Hello all,

Welcome to the October edition of the State of MDN. Lots of activity on the redesign as we get into the final stretch of development and content improvements.

We saw a very large jump in new MDN accounts in October, driven by the redesign beta. We had 2102 people register, up **785** from the 1317 new accounts created in September.

We also saw an increase in contribution to the site; 2518 edits to English language articles were made by 366 contributors, and 858 edits to non-English articles were made by 155 localizers.

Several members of the MDN community attended MozFest (October 25-27 in London), and hosted a variety of scrums in the Build + Teach the Web track. We're particularly excited about the work that was started to help us build effective curriculums and tools for learning web development, which is one content project we plan to focus on in 2014.

MDN Redesign highlights

We're targeting a December 9th release date for the MDN redesign (contingent on a few key bugs being fixed in the next week or so, updates will be posted on the Redesign Wiki). The burndown chart that the dev team maintains shows us on track to make the early December date.

- Over 1600 people have signed up for the beta.
- Approximately 384 bugs have been opened for the redesign as a whole, with 252 closed, 133 open and of those, 17 are marked as launch blockers.
- Notable site UX & design work:
  - Tips for how to style landing pages
  - Proposal for new filtering and search UI – feedback in process
  - Updated styles for article elements

Sheppy has been keeping a summary of key redesign updates on his blog, if you want a quick reference for what is changing.

For more information on the redesign, please visit the Redesign Wiki, which will always contain the latest updates. We hold weekly, open meetings to discuss bugs found in the redesign and how/when to address them every Tuesday at 17:00 UTC (10:00 PDT), in the #devmo IRC channel.

Documentation

- The JavaScript reference is being updated for ES6; there is a status page to follow progress.
- Games development docs are getting in full swing:
- Overhaul of the Apps docs structure, and publication of a new series covering user notifications

- New macros for automatically building standard constructs in docs, like landing page contents, the new community info boxes, etc
- New macros for building quicklinks to help navigate through docs (this is an excellent new feature in the redesign)

October Development Highlights (beyond the redesign)

- Bugs filed: 181. Bugs closed: 132 (see a graph of week-by-week numbers here)
- Released the first draft version of an l10n dashboard to beta users
- Started using New Relic for performance reporting

Site Metrics

We are continuing to see improvements in site traffic, as October unique visitors were 1,794,446, up 15.50% from 1,553,671 in September.

Total page views increased a bit less, only 14.12%, with 6,982,901 page views in October compared to 6,118,735 in September.

Pages per visit ticked down very slightly, to 1.85 pages per visit, from 1.86.

Returning visitors continued to recover a bit, up 15.72%, which is a bit over the overall traffic improvement percentage.

While growing monthly, mobile & tablet users make up just 5.74% of MDN visitors (1,794,446). The redesign improves the mobile browsing experience on the site, and we will be kicking off a project in 2014 to focus on the overall mobile experience on MDN.

SEO

We continue to get better positions on the big keywords, except for CSS, where we dropped a bit. Once the redesign is launched, we would like to revisit the pages supporting our top keywords and improve them even more, possibly by adding dynamic content (e.g. "What's new" covering HTML or CSS updates beyond just the documentation). We'll be asking for help figuring out ways to improve SEO after the redesign launches, so stay tuned!

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!