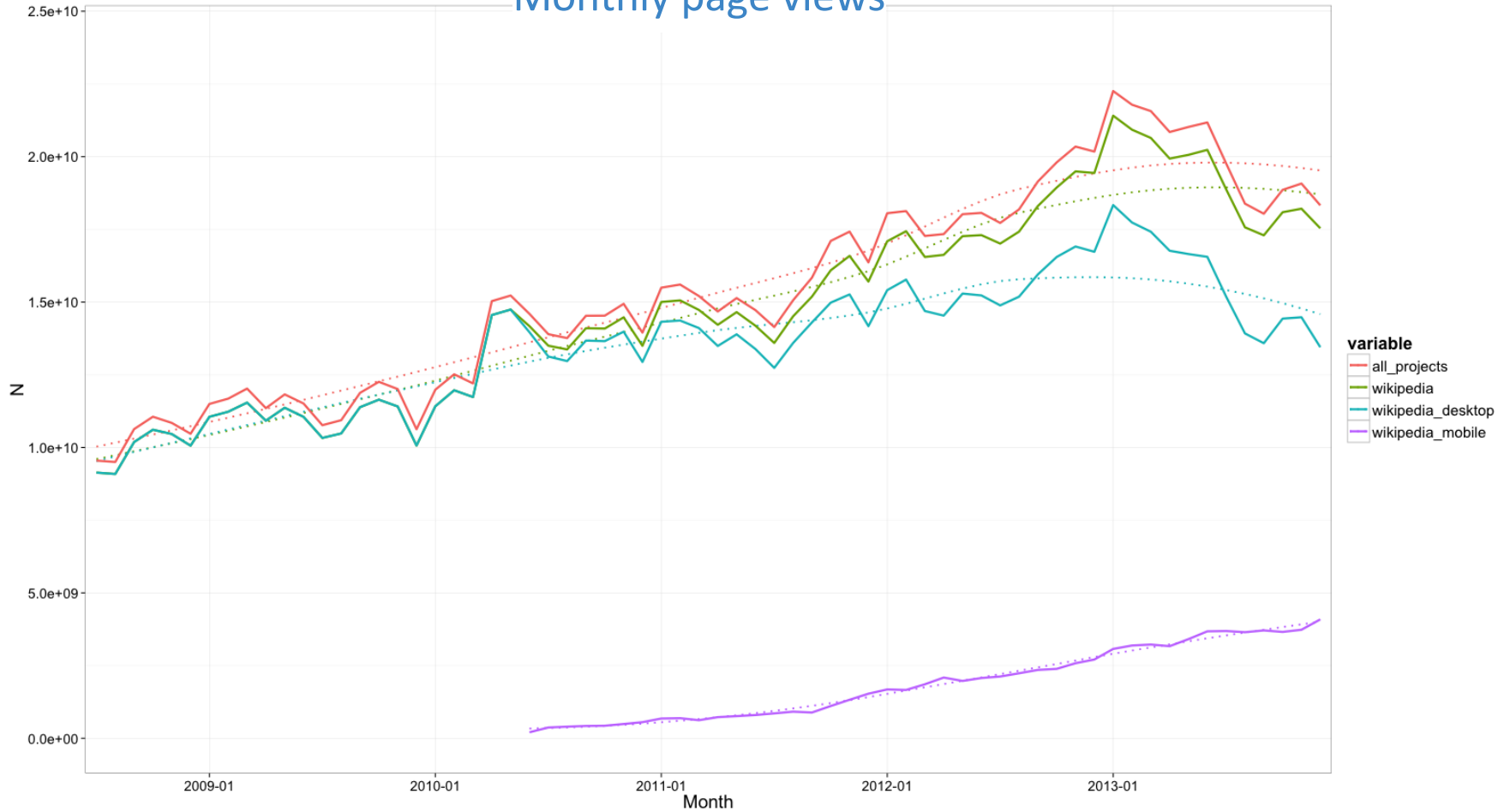# 2013 traffic trends

Monthly Metrics Meeting
6 February 2014

Wikimedia Analytics Team

Monthly page views

Monthly page views

Despite the fact that 2013 saw an overall 8% increase in pageviews compared to 2012, **desktop PVs started trending negatively in 2013**. This trend is supported both by internal data (webstatscollector) and external data (comScore)

After controlling for seasonality, the 1rst half of 2013 has been anomalously high while 2nd half anomalously low.

