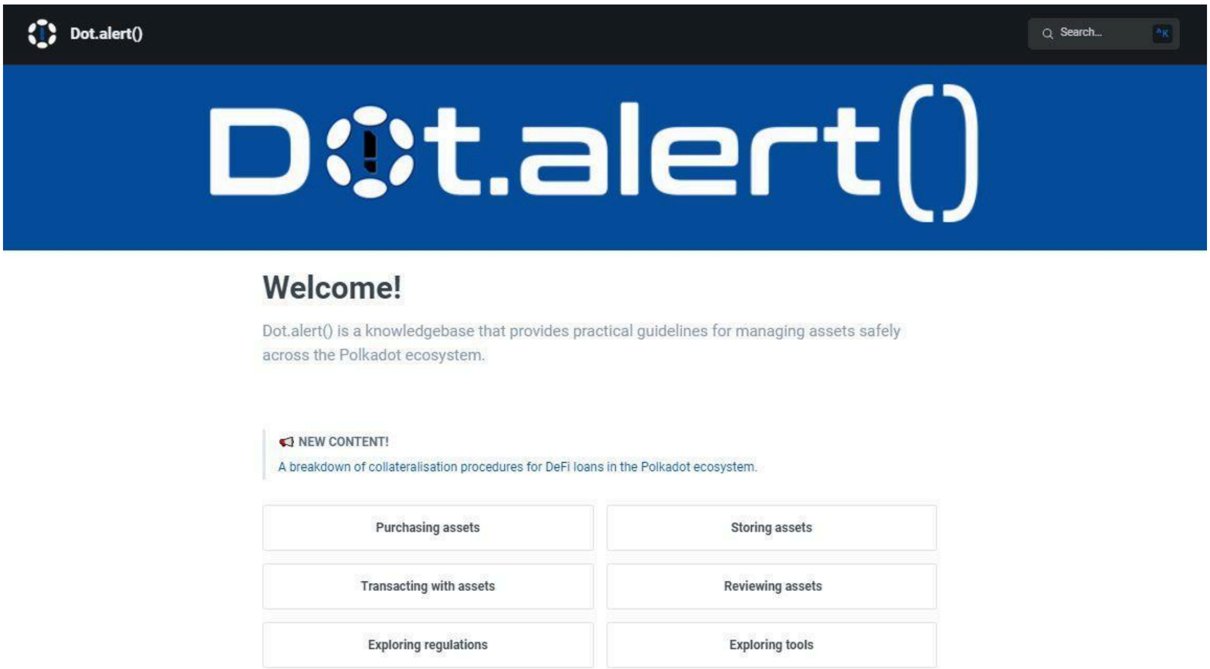
Dot.alert() Maintenance
Milestones report – 24th March 2023

