Case Study: Enhancing Mautic's Developer Documentation

A Strategic Collaboration with WriteTech Hub

1. Overview: Who is Mautic?

Mautic is a leading open-source marketing automation platform that empowers businesses to manage multi-channel campaigns, customer journeys, and personalized experiences. It offers marketers and developers flexible tools to automate engagement at scale.

To support its rapidly growing ecosystem, Mautic maintains a developer portal, designed to provide contributors with the resources they need to build, integrate, and extend Mautic. However, as the product evolved, the documentation lagged behind, creating friction for developers.

Recognizing the importance of clear, scalable, and versioned documentation, Mautic partnered with WriteTech Hub to support its migration of the developer content and move to a more sustainable and user-friendly documentation platform: **Read the Docs**.

2. The Problem

Mautic's existing developer documentation presented several significant challenges:

- **Outdated Information**: Much of the content was created during the Mautic 2 era, resulting in obsolete code snippets, broken links, and missing references to current features like DDEV.
- **Single-page Architecture**: The current documentation structure is a long, monolithic page, which increases load times and makes navigation cumbersome.
- **Maintenance Burden**: The platform is hosted at developer.mautic.org and requires manual server maintenance (OS, security, and dependency updates), placing extra load on Mautic's infrastructure team.

- **Lack of Versioning**: Mautic supports multiple major versions (e.g., Mautic 3, 4, and soon 5), but the current Slate-based system doesn't support version control.

- **Onboarding Difficulties**: Developers, especially new contributors, often struggle to find reliable instructions and feel overwhelmed when setting up local environments or understanding Mautic's architecture.

These pain points prompted Mautic to initiate a full documentation migration and modernization project.

3. Why the Migration?

To address the limitations of the current system, Mautic is migrating its documentation to Read the Docs. This new platform offers several advantages:

- **Multi-version support**: Out-of-the-box ability to host and switch between different versions of the docs (e.g., Mautic 4, Mautic 5).

- **Better navigation**: A clean, sidebar-driven interface allows for easier access to nested content.

- **Faster performance**: Pages load independently, improving speed and usability.

- **No server upkeep**: Hosted externally, Read the Docs eliminates infrastructure maintenance for documentation.

- **Developer-friendly workflows**: Read the Docs integrates with GitHub and supports markdown/reStructuredText formats and automated builds.

- **Improved onboarding**: Combined with Mautic's new DDEV environment, developers can now set up a full local instance of Mautic with a single command (ddev start).

The goal of the migration is to create a developer hub that is modern, maintainable, and welcoming for all contributors, new and experienced.

4. Why WriteTech Hub?

About WriteTech Hub

WriteTech Hub is a documentation-first organization focused on helping open-source projects, startups, and enterprise teams scale with high-quality technical content. We believe that great documentation isn't just a support resource, it's a business driver, community enabler, and innovation catalyst.

We specialize in:

- Technical Content Creation
- Outsourcing and Hiring Solutions
- Technical Writing Development & Resources
- Documentation Auditing

Our mantra is simple: **enable growth and innovation through effective technical communication**.

Mautic chose WriteTech Hub for our ability to combine technical precision with scalable documentation practices.

5. What WriteTech Hub is Doing + Ongoing Work

WriteTech Hub is supporting the Mautic documentation migration through focused and actionable contributions:

Migration to 5.x Docs on Read the Docs

We're migrating content from developer.mautic.org to devdocs.mautic.org with the following approach:

- Auditing outdated pages
- Restructuring content for clarity and modularity
- Migrating verified and updated content
- Preserving important historical references where relevant

Progress Tracking

We've created a **shared tracking sheet** to monitor:

- Pages migrated
- Pages still pending
- Missing or incomplete sections

This provides transparency and accountability for the project.

6. Possible Outcomes & Future Plans

Expected Outcomes

By the end of the partnership, we anticipate:

- A fully versioned, multi-page developer documentation site
- Easier onboarding for new contributors and plugin developers
- Better developer understanding of the Mautic architecture and APIs
- Fewer support tickets due to improved self-service resources
- Community contributions powered by a formal documentation style guide

Future Plans

- Finalize and publish a comprehensive **technical writing style guide.**
- Contribute to **Mautic's blog** with developer-focused tutorials and tips.
- Recommend structural improvements based on reader feedback and usage patterns.
- Possibly contribute to onboarding experiences for non-developers (marketers, testers, etc.)

Final Thoughts

This partnership between Mautic and WriteTech Hub is transforming the developer documentation into a modern, scalable, and accessible resource. The migration is not only solving infrastructure and usability problems, but also laying the foundation for long-term community growth and engagement.

WriteTech Hub remains committed to delivering content that educates, empowers, and elevates Mautic's open-source ecosystem.