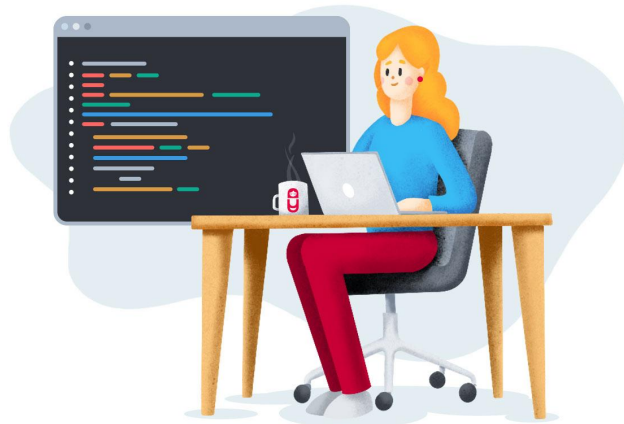


Matrushka

Hit the Ground Running!



We have developed tools and processes that allow us to develop powerful and extendable sites quickly, with predictable results, requiring less effort from our clients.

To structure the sites we follow a three-level architecture:

1. **Informative pages**
2. **Blog and news**
3. **Resource center (and custom collections)**

These components share the same editing experience that offers flexibility and ease of use to editors. The three levels work as a unified tool to form a content management system that is expressive and easy to use.

When we say tools, it's not just software we are talking about. Each component is accompanied by services (like workshops and training) in which we will guide you along the whole process to achieve together a site that helps your audiences and adds to your organization's goals. Our designers will make sure that your site looks great and represents your brand.

Starting with a solid foundation does not mean that you'll end up with a cookie-cutter site: our tools allow us to hit the ground running and provide structure but we'll have plenty of flexibility to shape and design the site to fit your needs. Each site is unique.

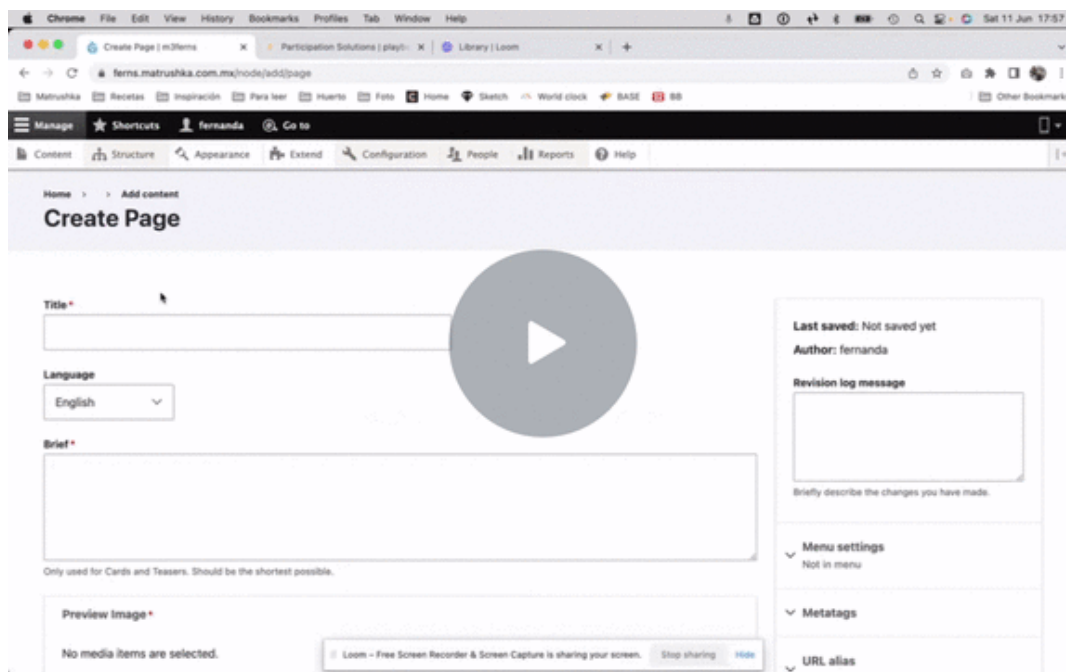
Editor Experience

As a site editor, you'll have an expressive and easy to use tool to produce and edit content with freedom through a visual interface in which you can create layouts and populate them with images, text, videos and other elements.

