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State of MDN: Febraury 1- February 28 2013

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Thu, Mar 14, 2013 04:06 PM

Subject : State of MDN: Febraury 1- February 28 2013 1 attachment**To :** dev-mdc@lists.mozilla.org

Hi all,

Welcome to the bi-weekly MDN report, which will include traffic reports (monthly this time, bi-weekly in the future), monthly SEO updates, key deliverables & accomplishments and more. You can also refer to the [MDN Roadmap](#) for quarterly deliverables and initiatives.

Highlights:

- The MDN home page (<https://developer.mozilla.org>) received a bit of a facelift prior to MWC. We removed the big black banner and added snazzy promotion boxes that point to developer content for Firefox OS, Apps, Mobile and Firefox Desktop. Traffic to the Firefox OS page increased by 50.27% in the 2 weeks after the Feb 19th push (traffic for Apps & Mobile stayed flat).
- 50 bugs resolved, including a new revisions dashboard, updates to Demo Studio & "Where is Mozilla" page, and fixes for moving pages and how attachments are handled in the wiki
- Demo Studio currently contains 614 demos, and has surpassed Chrome Experiments in number of entries.
- 15 multi-touch (important for Firefox OS) demos were submitted to the Dev Derby in February.

Currently working on:

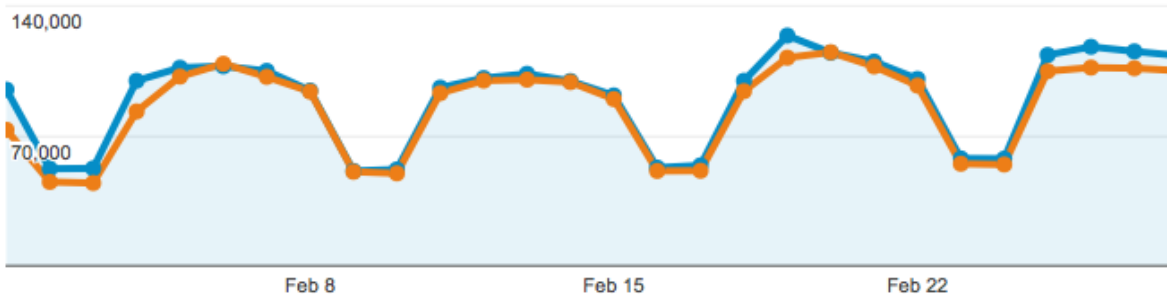
- Site Redesign - User Experience and site structure, alignment across Mozilla developer sites, and new developer branding
- Django 1.5 upgrade
- Elastic Search implementation (replacing internal Google search)

February Metrics (via Google Analytics):

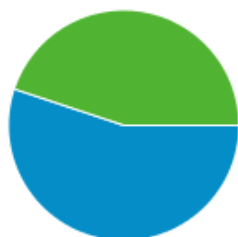
Unique Visitors

Feb 1, 2013 - Feb 28, 2013: Unique Visitors

Jan 4, 2013 - Jan 31, 2013: Unique Visitors



Unique Visitors: 1,915,685, increased 5.00% from January



■ **55.10% New Visitor**

1,648,645 Visits

■ **44.90% Returning Visitor**

1,343,716 Visits

Pageviews

Feb 1, 2013 - Feb 28, 2013

5,616,167

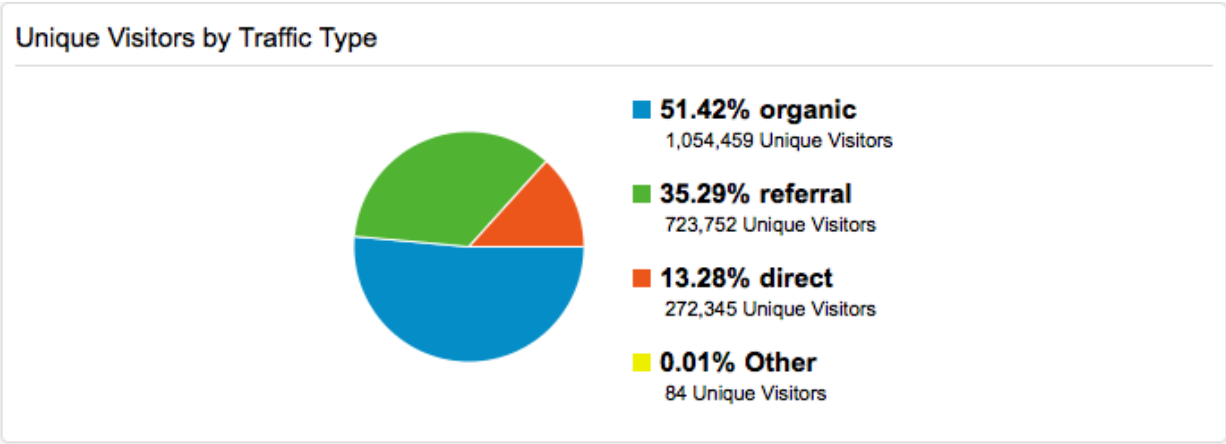
% of Total: 100.00% (5,616,167)

Jan 4, 2013 - Jan 31, 2013

5,339,610

% of Total: 100.00% (5,339,610)

Pageviews increased 5.18% from January



 **Analytics MDN 20130201-20130228 20130104-20130131.pdf**
203 KB