***Dot.alert()* Maintenance**

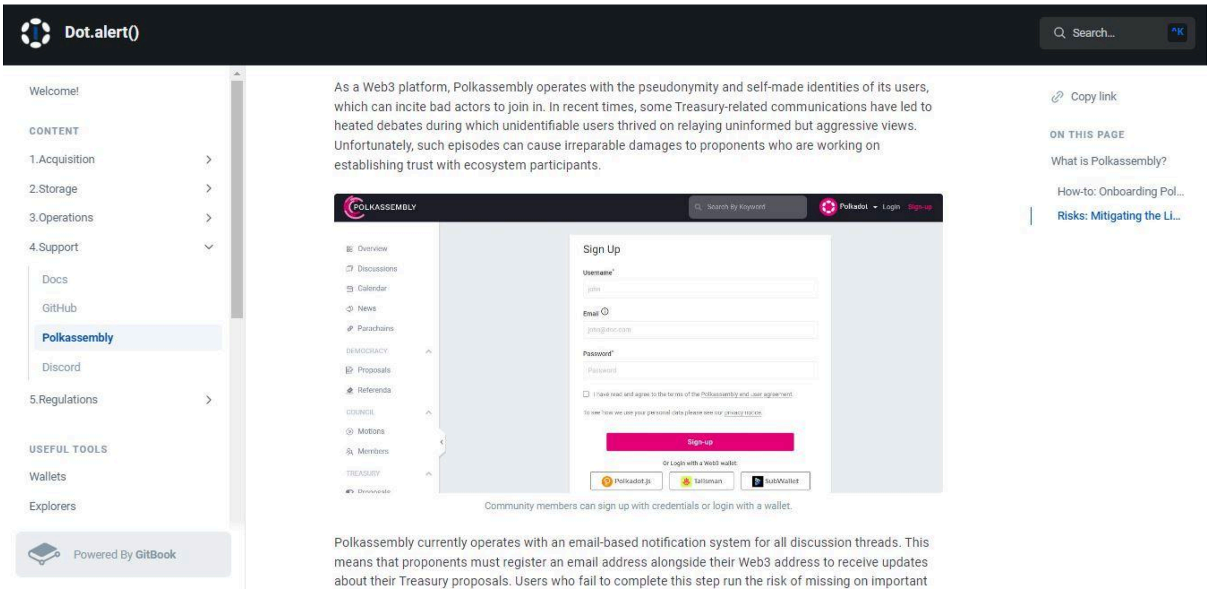
Milestones report – Q1 2023

1. Overview of the platform:

Landing page



Article on Polkassembly



