

# Routing European Traffic on Mozilla Sites

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## I. Overview

This document describes the current state of routing web-traffic by language and browser type, specifically traffic from Europe where one might reasonably assume that the user has an interest in downloading Firefox. It covers some of the problems in making such a study, describes the current flow of traffic and attempts some quantitative analysis of how effective this is for the “big 7” European countries (France, Germany, Italy, Poland, Russia, Spain, and the UK)<sup>1</sup>. Lastly, some short-term and longer-term recommendations are made.

Out of scope for this document are the arrangements for Asian Mozilla domains (mozilla.jp, mozillaonline.com, mozilla.org.kr) – although clearly very important, they are not in the remit of the EU marketing team. Also out of scope for this document are the implications for the brand “Mozilla” of variations of the name for consumer-facing websites (mozillaonline, mozilla-europe etc.). The importance of this issue should also not be underestimated: “Mozilla” is a far less well understood brand than “Firefox”, and a preponderance of different organisations facing the consumer does little to help that situation. As Mozilla seeks to communicate its unique identity to users, this will be an increasing hinderance.

In scope for this document is how efficiently the routing of traffic across Mozilla sites appears to function.

## 2. Problem

It appears that the complex nature of routing prospect traffic across Mozilla websites does not optimise for driving downloads and usage of Firefox .

Thanks to Mozilla's origins, the situation for websites for potential users (“prospects”), and especially European users, is complex. In the current state, it appears to be the desire that prospect traffic is routed via [getfirefox.com](http://getfirefox.com) or a search engine to the appropriate destination based primarily on language preference, but also based on browser type. The existence of multiple domains (mozilla.com, mozilla-europe.org, mozilla.jp etc.) complicates this picture, as does the wide range of community sites with their own linking policy.

Specific drawbacks are:

- Inability to report uniformly on website performance for all geographies
- Complexity and overhead in maintenance
- Underexposure of competitive content (e.g. Internet Explorer-specific content) to all prospects who might find it valuable.

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<sup>1</sup> The “big 7” are used for ease of analysis. Naturally, all locales are important, but the big 7 are likely to produce statistically significant results.

### 3. Difficulties in Measuring

Few “apples to apples” comparisons of mozilla.com and mozilla-europe.org are possible, even though both sites are now enabled for reporting from the Omniture suite. This in itself is the first defect in the current state. The “funnel reports” enabled for mozilla.com showing the porportion of Internet Explorer (IE) traffic hitting mozilla.com per country, and the conversion rate to downloads, is not yet available on mozilla-europe.org (due to various reasons, including a difference in site setup). What's more, the vast majority of mozilla.com traffic is accounted for by in-product pages. Consequently, the best way to get a sense of equivalence between the traffic on the site is to count the volume of page views by country, counting deviations from the desired behaviour in the current state.

“Page views” are, indeed, the number of times a particular page is viewed by a user. Multiple views in the same visit will be counted, as will multiple views by the same user. Consequently, the actual number for a page view should not be considered equivalent to the number of prospects visiting the site.

## 4. Traffic Flows

The origins of prospect traffic are known to be very diverse and have been simplified in order to focus on what happens once traffic hits a Mozilla site.

Described below are the traffic flows once that traffic is hitting a Mozilla domain with some presumed interest in Firefox. In diagram 1, the principal flow of traffic is illustrated. There are three supposed entry points, via a 3<sup>rd</sup> party site with a “download now” link, via a search engine (which may offer multiple results for the displayed URL “mozilla.com/firefox” including a “download now” link, and via the hub getfirefox.com.

Traffic to the download now page is important – the volume is high but it is hoped that most of the traffic is a form of request for the installer, rather than a referral to the page itself.

Traffic which arrives at mozilla.com with an English preference (excluding British English) is the best served – the client type is also parsed and the user is presented with a complete page of content depending on the browser they are using. IE users see content intended to position Firefox against IE, and Firefox users are encouraged to use add-ons.

