

## April 1-15

As a result of the 15 Year Anniversary campaign, request to contribute to Writing/Documentation have doubled (from an average of around 140 per month to over 300 for April, so far).

Unique visitors were 1,149,705; an increase of 7.7% from the previous 2 weeks  
There were 3,135,275 pageviews; an increase of 6.3% from the previous 2 weeks

Most of the traffic increase came from increased viewing of the Javascript pages (our most heavily trafficked, Site Compatibility for Firefox 23, received 21,688 pageviews, the most viewed new page.

Traffic to the Apps & Firefox OS content is a mixed bag – it has increased a bit after a huge drop in traffic throughout Q1, but continues to decline as a percentage of site views. In February the Apps pages accounted for 1.14% of the total pageviews, but so far in April it has only been 0.62%. We need to improve the content in these areas and promote it, as I don't think interest is waning in these topics.

For example, pageviews for Apps content were 81,268 in January, 64,163 in February, & 42,540 in March.

Pageview details:

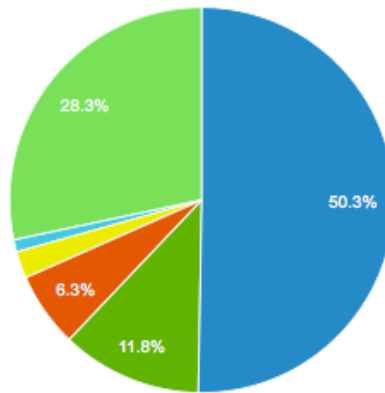
/en-US/docs/Apps = 19,404 (0.62%), up 5.57% compared to 18,381 for March 15-31.

/en-US/docs/Mozilla/Firefox\_OS = 49,714 (1.59% of total), up 7.55% compared 46,223 for March 15-31.

Top day for unique visitors was April 9, with 130,014.

### Unique Visitors by Source

■ google ■ (direct) ■ stackoverflow.com ■ mozilla.org ■ whatcanidoformozilla.org ■ Other



### March Metrics

For March, MDN had 2,066,517 unique visitors and 6,134,265 pageviews

In March the average visit duration went up 4% (from 2.07 to 2.11) and unique visitors increased 5.8% or 120,949 (from 1,945,568 in February to 2,066,517 in March). Pageviews increased by 8.4% over February.

Pageview Details:

/en-US/docs/Apps = 42,540 (0.69%)

/en-US/docs/Mozilla/Firefox\_OS = 121,639 (1.98%)

### Q1 Metrics

SEO

Overall: **131** keywords tracked In the top-3: **71**, in the top-10 (that is first page): **111**

**HTML5 Elements:** in March we climbed to rank #1! It is the first time we reached #1 on such a keyword, having pushed W3Schools at a lower position. **This is our big SEO success of Q1.**

Full Report is here:

[https://intranet.mozilla.org/Engagement/Developer\\_Engagement/MDN\\_SEO/2013\\_0403](https://intranet.mozilla.org/Engagement/Developer_Engagement/MDN_SEO/2013_0403)

For the 1st Quarter of 2013 (January 1-March 31) MDN had 5,367,974 unique visitors and 17,501,779 pageviews

Pageview details:

/en-US/docs/Apps = 187,971 (1.07%)

/en-US/docs/Mozilla/Firefox\_OS = 350,698 (2%)

Highest Daily Unique Visitors

February 19th, 123,936, average visit duration = 1:51

February 26 117,899, average visit duration = 2:10

February 26: 115,438, average visit duration = 2:12

Google continues to be the main source of traffic at 46.9%.