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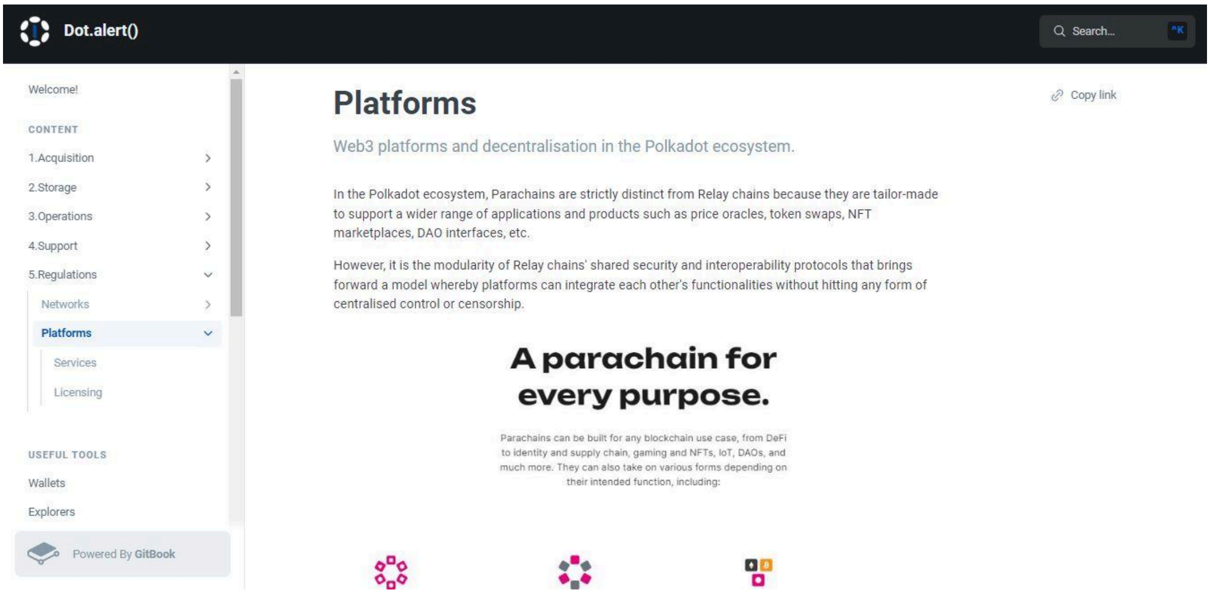
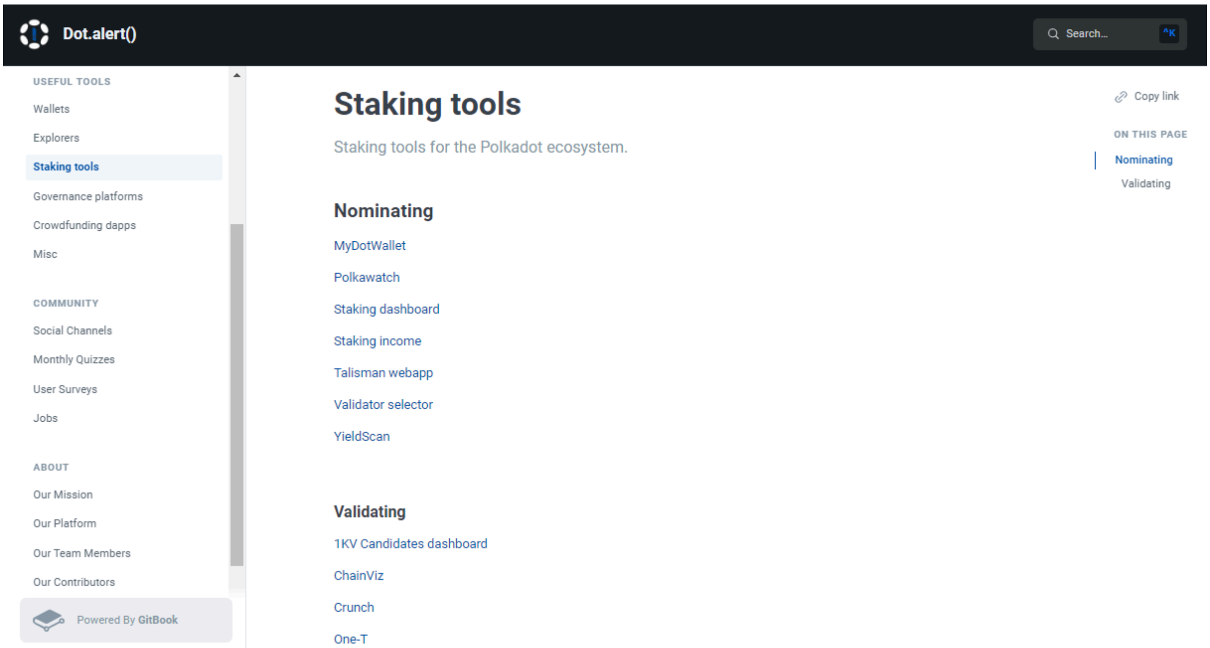
Editorial on Regulations pertaining to Web3 Platforms



