Hello all,

Welcome to the first State of MDN for 2014!

First off, in addition to recovering from a slight dip in site traffic in December, we had 33.79% more traffic to the site in January of 2014 as we did in January of 2013, and people are returning to the site more often, staying longer, and looking at more pages (see more details in the Metrics section below).

The MDN team dedicated most of January to planning for 2014, updating content, and working on "technical debt" such as improving site performance. We got a lot accomplished and are feeling great about the rest of the year!

On January 20th & 21st, the MDN writing team held a staff meeting in San Francisco to work on our goals, processes and projects for 2014. Our mission this year on the content side is to build an area filled with great content for beginning developers (with collaboration from WebMaker, the MDN community, and many other Mozillians), continue to grow and support the MDN community, and strengthen our relationships with our contributors (current and potential) and engineering team partners to help them get things done. There will also be a lot of focus on measuring impact of what we do, including new metrics and dashboards. The full set of notes and outcomes of the meetings are posted on the MDN wiki, but to accomplish the content goals these are some key features we are planning to drive with the help of MDN stakeholders, community, and development team (this doesn't cover everything we will do, of course):

- Q1: Badges; Page deletion; Performance improvements
- Q2: Profiles; Improve experience for localizers; Compatibility table improvements, Metrics & dashboards
- Q3: New Learning area & curriculums; Code samples (that can be downloaded, tweaked, & run "out of the box")

Additional January Highlights

- 68 MDN bugs were filed & 53 MDN bugs were closed last month.
- The first of our tools for measuring impact, documentation status pages, have been rolled out for most of the reference areas on MDN (and will be added for the zones in the near future). These pages help us track the health of the various sections of the site and also help contributors identify where they can best direct their efforts on the site. Big win!
- SDK docs were moved into MDN.
- Volunteers in India held an MDN code and doc sprint in Kolkata, which had great turnout and provided lots of great feedback on ways to improve the experience for new volunteers.
- Badge infrastructure code was deployed: https://wiki.mozilla.org/MDN/Development/Badges

- Cleaned up technical debt in dependencies, enabling us to use Travis CI and Requires.io and to on-board 3 new code contributors this month

What's coming up:

- MDN Work Weekend in Paris, March 7-9. The MDN community (volunteer and paid staff) will spend three days working on producing idea proposals, designs/mockups, new docs, code, and/or new tools or processes.
- Improved Quick Start page for volunteers: seeking input from the community!
- MDN Content inventory
- Specific badges for MDN contribution are under discussion and being tracked in a Google doc worksheet and are open for input.

Site Metrics

Unique visitors were up 10.11% (1,748,145 vs 1,587,697) from December 2013, and increased 12.72% from January 2013 (when there were 1,525,786).
Total number of visits to the site were up 12.19% from December and 33.79% (3,923,293 vs 2,597,748) from January 2013.
Page views increased 13.20% from December and 30.41% from January 2013.
Bounce Rate decreased 0.54% in December and 2.38% from January 2013.
Pages per visit increased 0.90% from December and 0.64% over 2013.
Average Visit Duration increased 3.06% from December and 19.67% over all of 2013.

The takeaway: Overall, we had 33% more traffic to the site in January of 2014 as we did in January of 2013, and people are returning to the site more often, staying longer, and looking at more pages. We also are seeing less people land on pages and immediately leave the site.

One factor in this is that our placement on Google search results has also improved drastically in this same time period; we are now consistently on the front page of search results (often in the top 5) for our top 20 keywords, and are starting to catch up with W3Schools as far as placement. Jean-Yves Perrier has done great work improving our SEO, including updating the page summary that appears on search results so people are better able to determine the content before clicking on the link.

Metrics geekery
A short lesson on how analytics can be tricky: Looking at the raw data for 2013, it first appeared that our unique visitors decreased by about 200k, at a time when overall site traffic was up, which didn't fit in with all of the other data. With some help from Gareth Cull (our GA guru here at Mozilla), we investigated and realized/remembered that in mid-July a filter had been set to exclude https://developer.mozilla.org//en-US/docs/Midas/Security_preferences, which receives a lot of one-time click traffic from Firefox and tended to artificially inflate

the MDN traffic numbers by 300-400k unique visitors & visits a month. We chose to remove this page from MDN metrics back in July to get a clearer picture of the traffic on MDN that was driven by the core content, as opposed to one product page. From August 2013 on, the metrics included the filter and did not include data from this page; it was only looking back and comparing the pre-filter January 2013 numbers that brought out the discrepancy.

As always, for more information on what we are up to on MDN, you can visit the New on MDN Twitter feed to see some of the content being added to the site by the MDN contributors and paid staff. And, 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.