Hi all,

I am going to be changing these reports to be on a monthly as opposed to bi-weekly basis to allow for more relevant data comparison and analysis. You can also refer to the MDN Roadmap for quarterly deliverables and initiatives. If you want to geek out on what our talented dev team is doing, you can see what development is in process on our kanban board or within github, as well as a feed of what's been released on MDN lately.

April Highlights:

- Doc Sprint in Vancouver - 12 paid staff and volunteers worked on Web API documentation, a list of specifications and their statuses, and requirements for the site redesign and various features. Very productive 3 days!
- Improvements to Mozilla Hacks
- Updates to Syntax editor
- Fixed several security bugs
- Lots of docs written! Apps, Web API & Firefox OS documentation that was identified as high priority are nearly complete. Next step is to review docs list for completeness and identify any gaps.
- Work on the redesign - defining new page layouts, content structure, content for the May 13 update to the nav & homepage

Currently working on:

- Site Redesign -
    - New content in global navigation and homepage launching on May 13.
    - Page types mockups
    - Information architecture prototyping
    - UX user studies, card sorting
- Elastic Search implementation (replacing internal Google search)
- Requirements for localization dashboard and user banning
- A/B testing capability
- Paid apps & reference apps documentation
- Community-organized, public Doc Sprints in Paris & San Francisco on June 1.

SEO
We added several Firefox OS & Apps keywords to our monitoring list, here are the results:

Firefox OS app developer:
MDN is #1, #3, #22, #24, #25, #27, #28, #32, #34, #40, #41
hmo is #2 (and more on the second page and later)

devhub is #5 and #6
Adobe is #4 (article about FxOS apps)

Firefox OS apps:
MDN is #1, #5, #24, #27, #28, #35, #42, #48, #49
hmo is #2 (and more on the second page and later)
devhub is #30, #37, #44 (Marketplace home page)

Also note that there are results belonging to other Mozilla web sites that are not listed here.

Firefox OS developer:
MDN is #1, #2, #33, #38, #39, #44, #45, #46
hmo is #3, #40, #41, #47
devhub is #5 and #6

Firefox OS development:
MDN is #1, #2, #5, #45
hmo is #3, #4, #49, #50
devhub is #9 (behind Adobe or Techcrunch)

HTML5 Apps:
MDN is #10
hmo is not listed
devhub is #48

This is/will be one of the more difficult searchkeys for us to gain traction in - since it is not using branded Mozilla terms and there is al ot of competition for attention. Will need to work on page SEO and promotion.

Open Web Apps:
MDN is #2, #18, #27, #37, #45 (Marketplace home page is #1)
hmo is #4
devhub is #6 and #7

The three words are mainly used in Mozilla contexts, so it almost a branded searchkey.

Web Apps: *(There are two meanings here: Apps on the Web, Apps from the Web)*
MDN is #10
hmo is not listed
devhub is not listed

This is/will be one of the more difficult searchkeys for us to gain traction in - since it is not using branded Mozilla terms and there is al ot of competition for attention.

Will need to work on page SEO and promotion.

METRICS

2,115,515 unique visitors in April, up 5.87% from March
Pageviews increased 5.99%, from 5,909,123 in April to 6,263,307 in March.

Apps continue to be a trouble area on MDN - views are down and the bounce rate is up a bit, but higher than the site on average. We're mplementing some additional tagging and reports so we can dive deeper into what is going on, as well as setting up a content review with the apps team.

Apps
Pageviews: -8.39%
Unique Pageviews: -7.27%
Bouncerate +0.30% (72.70% vs 72.49%)

Firefox OS
Pageviews: +5.54% (142,808 vs 135,314)
Unique Pageviews: +6.31% (119,589 vs 112,490)
Bounce rate: -3.98% (49.82% vs 51.89%)

Let me know if you have any questions!

ali spivak
MDN Product Manager, Mozilla
408-859-8260
aspivak@mozilla.com