All other languages supported on mozilla.com are then displayed their localised content, and where the browser comparison chart has been localised, a link is displayed (for IE users, it displays Fx vs IE, for users of other browsers is hows a comparison between Fx and whichever other browser is most commonly used on that platform). [Note, Taiwanese currently routes to a broken link, but there is a bug for this].

For those that land on mozilla.com with a language preference that is not supported, they are directed to the standard en-US page.

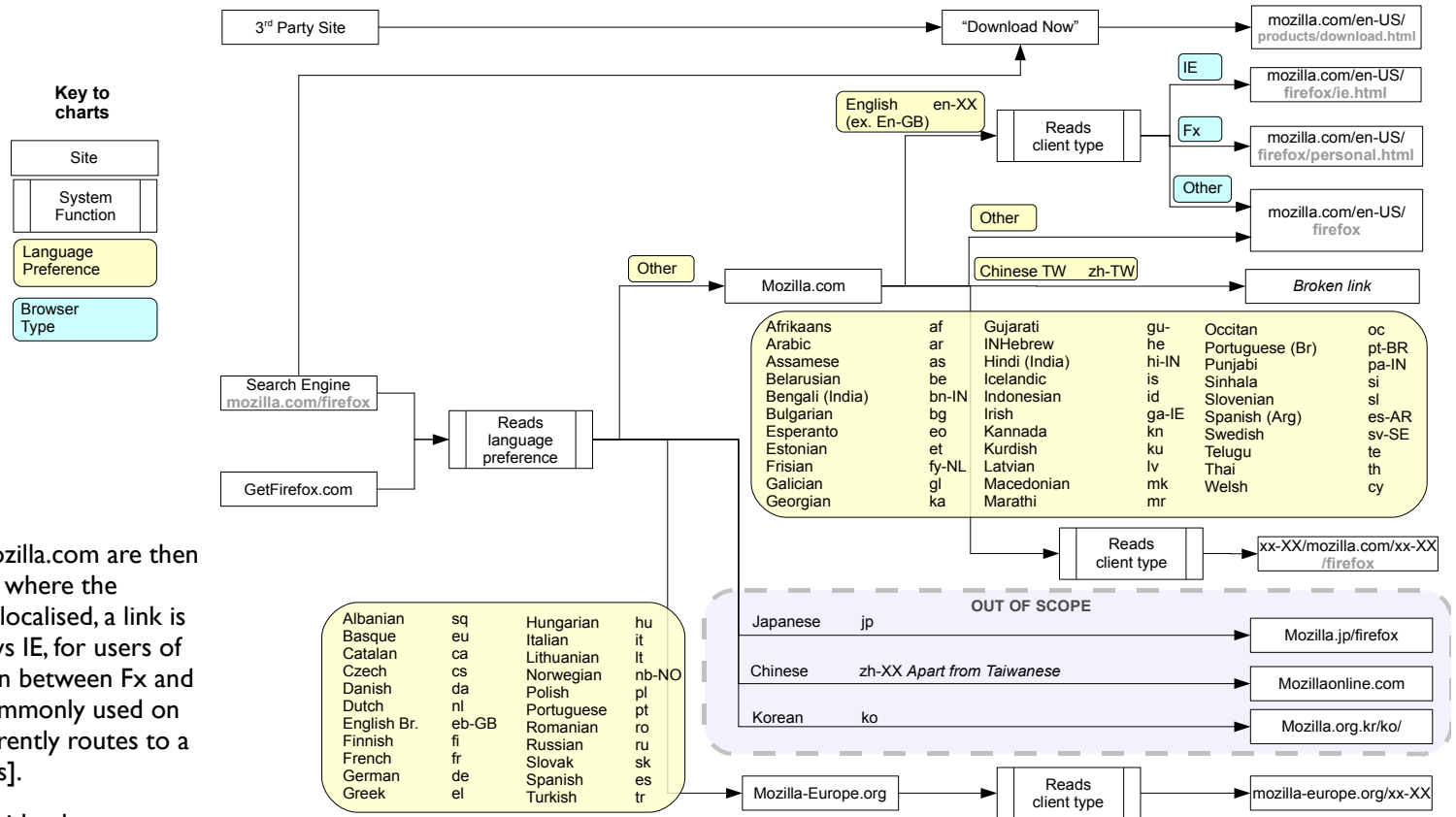


Diagram 1: Principal Traffic Flow

