

IPFS Website Traffic Analysis Q1 2024

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In a recent communications working group meeting we noticed a sharp decline in website traffic over the past several months. This document will attempt to shine a light on what's going on under the surface.

1. We only have web traffic data starting in September 2023, so we don't have an easy way to compare similar months of traffic (i.e. January 2023 to January 2024).
2. The traffic source of "bifrost" accounts for almost 50% of traffic in September 2023 to October 2023. This is likely not genuine website traffic. See below chart:



3. When the "bifrost" source is accounted for, our consistent web traffic had been hovering around 45,000 Unique Visitors per month. In January of 2024 this fell to 32,000 as well as a dramatic decrease in visit duration (-78%). Whereas previous traffic was spending 4 minutes on the site, in January it was only 1 minute.

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4. SEO is not the culprit here, as our Google search traffic is consistent. See below chart.



5. Blog traffic has been slowly declining in traffic over the span of over a year, with the decline occurring most notably in Google search results.



6. Docs traffic has also been seeing a slow decrease in traffic over the past 1+ year, though not as notable of a decrease as other places.



7. It's difficult to draw definitive conclusions as to what is causing the decline in traffic. With another month or two of data, we likely will have a clearer picture, especially when it comes to the main website. On the optimistic side, it's very good that our Google search traffic remains consistent, as this indicates our SEO has not taken a hit even when we launched the new website.