

Hi all,

Welcome to the latest edition of the bi-weekly MDN report, which covers March 1-15, 2013. Please refer to the [MDN Roadmap](#) for quarterly deliverables and initiatives.

Highlights:

- Development mostly focused on bug fixes and longer-term ongoing projects. Django 1.4.5 upgrade in process (prerequisite for 1.5 upgrade). Bug fixes for Demo Studio, "Where is Mozilla" events page, section editing, security issues, attachments, and more
- Meetings on developer branding (and more scheduled)
- Preliminary UX readout, getting feedback
- Alignment with Marketplace roadmap
- Launched "Mobile" themed Dev Derby for March
- Planning for March doc sprint (March 22-23), virtual only
- Planning for April on-site doc sprint in Vancouver

Currently working on:

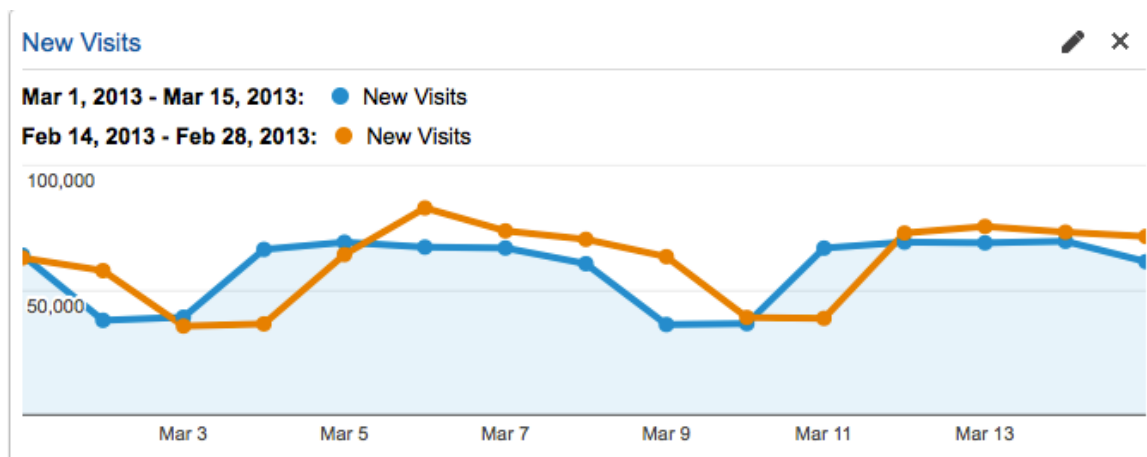
- Site Redesign - User Experience and site structure, alignment across Mozilla developer sites, and new developer branding
- Django 1.4.5 & 1.5 upgrades
- Elastic Search implementation (replacing internal Google search)
- Content structure for API documentation - <http://www.bitstampede.com/files/WebDocHierarchy.pdf>

Metrics (via Google Analytics):

Overall traffic to MDN dropped in this period, and both the Apps & Firefox OS sections dropped significantly. This is likely due to post-MWC traffic adjustments as well as the "Newness" of the buttons on the homepage wearing off. On the positive side, visit duration increased slightly, to 2.09 from 2.07 minutes. Digging into the numbers it interesting to note that specific pages under Apps & Firefox OS are experiencing quite a bit more traffic & could indicate what developers are looking for after the bump we got from MWC.

Firefox OS page views decreased by -9.64%. However, the page on Porting was up 86% & Introduction up 5%. Average time spend on Firefox Os pages increased by 7.72%.

For all Apps content, page views dropped by 33.29%, pretty much across the board for all pages in the tree with the exception of packaged apps (up 15.96%) and App Permission (up 41.92%).



