

Hi all,

Welcome to the June version of the monthly MDN report. Kicking off the summer season, we saw slightly lower overall traffic on the MDN site in June. However, [WebAPI](#) docs saw a huge uptick in traffic (over 80%!), and [Apps](#) & [Firefox OS](#) docs also improved slightly. This is likely due to Firefox OS launch activities as well as the May 13 release of new global navigation and homepage that gives greater visibility to this content.

The site redesign is in full swing & we are making a lot of progress. If you want to see what we are working on and provide feedback, please visit the [Redesign Wiki](#) which will always contain the latest updates. Key elements include the [new site architecture](#), current [wireframes](#) (how content on the pages will be laid out), and proposed [content for the home page](#). Next steps are to finalize the homepage content & have UX develop the homepage wireframe. We're also finalizing wireframes for project zone landing pages (zones are collections of content, such as App Center, Firefox OS, etc. They can be Mozilla products or simply topics of interest to developers) & these wireframes will be added to the redesign page this week. Design work is just getting started & we'll be reviewing in late July/early August, with several open sessions to be scheduled and communicated through the MDN-drivers and MDN community mailing lists.

MDN-drivers have been busy prioritizing, defining and discussing MDN features and changes as well as the redesign. Most discussion on priorities happens on the [MDN-drivers mailing list](#). Also - anyone can and should [vote on MDN bugs](#) to get them on the radar for prioritization & implementation.

In addition, there are some exciting changes to the MDN team in process. Chris Mills (formerly at Opera) will be joining the MDN team on July 15 as a Sr. Technical Writer. Florian Scholz, a longtime MDN contributor, will be starting as a Technical Writer on October 1. We're also really excited that the MDN development team, led by Luke Crouch, has moved into Developer Engagement & are reporting to Stormy Peters. Jannis Leidel joined the MDN dev team as part of the move and will be helping implement Elastic Search as well as other backend improvements. Yes, the MDN team is getting even more awesome!

June Highlights:

- Developer card sorting exercise completed & results incorporated into architecture proposal
- Wireframes for articles & landing pages completed
- Font-awesome enabled
- Elastic Search development nearly completed (one issue to close)
- Enhanced user (spammer) banning capabilities
- Embed YouTube videos into wiki pages
- Improved Syntax Highlighting for live samples
- Community-organized, public Doc Sprints in Paris & San Francisco on June 1
- Doc Sprint in Paris on 22-24 June (French community participation)
- Marketplace [Payments](#) documentation written
- Completed [documentation](#) for all Certified WebAPI's
- Repacked & updated all Jetpack Add-ons documentation for Firefox 22 release on June 25
- Fix to editor scrolling
- "Member since" date added
- Prototyping of read the docs/github integration/skinning
- Localization improvements, including allowing attachments in translation interface & tagging improvements

Planned for July:

- Site Redesign - handoff wireframes to creative/design, review design work
- Launch Elastic Search with keyboard controls, AJAX searches, and tag displays
- Integration with GitHub as docs source
- Infrastructure to manage permissions and groups / teams
- Offline content
- Content reorganization on MDN to support redesigned architecture
- Technical review and updates to Firefox OS docs

Metrics for June:

Unique Visitors decreased -1.43%, from 2,136,434 in May to 2,105,935 in June.

Pageviews decreased -3.16%, from 6,397,547 in May to 6,195,661 in June.

Bounce rate: upticked slightly to 72.93% vs 72.59% in May

Apps content (not counting DevHub pages):

Pageviews increased to 53,276 from 49,681 in May

Bounce rate: increased 2.17% (likely due to increased traffic)

Average time spent on Apps docs pages: 2:03 minutes

Firefox OS docs:

Pageviews: increased from 136,748 in May to 164,670 in June

Bounce rate: increased to 50.29% (also likely due to increases in traffic)

Average time spent on Firefox OS documentation pages: 1:47 minutes
(up .04 seconds)

Web API's

Pageviews increased over 80%, from 418,786 in May to **786,072** in June!

Bounce rate increased only slightly (0.54%) to 74.45%

Average time on an API/DOM page: 3:27 minutes

Metrics for the first half of 2013:

Unique Visitors: 10,609,002

Pageviews: 36,358,294

Average visit duration: 2:09

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. You can also refer to the [MDN Roadmap](#) for quarterly deliverables and initiatives. 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.

Let me know if you have any questions!

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