Those with a preference for Japanese, Korean or Chinese (excluding the Taiwanese locale) are directed to sites off the mozilla.com domain. Those with a preference for the 23 locales available on mozilla-europe.org are directed there. In line with the experience on mozilla.com, where the browser comparison table

is localised, a link is displayed.

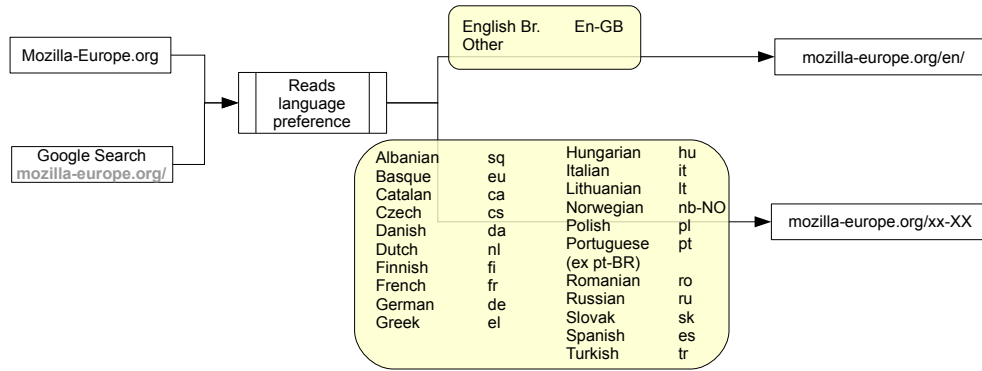


Diagram 2: Traffic entering mozilla-europe.org

Where traffic enters at mozilla.com (diagram 3), if it is not one of the supported languages, it defaults to US English.

There is currently an effort underway coordinated by L10n<sup>2</sup> to produce localised versions of mozilla.com landing pages for all the currently supported mozilla-europe.org locales (with the exception of British English) – see Appendix A.

