

Hi all,

Welcome to the bi-weekly MDN report, which will include traffic reports (monthly this time, bi-weekly in the future), monthly SEO updates, key deliverables & accomplishments and more. You can also refer to the [MDN Roadmap](#) for quarterly deliverables and initiatives.

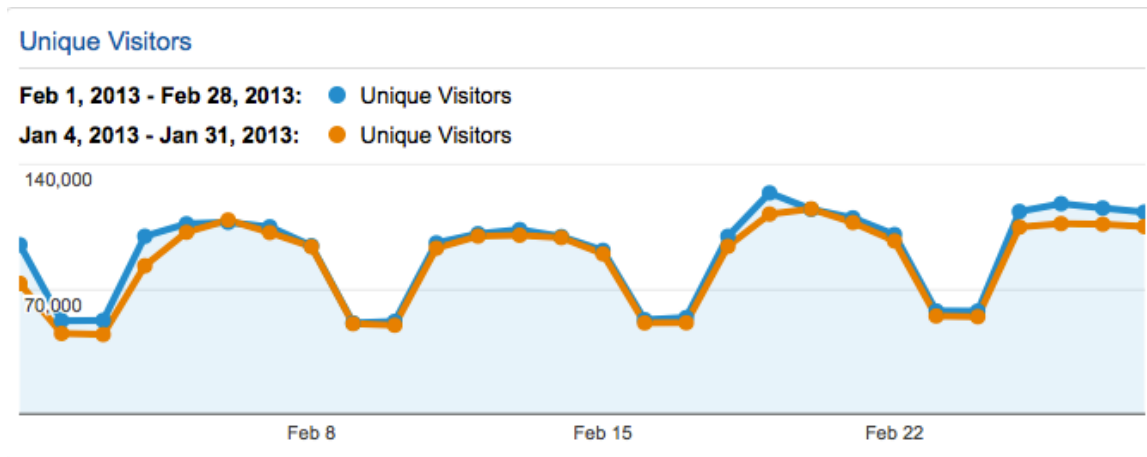
Highlights:

- The MDN home page (<https://developer.mozilla.org>) received a bit of a facelift prior to MWC. We removed the big black banner and added snazzy promotion boxes that point to developer content for Firefox OS, Apps, Mobile and Firefox Desktop. Traffic to the Firefox OS page increased by 50.27% in the 2 weeks after the Feb 19th push (traffic for Apps & Mobile stayed flat).
- 50 bugs resolved, including a new revisions dashboard, updates to Demo Studio & "Where is Mozilla" page, and fixes for moving pages and how attachments are handled in the wiki
- Demo Studio currently contains 614 demos, and has surpassed Chrome Experiments in number of entries.
- 15 multi-touch (important for Firefox OS) demos were submitted to the Dev Derby in February.

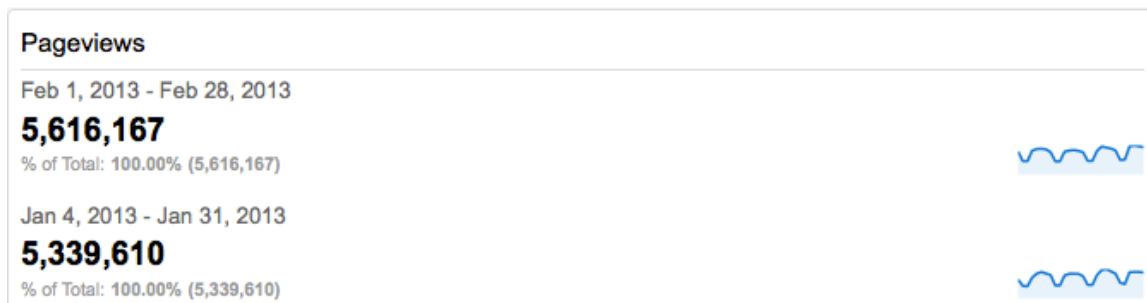
Currently working on:

- Site Redesign - User Experience and site structure, alignment across Mozilla developer sites, and new developer branding
- Django 1.5 upgrade
- Elastic Search implementation (replacing internal Google search)

February Metrics (via Google Analytics):

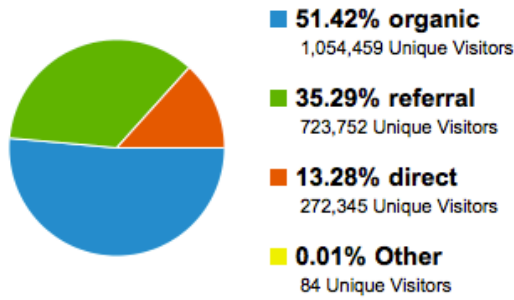


Unique Visitors: 1,915,685, increased 5.00% from January

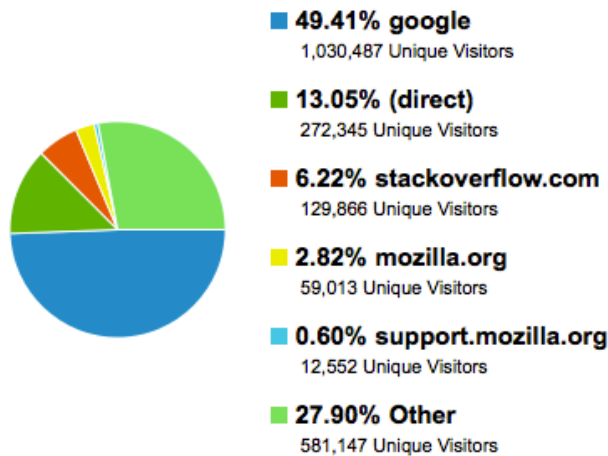


Pageviews increased 5.18% from January

Unique Visitors by Traffic Type



Unique Visitors by Source



58.48% of traffic is from search engines; 98% of inbound visitors using search come from Google
30.04% of traffic is from referral - highest referrals are from Stack Overflow (17%) and mozilla.org (7%)
11.47% is direct traffic

Visits by Browser

Browser	Visits
Chrome	1,312,445
Firefox	1,280,232
Internet Explorer	167,639
Safari	140,293
Opera	48,151
Android Browser	16,507

Top trafficked page is still /en-US/docs/Midas/Security_preferences (Firefox desktop)
After that, it is a collection of Javascript pages (landing page, guides & reference), Demo Studio is #10, CSS Reference #11, and CSS landing page #12.