

Hi all,

Welcome to the (somewhat late) July version of the monthly MDN report.

We have been experiencing stability/editing errors on the MDN platform that have caused the development team to drop most of the other work they were doing and concentrate on finding and fixing the errors. We're making progress on this but are still not out of the woods.

Relevant bugs:

- https://bugzilla.mozilla.org/show_bug.cgi?id=902177
- https://bugzilla.mozilla.org/show_bug.cgi?id=866459
- https://bugzilla.mozilla.org/show_bug.cgi?id=901971
- https://bugzilla.mozilla.org/show_bug.cgi?id=901960
- https://bugzilla.mozilla.org/show_bug.cgi?id=866458

Email threads:

- <https://groups.google.com/d/msg/mozilla.dev.mdn/jCaPu1x6wTY/QwS4SsGfU6wJ>
- https://groups.google.com/d/msg/mozilla.mdn.drivers/YUI_bskDoUA/hx_sljMrXR8J

For the first time we were simultaneously on the first page of Google results for the keywords CSS, CSS3, HTML, HTML5, Javascript! This is a big achievement for our SEO!

Dev Derby will be on hiatus from August to October 2013, to accommodate a very exciting transition. Starting in October, management of the contest will be handed off to Kensie Connor and other community members. For more information, please see the Hacks article: <https://hacks.mozilla.org/2013/06/announcing-an-administrative-change-to-the-dev-derby/>

The redesign is progressing a bit slower than we would like – there are a lot of folks on PTO in July & August and we're having some impact because of that. Still, most of the wireframes are completed, the initial design mockups are done, and implementation work has begun on some elements. We are currently finalizing content for the home page, which will go to creative August 20th. We are still targeting an end of September launch.

Planned for August:

- Continue to monitor and fix platform stability, as needed
- MDN new design review
- Homepage design
- Design implementation
- Github/sphinx/jeckyl content integration

SEO Update

Simultaneously on the first page of Google results for the major keywords (CSS, CSS3, HTML, HTML5, Javascript) for the first time. This is great progress and helps drive us towards the goal of overtaking W3Schools as the top web platform reference.

We saw a global negative trend on the 2nd week of July, followed by two weeks of positive trends, mostly compensating for the downtick it. Note that the negative trend affected Bing more than Google, though both engines were affected. Google US was also quicker to recover than global sites or Bing.

The Apps landing page redesign led to a noticeable lowering of our positioning for "HTML5 Apps". A SEO Summary feature was added which should help – we will be monitoring to make sure it improves.

- Overall: 142 keywords. In the top-3: 81, in the top-10 (first page): 124
- Google US: 142 (140) keywords. In the top-3: 76 (71), in the top-10 (first page): 120
- Bing US: 142 keywords. In the top-3: 40, in the top-10 (first page): 90
- Google DE: 140 keywords. In the top-3: 50, in the top-10 (first page): 101

For the full report:

https://intranet.mozilla.org/Engagement/Developer_Engagement/MDN_SEO/20130731

Metrics for July:

Unique Visitors decreased from 2,105,935 in June to 1,844,526 in July, representing a 12.41% drop. (261,409 less visitors).

Pageviews, however, increased 7.24%, to 6,644,213 in July versus 6,195,661 in June. Driving some of the decrease in visitors is a drop in new visitors, down 17.43% to 41.82% of visitors vs 50.65% in June.

Bounce rate improved slightly as well, down 1.87% to 71.57% in July vs 72.93% in June.

Pages per visit increased 2.74%, to 1.88 pages per visit vs 1.83 in June & average visit duration increased 7.30%.

Conclusion: while we had less people overall visiting the site, the people who did visit spent longer on the site (likely because the percentage of returning users is higher). In general, website traffic decreases in the summer months, but we'll keep tracking to ensure it is just a seasonal thing.

Let me know if you have any questions!

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