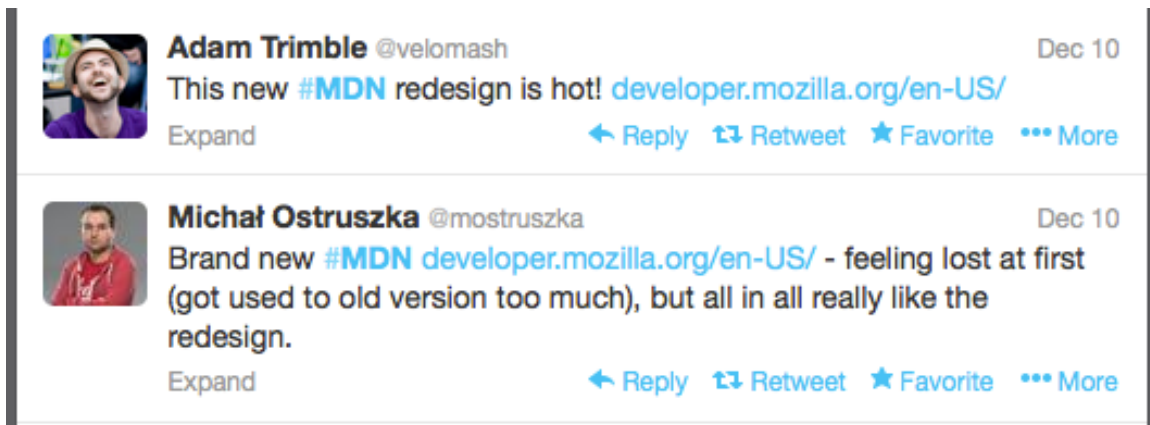


Hello all,

Welcome to the year-end edition of the State of MDN.

The main news for December (and the year!) was the launch of the redesigned MDN site on December 7th. The content and development teams put in huge effort to launch the site and followed up by researching and closing bugs at an impressive rate up until the Mozilla-wide closure began on December 22.

The redesign was extremely well received, with around 95% of the comments positive. Some issues with site performance were called out and the development team and IT have begun to work on solving them (most were legacy issues unconnected to the redesign).



Site Metrics

Unique Visitors decreased 4.7% in December, to 1,587,697.

Visits decreased by 3.93%, to 3,497,157 (compared to 3,640,044 in November). However, the greatest percentage of the decline came between December 22 and December 31, while many countries were on holiday. For example, site visits decreased 22.26% from December 22-31 compared to the previous 10 days.

During the last two weeks of December, visits from Asia, Eastern Europe, and the Middle East increased, while US, Canada, Europe (with the exception of Italy & Belgium), and Latin America decreased enough to pull down overall site traffic

Over the whole of 2013:

18,528,529 people visited MDN, in 40,456,252 visits.

Country / Territory	Visits	% Visits
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1. United States	10,683,092	26.41%
2. India	2,875,809	7.11%
3. United Kingdom	1,973,289	4.88%
4. Germany	1,911,377	4.72%
5. Japan	1,900,432	4.70%

Pageviews 75,486,334

Pages / Visit 1.87

Avg. Visit Duration: 2 minutes 16 seconds.

New accounts registered in 2013: 18,689

Article edits: 46,761

Article translations: 6,422

SEO

For the year, search results for our 20 major keywords continued to trend upward. Most keywords are consistency appearing on the front page of Google results, and generally in the top 5. We're expecting this trend to continue in 2014, buoyed by the redesign and doc cleanup work we will be doing in Q1.