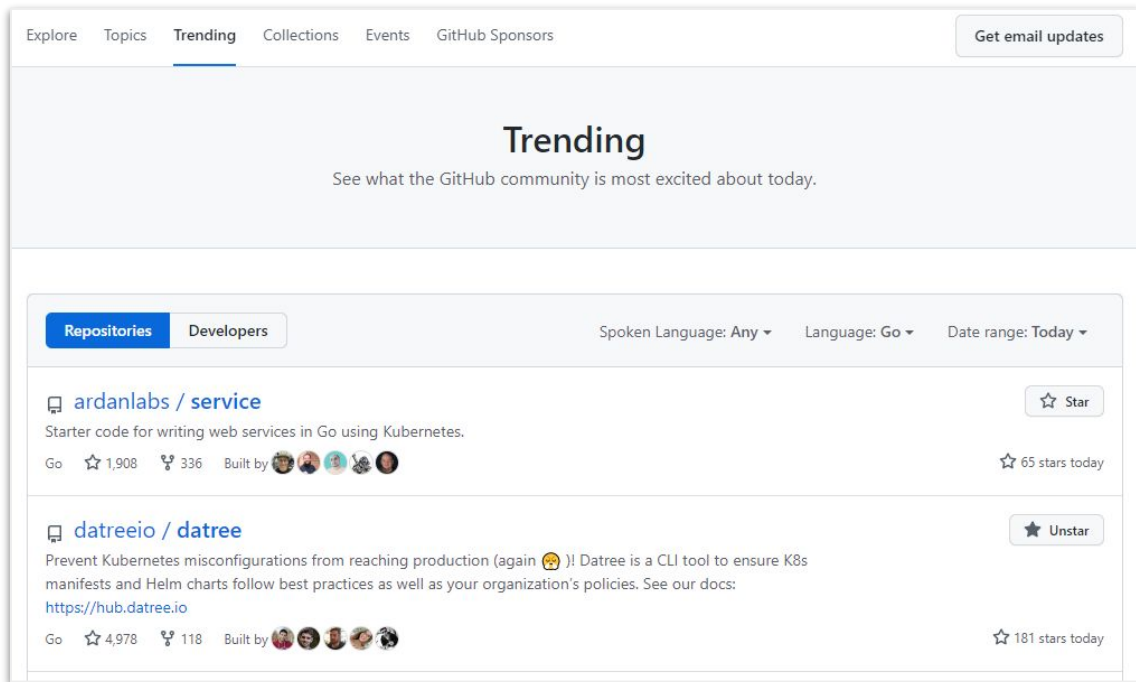
Summary

1. Explain (to yourself) "why"
2. Lean and mean code
3. Community friendly
4. Awesome README
5. Spread the word!!!

Thank you

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Resources

Understanding Promotion-as-a-Service on GitHub
https://cpb-us-e2.wpmucdn.com/faculty.sites.uci.edu/dist/5/764/files/2020/10/acsac2020.pdf

Understanding the Factors that Impact the Popularity of GitHub Repositories
https://arxiv.org/pdf/1606.04984.pdf

What's in a GitHub Star? Understanding Repository Starring Practices in a Social Coding Platform
https://arxiv.org/pdf/1811.07643.pdf

How to get up to 3500+ GitHub stars in one week — and why that's important.
https://medium.com/free-code-camp/how-to-get-up-to-3500-github-stars-in-one-week-339102b62a8f

How to Start an Open Source Project on GitHub – Tips from Building My Trending Repo
https://www.freecodecamp.org/news/how-to-start-an-open-source-project-on-github-tips-from-building-my-trending-repo/

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