Unique Visitors

Mar 1, 2013 - Mar 15, 2013

1,117,155

% of Total: 100.00% (1,117,155)



Feb 14, 2013 - Feb 28, 2013

1,142,783

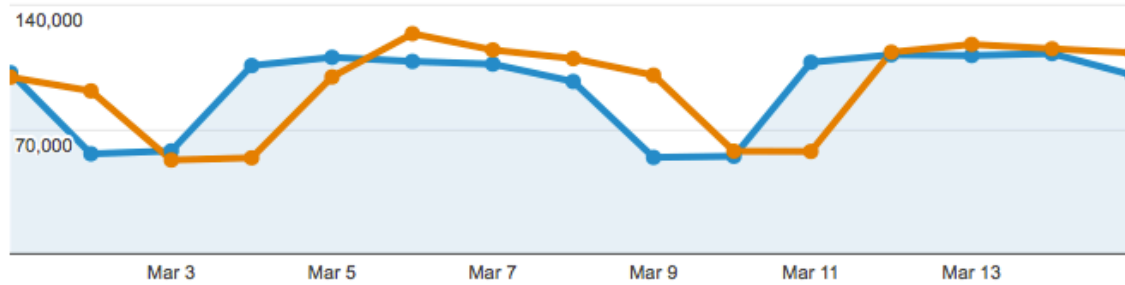
% of Total: 100.00% (1,142,783)



Unique Visitors

Mar 1, 2013 - Mar 15, 2013: ● Unique Visitors

Feb 14, 2013 - Feb 28, 2013: ● Unique Visitors



Pageviews

Mar 1, 2013 - Mar 15, 2013

3,070,548

% of Total: 100.00% (3,070,548)



Feb 14, 2013 - Feb 28, 2013

3,144,608

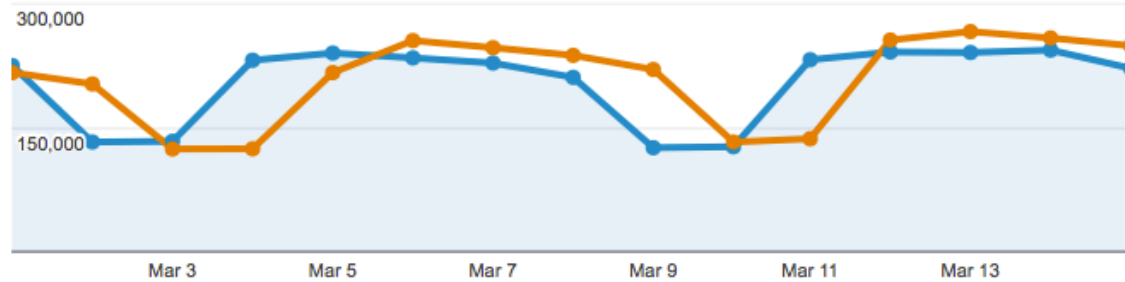
% of Total: 100.00% (3,144,608)



Pageviews

Mar 1, 2013 - Mar 15, 2013: ● Pageviews

Feb 14, 2013 - Feb 28, 2013: ● Pageviews

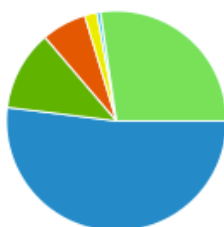


Unique Visitors by Traffic Type



- 53.73% organic**
636,834 Unique Visitors
- 34.33% referral**
406,911 Unique Visitors
- 11.92% direct**
141,341 Unique Visitors
- 0.02% Other**
53 Unique Visitors












Unique Visitors by Source



- 51.95% google**
623,045 Unique Visitors
- 11.78% (direct)**
141,341 Unique Visitors
- 6.60% stackoverflow.com**
79,220 Unique Visitors
- 1.78% mozilla.org**
21,421 Unique Visitors
- 0.58% support.mozilla.org**
6,967 Unique Visitors
- 27.31% Other**
327,234 Unique Visitors

Visits by Browser

Browser	Visits
Chrome	746,402
Firefox	682,357
Internet Explorer	93,951
Safari	76,574
Opera	25,003
Android Browser	8,642

Page		Pageviews	% Pageviews
1. /en-US/docs/Midas/Security_preferences		258,518	 8.42%
2. /en-US/		42,902	1.40%
3. /en-US/docs/JavaScript		27,549	0.90%
4. /en-US/docs/JavaScript/Reference		24,573	0.80%
5. /en-US/docs/JavaScript/Guide		22,572	0.74%
6. /en-US/docs/JavaScript/Reference/Global_Objects/Array		22,477	0.73%
7. /en-US/docs/Mobile/Viewport_meta_tag		17,528	0.57%
8. /en-US/docs/JavaScript/Guide/Regular_Expressions		15,915	0.52%
9. /en-US/docs/JavaScript/Reference/Global_Objects/Date		15,826	0.52%
10. /en-US/demos/		13,686	0.45%