Mobile is gaining a growing share of traffic across all projects (more than ⅕ of total pageviews as of end of 2013) and is not affected by this trend

January 2014 page view data indicates recovery above 20B level, still consistent with a downward trend

Monthly unique visitors
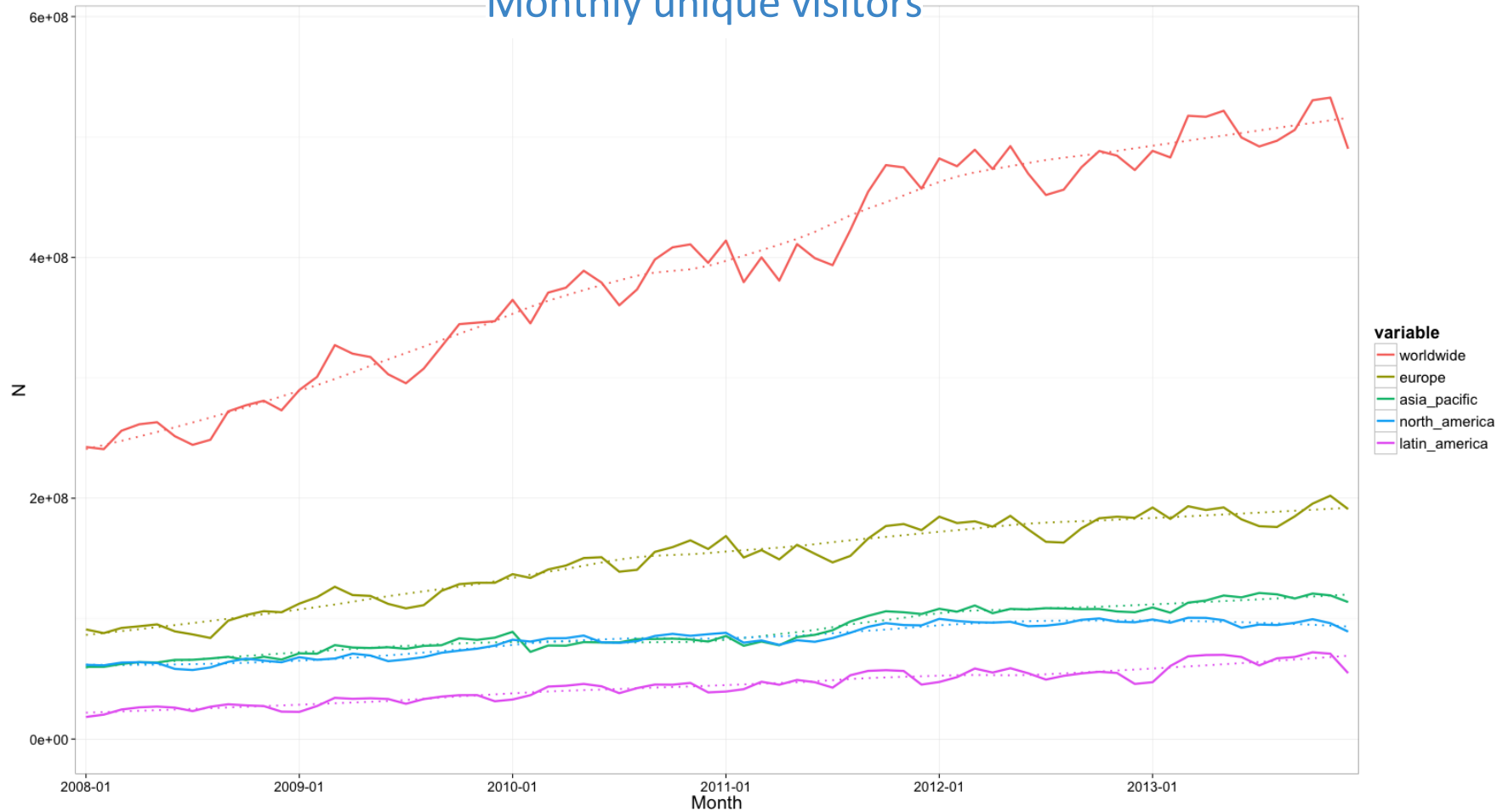
Monthly unique visitors

