

Hello all,

Welcome to the September edition of the State of MDN. This month, we saw the release of the MDN redesign into beta, and a (slight) recovery in site traffic. We also got some new community metrics from the development team, including data that shows, over the last two years, a whopping 117% increase of users who actively edit/write on the MDN site (from 217 to 473). It's this contribution that makes MDN awesome, so huge thanks to our community for all the great work they do on MDN!

September Highlights

September was all about the MDN redesign. We launched the MDN Beta at the end of the month, and if you are not already testing the beta, you should be! It's easy: Login into [MDN](#), edit your [profile](#), and check the beta user checkbox. For more information on what to beta test check out the [testing page](#) on the Redesign Wiki.

We will be holding weekly, open meetings to discuss bugs found in the redesign and how/when to address them. These meetings are every Tuesday at 17:00 UTC (10:00 PDT), in the [#devmo IRC](#) channel. We also discuss on the [mdn-drivers](#) mailing list.

What's new in the Redesign beta:

- New navigation. From any place in MDN, you can now easily navigate to information about the Web platform, Apps, Firefox OS, Developer Tools and more.
- Zones – zones are a new concept on MDN, and are reachable from the new top navigation bar. Zones generally contain more structured content, and are designed as a place for Mozilla products and topics that span multiple technologies, such as App development. For example, App Center coeres what a developer needs to know to develop HMTL5 apps, and includes documentation on design best practices, HTML, CSS, Javascript, API's, as well as publishing, and payments in Firefox Marketplace.
- New homepage & content. We have a new home page for MDN that features a prominent search box, as well as links to highly trafficked topics. We also have new landing pages for Firefox OS, Tools, Persona and Apps; each with lots of great new developer content.
- New logo and design! The Mozilla dino, well loved by our developer community, lives on! The new design adjusts to smaller form factors, is more consistent with the rest of the Mozilla web sites, truly highlights major topic areas (the new visual style that underpins the new Firefox OS landing page, for example), better represents other resources that are valuable to developers (like Hacks and Demo Studio), and highlights the community aspect of the site.
- Improved search — we are no longer using Google Search, which has a number of benefits including allowing us to offer advanced search of MDN content as well as results from other trusted sources.

For more information on the redesign, please visit the [Redesign Wiki](#), which will always contain the latest updates.

In September, we also held the very first MDN tour in India. India community members arranged MDN events in 4 cities and were fantastic hosts and facilitators. Some highlights were Mozilla

Reps training & JSFoo in Bangalore, a doc sprint in Pune where participants tagged over 400 documents on MDN, a talk on MDN at the university in Manipal, and a sprint and keynote at a Young Professionals FOSS conference in Trivandrum. We have quite a few new community members from India and many ideas on ways to continue to engage and grow MDN there. We're looking forward to doing more tours like this in the future!

Community Metrics:

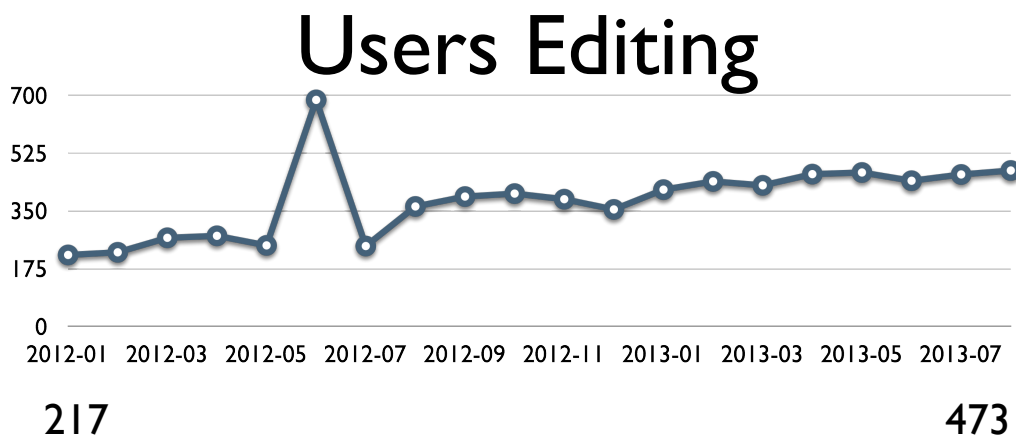
New MDN accounts increased by 5%, from 1251 in August to 1317 in September. Active editors also jumped in September, from 218 to 272. This is likely due to a combination of factors including people returning to university from holidays, increased interest in contribution via the 15 years program, and outreach by MDN staff.

Year-over-year, in November of 2012, we had

- 33,145 Users
- 9,185 Editors
- 272,134 Edits
- 520 Demos

In September of 2013,

- 46,648 Users - Up 41%
- 11,563 Editors - Up 26%
- 339,191 Edits - Up 25%
- 794 Demos - Up 53%



**117% increase
over 2 years**

Site Metrics

For site metrics, the news isn't all rosy, but it is looking better than the pretty grim numbers we experienced in August.

Unique visitors were 1,553,671, an increase of 4.98% over August but still quite a bit lower than our highest trafficked month, May, where we had 2,136,434 unique visitors.

Total page views: 6,118,735, an 0.86% increase over August, but still down from the all-time high of 6,397,547 in May.

Pages per visit: 1.86, a decrease of 1.55% from August.

Returning visitors have been the bulk of the decline in MDN traffic. In June, we had 1,038,226 returning visitors, then dropped to 892,751 in July, 683,776 in August, and have seen a slight bounce back on September with 741,102. We'll need to see if October continues the recovery of return visitors, and are exploring ways we can find out why traffic for this audience has decreased (possibly due to summer holidays, but we want to know more).

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.

Let me know if you have any questions!