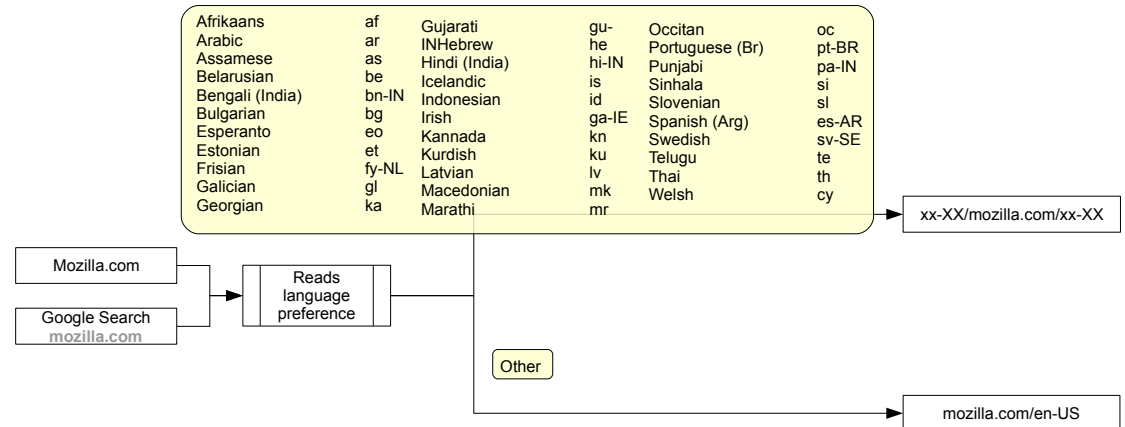


Diagram 3: Traffic entering mozilla.com, Current

Diagram 2 shows the routing for traffic which has arrived at the Mozilla-Europe domain. Where the language is not supported, or is British English, the traffic is routed to the English version of the site. Otherwise, the traffic is routed to the appropriate language version. It should be noted that the language switcher, which is below the fold of the page, only routes to other languages on mozilla-europe.org. A user on the mozilla-europe.org website might conclude that the content on the site was only available in 23 languages, and if they do not speak English, they might conclude that Firefox is only available in those languages too.

Where a country code is specified, the language will be ignored (e.g. Brazilian Portuguese speakers will be routed to English, rather than Portuguese).

2 [https://bugzilla.mozilla.org/show\\_bug.cgi?id=494285](https://bugzilla.mozilla.org/show_bug.cgi?id=494285)

## 5. Analysis

Based on the design of the traffic flows, we can summarise that the following locations are the desired destination for European traffic for the big 7.

Country	Desired Location
France	<a href="http://mozilla-europe.org/fr/firefox">http://mozilla-europe.org/fr/firefox</a>
Germany	<a href="http://mozilla-europe.org/de/firefox">http://mozilla-europe.org/de/firefox</a>
Italy	<a href="http://mozilla-europe.org/it/firefox">http://mozilla-europe.org/it/firefox</a>
Poland	<a href="http://mozilla-europe.org/pl/firefox">http://mozilla-europe.org/pl/firefox</a>
Russia	<a href="http://mozilla-europe.org/ru/firefox">http://mozilla-europe.org/ru/firefox</a>
Spain	<a href="http://mozilla-europe.org/ru/firefox">http://mozilla-europe.org/ru/firefox</a>
UK	<a href="http://mozilla-europe.org/en/firefox">http://mozilla-europe.org/en/firefox</a>

Although it is impossible to numerate all locations where a Firefox prospect from these countries *might* have ended up, we can determine how many found their way to other, related pages on mozilla.com.

Page (mozilla.com)	Description
/en-US	English landing page
/products/download.html	Download page
/firefox/personal.html	Add-on page for Firefox users hitting mozilla.com
/firefox/ie.html	IE comparison page for IE users hitting mozilla.com

Traffic was studied for all of May 2009 for specific pages by country of origin. What counts in this study is what proportion of a country's traffic arrives at the desired target destination. There are many possible criticisms of this method, especially that some counting could be duplicated should a user visit the landing page and then explore further on the site<sup>3</sup>, although the pages listed here are all primarily potential landing pages on the domain.

		mozilla.com					mozilla-europe.org								GRAND TOTAL	
Country	Page Views	mozilla.com				TOTAL	mozilla-europe.org								TOTAL	GRAND TOTAL
		en-US	/products/download.html	/firefox/personal.html	/firefox/ie.html		/fr/firefox	/de/firefox	/it/firefox	/pl/firefox	/ru/firefox	/es/firefox	/en/firefox			
<b>Actual</b>		185,381	72,857	17,063	12,131	287,432	941,879	2,823	1,231	876	1,584	2,018	6,406	956,817	1,244,249	
	France	394,764	206,830	36,573	25,459	663,626	3,351	1,551,411	2,180	4,755	10,833	2,142	10,518	1,585,190	2,248,816	
	Germany	124,914	77,094	14,638	14,926	231,572	2,086	3,570	584,430	627	1,967	1,585	4,192	598,457	830,029	
	Italy	79,311	63,754	8,130	7,703	158,898	0	844	171	531,944	384	174	1,996	535,513	694,411	
	Poland	163,765	351,219	15,146	12,211	542,341	343	388	103	87	273,096	112	1,964	276,093	818,434	
	Russian Federation	105,095	60,061	9,040	10,683	184,879	2,510	3,024	1,072	685	1,579	548,418	6,781	564,069	748,948	
	Spain	306,538	459,823	85,621	157,044	1,009,026	3,866	2,743	1,462	13,710	1,559	2,045	733,875	759,260	1,768,286	
	United Kingdom															
<b>Proportion</b>		Off target					On target									
	France	15%	6%	1%	1%	23%	76%									
	Germany	18%	9%	2%	1%	30%		69%								
	Italy	15%	9%	2%	2%	28%			70%							
	Poland	11%	9%	1%	1%	23%				77%						
	Russian Federation	20%	43%	2%	1%	66%					33%					
	Spain	14%	8%	1%	1%	25%						73%				
	United Kingdom	17%	26%	5%	9%	57%								42%		