Unique Visitors as measured by comScore have been steadily growing YoY
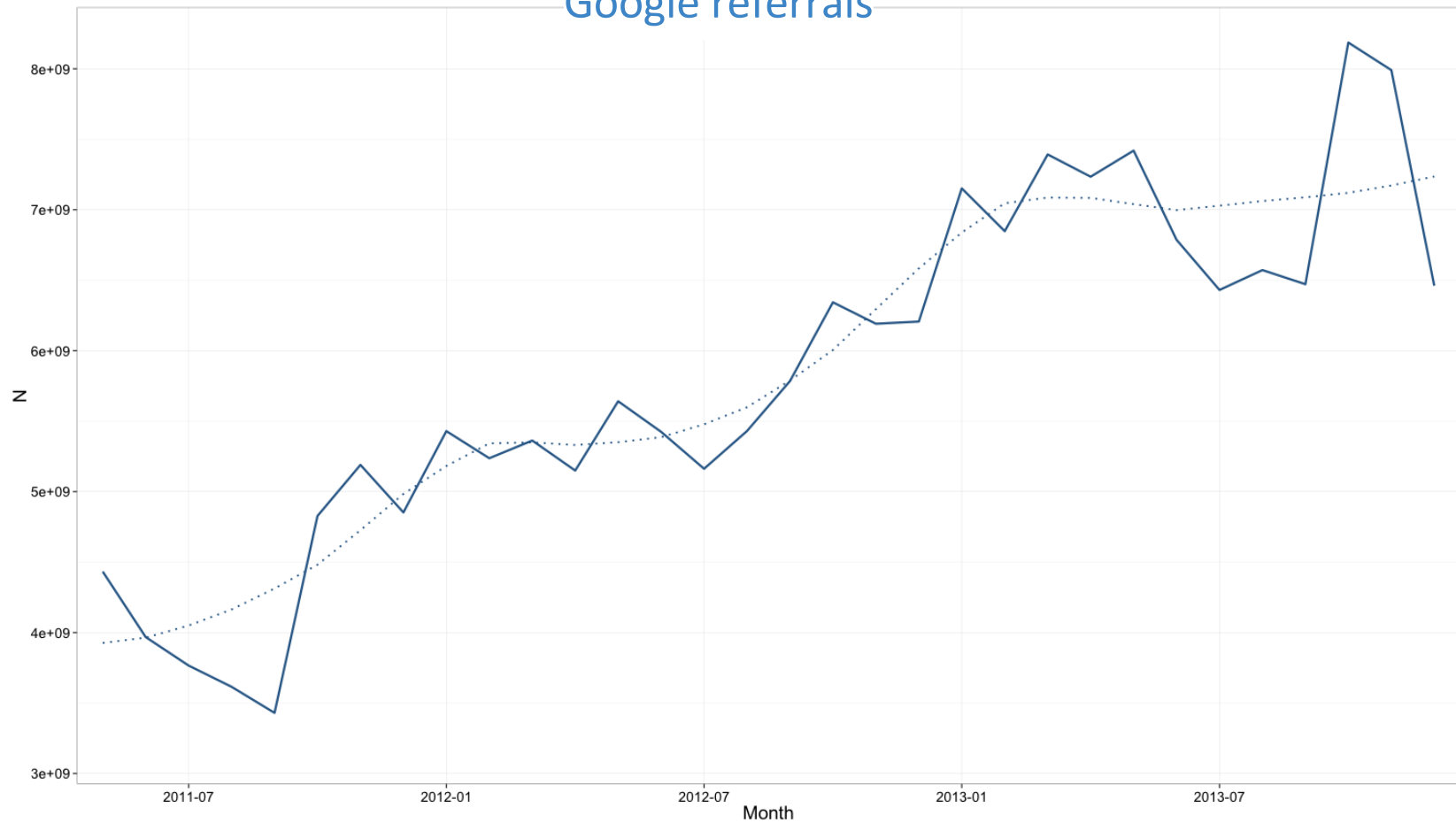
      November 2013 was all-time high in global unique visitors (532M+)

      December 2013 saw 3.7% YoY increase

Share of total web traffic has remained constant YoY (comScore % reach data)

Importantly, comScore only measure **desktop UVs**: we are excluding a growing number of monthly uniques who only navigate on mobile devices or tablets.

Google referrals

Google referrals

Google referrals (excluding crawlers) have been growing YoY and peaked above 8B monthly in October 2013.

The proportion of pageviews originating from a Google search (excluding crawlers) has increased YoY (currently around 30% of total pageviews).

According to comScore (Source/Loss reports), Google properties combined account for about half of the total (human) entries to Wikimedia properties

Takeaways

Decline in desktop PVs not reflected in mobile or unique users

Wikimedia is still #5 web property

Search engines are critical to Wikimedia's reach

Ongoing Projects

Define Standardized Metrics

- Readership metrics need to updated for Mobile, changes in MediaWiki

Develop More Descriptive Metrics

- Page Views is easy to understand and widely used but how relevant is it today?