Elements included by default:

- Rich text with WYSIWYG editor.
- Embed contents (blog posts, resources, collections)
- Responsive images
- Videos from YouTube or Vimeo
- Image slider
- Logo strip

You'll also have tools to translate content, edit metadata for SEO and social media sharing and preview the responsive behavior.



[Editor Experience Demonstration - Watch Video](#)

Site Components

Pages

Informative pages are the first thing a user is likely to find. These pages serve as an entry point to introduce the subject for different audiences (researchers, policy-makers, entrepreneurs, advocates) and calls to direct actions such as donating or subscribing.

Included by default

- Pages
- Related pages functionality to promote horizontal navigation
- Auto-generated table of contents and in-page navigation

Optional

- Interactive infographics to explain specific concepts (for example, see the map at [Injusta Justicia](#))

Blog & News

The blog serves as a channel to publish contents that are time sensitive or created frequently. In this section you'll have contents such as events you organize, job opportunities, statements related to community events, announce new publications available in the Resource Center, etcetera.

Included by default

- Tagging by topic, blog type, and up to 2 extra taxonomies (for example by *Sustainable Development Goal* or *Universal Periodic Review session*)
- Blog list with filters and search
- Blog entries included in site-wide search
- Ability to embed blog posts in other content types

Optional

- Additional tagging taxonomies and filtering criteria.
- Additional views. We can split the blog entries list into multiple lists: for example, one list for an events calendar, and additional ones for news articles and job openings.
- Taxonomy workshop. In this workshop, we'll help you figure out the best way to classify and tag blog posts.

Resource Center

The resource center allows you to publish documents, videos and other files that offer information beyond the introductory explanations found in pages. Resources are more technical or specific and help your audiences deepen their understanding of the subject, or incentivize action.

The Resource Center is not just a set of stored files: each resource has a presentation page with the same layout capabilities as informative pages and can be as simple or as complex as you need it to be. Resources are added to the global search so your visitors can easily find them; by using collections you can group resources that work well as a set to facilitate their discovery.

Included by default

- Resources & Collections
- Tagging by topic, resource type, and up to 2 extra taxonomies (for example by *Sustainable Development Goal* or *Universal Periodic Review session*)
- Resources list with filters and search
- Resources included in site-wide search
- Ability to embed resources and collections in other content types

Optional

- Additional tagging taxonomies and filtering criteria.
- Additional views. We could split the resources list into multiple lists. For example, one list for books and publications, and another one for instructional videos.
- Taxonomy workshop. In this workshop, we'll help you figure out the best way to classify and tag resources.

Technical Specifications

- Based on Drupal 9
- Editor experience based on the Layout Paragraphs module
- Multilingual capabilities
- Complies with WCAG 2.1 Level A accessibility criteria or higher
- Compatible with mobile devices, tablets and desktop resolutions
- Site renders consistently across modern browsers (latest versions of Chrome, Firefox, Safari and Edge)
- A score of 80 or above in performance testing for desktop and mobile using Google Lighthouse
- SEO & social media metadata controls
- Google Analytics integration
- Helpful and pleasant page not found error page, with search
- GDPR cookies notice banner

Why Us?

Matrushka is a digital experiences studio based in Mexico dedicated to help busy communicators in Human Rights and Nature Conservation organizations to save time and effort in building their online presence.

We do this by developing websites that put power in their hands and minimizes reliance on developers to accomplish what they want. We follow a streamlined process that provides consistent, predictable results and gives them clarity at all stages.

The **International Union for Conservation of Nature (IUCN)**, the **Sexual Rights Initiative (SRI)**, the **International Planned Parenthood Federation (IPPF)** and **Prospera | International Network of Women's Funds** are some clients that have partnered with us to achieve their communication goals.