The above clearly shows that a large proportion of traffic is not arriving at the desired destination – too large to be accounted for any minorities who have a different first language to the native population. At 23% “bleed”, the French and Polish locales on mozilla-europe.org are the best performers, but interestingly, most of the off-target traffic is accounted for by mozilla.com/en-us, which suggests prospects electing to visit mozilla.com themselves rather than being forwarded there. The same is true for the Spanish, Germany and Italian locales, and all have a similar amount of traffic (60-70,000 views) to the download page, which may be the result of downloading from a non-Mozilla site.

It is a different story for the Russian and UK locales however. In the case of Russia, the traffic hitting the English language home page is in the range of other locales, but a large volume of traffic is hitting the download page directly. This is almost certainly because the top result for Firefox in Yandex (the most popular Russian search engine), goes to mozilla.ru/products/firefox, a community-run site (mozilla-europe.org's russian locale is in 6<sup>th</sup> place, mozilla.com is 2<sup>nd</sup>). It forwards downloads to the download page on mozilla.com, bypassing mozilla-europe.org altogether. The reason why Yandex rates mozilla.ru the top hit is unclear.

The UK has a similar skew away from mozilla-europe.org (57% traffic goes to mozilla.com). This can probably be accounted for by language preferences – where the user has specified en-GB, they are forwarded to mozilla-europe.org, for all other locales (including the other European English locale, en-IE and where there is no country code, and the preference is simply “English”), users go to mozilla.com.

<sup>3</sup> The only page which might cause serious duplication is the download page – do all download requests on mozilla.com hit this page, or are they served from elsewhere?

## 6. Recommendations

In the long term, it is hard to understand why Mozilla should continue to split its main consumer-facing Firefox sites across several domains unless this would cause express ill-will amongst the Mozilla community members who have been responsible for creating and making Mozilla what it is today. In Q3 2009, 2 activities are taking place which will help clarify the picture:

- Creation of mozilla-europe.org locales as minimal pages on mozilla.com
- Some reporting equivalence on conversion of prospects to downloads between mozilla.com and mozilla-europe.org<sup>4</sup>

But both in the current state and in the post Q3 state, visitors to Mozilla websites will not be served in the best way possible. And so, once these changes are live, the question should be raised within the European community (amongst localisers, and leaders of Mozilla communities with their own sites) about the value to Mozilla of a separate domain to understand their feelings about maintaining a separate domain for most (but not all) European locales.

Irrespective of the long term, there are three short-term recommendations:

1. Contact Russian stakeholders (community members, Yandex) to discuss whether or not mozilla.ru should be better integrated with mozilla-europe.org
2. Direct all English language traffic to mozilla.com/en/firefox
3. Investigate exposure of “download now” link (mozilla.com/en-US/products/download.html) on search engines etc. with a view to eliminating this page's use as a landing page.

## 7. Document History

Version	Comments	Date	Author
0.1	First draft	26/06/2009	Patrick Finch

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<sup>4</sup> At present, all issues in divergent setup are not known, being worked with the metrics team.



## Appendix A. Mozilla.com New Flow