Build Out Scalable Infrastructure

- New infrastructure is handling unsampled mobile stream (6,000 RPS)
- Enables detailed analysis and breakdowns of the data

Engage with External Data Providers

- Google (Knowledge Graph data); Comscore (reach, mobile traffic)

Work with Legal and Community on Privacy and Access

- Ensure that new metrics and data handling are acceptable and data is available

Appendix

Possible causes

Shift to mobile?

- comScore: uniques keep growing, but users are trading off desktop page views for mobile page views. No comScore UV data for mobile or tablet
- No internal data on unique visitors.

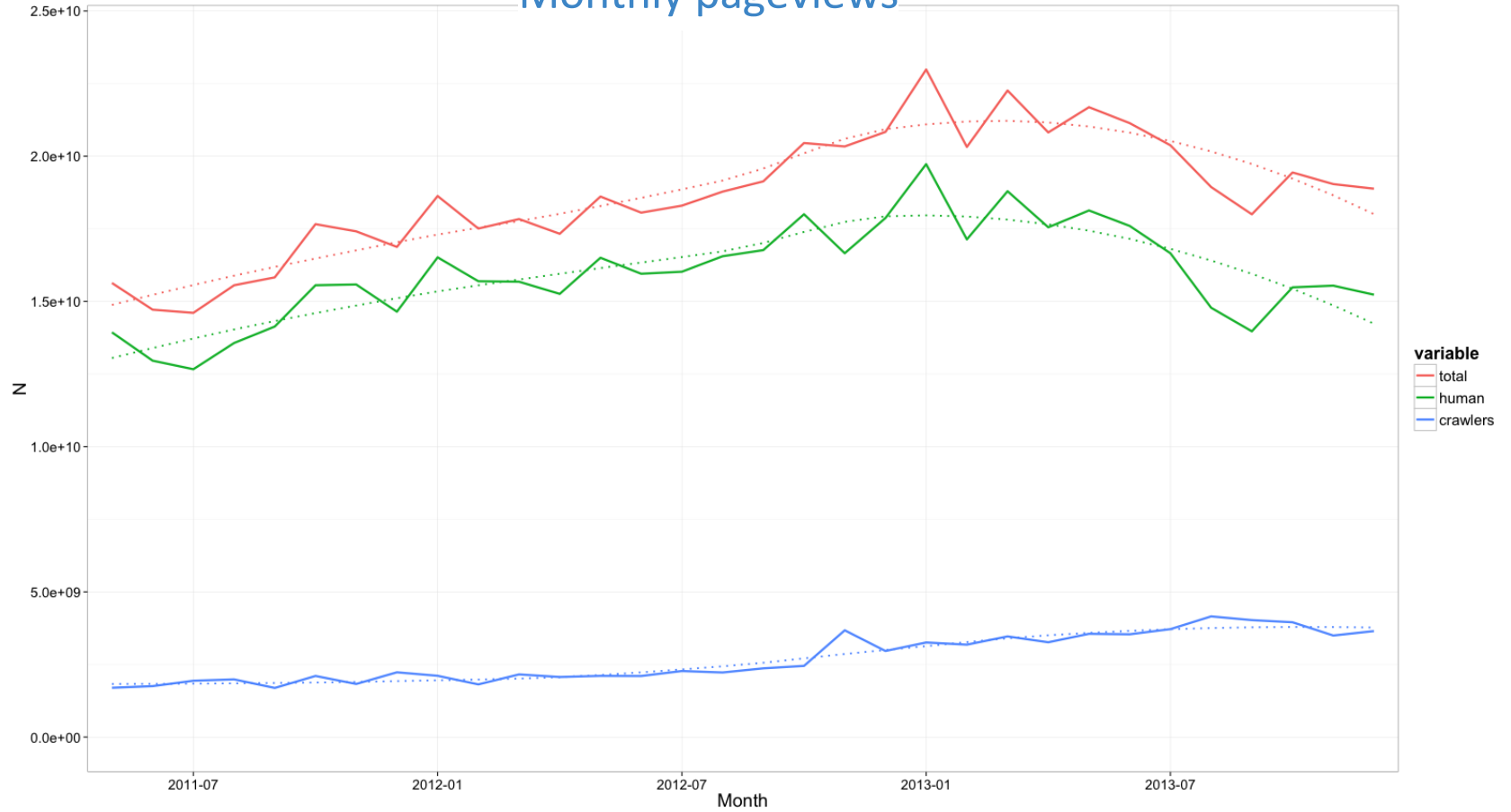**Change in volume of crawler requests?**

- No crawler data from comScore
- Internal data on crawler traffic does not support this
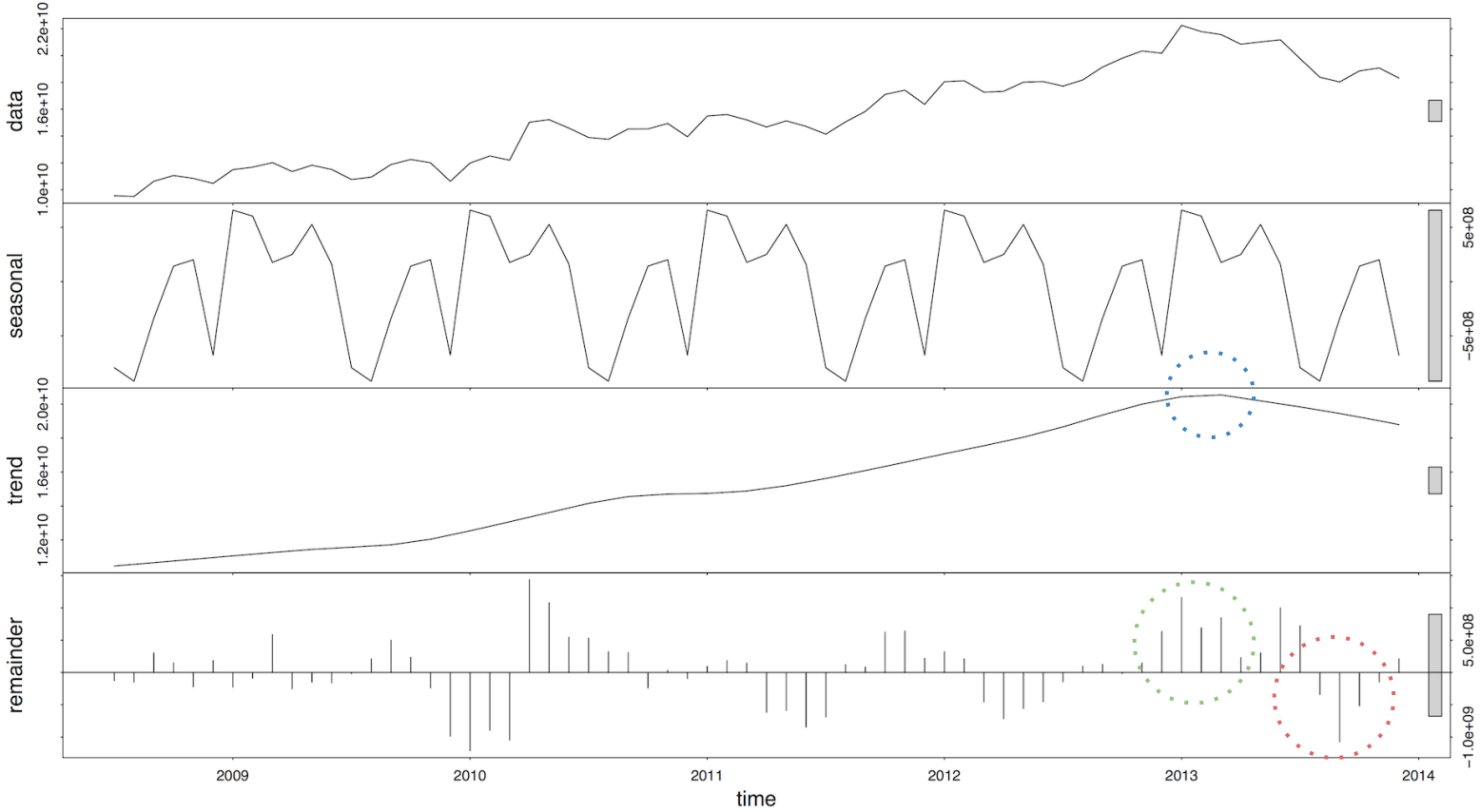
Change in search engine referrals?

- comScore: limited historical data
- Internal data on page views from search engines does not support this

(also investigated packet loss, artifacts in the data)

Monthly pageviews

Page views trend

Unique visitors trend