Resources page for Relay chain staking dapps and tools

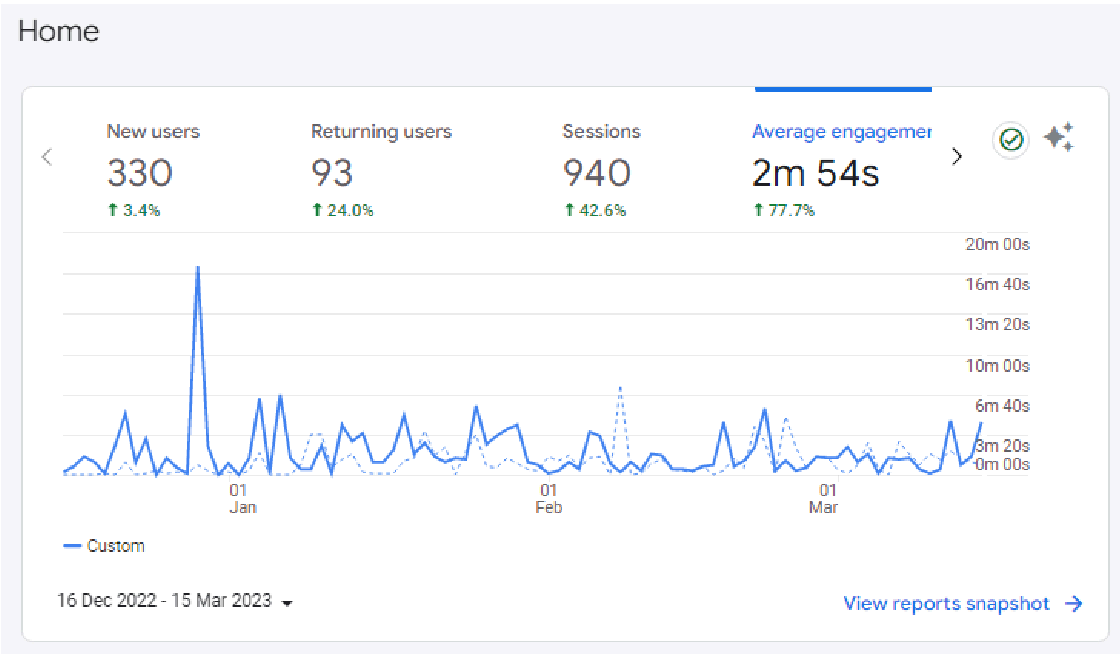


2. Progress on structure and content:

Sections	Subsections	Status
2.Storage	Cold storage devices: Security features, network support, dapp integrations. Recovery setups: Proxies, seed/secret phrase splitting tools.	Delivered
3.Operations	Staking: Validating (Infrastructure/cloud geolocations, security operations, elections, commissions, monitoring tools). Crowdfunding: DAO incubators (user-friendly platforms, application requirements, selection processes, disbursement options, Monitoring), IDOs (user-friendly platforms, deposits/liquidity farming, rewards). Swapping: Portfolio management (arbitrage, Algorithms/bots, aggregators, crosschain/multichain support). Borrowing: Collateralisation (user-friendly platforms, custody options, asset types, ratios), Liquidation (audits, credit worthiness, liquidation mechanisms, crosschain/multichain support).	Delivered
4.Support	Discord: Community rules, admin roles, server & privacy settings, searching.	Delivered
5.Regulations	Platforms: Services, licensing, compliance [Due 26th March].	Delivered

3. Report on milestones:

Milestone 1	Objectives	Targets	Status	Comments
12 articles (including 3 specialist articles) hosted on GitBook and GitHub	To educate ecosystem participants and new entrants	> 400 unique visitors 346 > 80 returning users 93 > 2 mins engagement 2min 54s on average 1min 03s per session	9 technical articles have been published across all sections. 2 specialist articles were published at the end of each month, with the final article due for publication on 26th March. **Dot.alert()** received a steady stream of 328 new visitors from 60 countries and 8 geographic areas over the past 3 months. There were noticeable peaks around the monthly quizzes and social media campaigns, which contributed to improved SEO outcomes for Dot.alert() content. Throughout this period, we paid particular attention to the data in relation to engagement time to evaluate the impact of Social media campaigns and SEO in disseminating and promoting our content. The average engagement time was close to 3 mins, with the highest figures attributed to users coming from Denmark (18 mins 44s), Vietnam (8 mins 28s), Canada (7 mins 44s), and Nigeria (6 mins 42s). Link: [Dot.alert() content outline]	Dot.alert()'s audience has been growing at a steady pace since the introduction of DeFi explainers in our articles, and we will follow up on these in-demand topics, as per our proposed content outline. Since more developments have recently occurred in the ecosystem, we need to extend our content outlines and increase our focus on Parachain operations to reflect the unique implementations and latest use cases of Polkadot technologies.



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Milestone 2	Objectives	Targets	Status	Comments
2 social media campaigns	To increase the visibility of the platform	> 100 unique sessions 357 sessions 115 users	2 social media campaigns were conducted from 13th to 19th February and from 13th to 19th March, with a focus on showcasing parachain teams' and community projects' contributions to the overall ecosystem. For this purpose, Dot.alert() introduced promotional banners and educational resources that were disseminated across Twitter, Reddit, and Discord channels to give more exposure to the platform's content. In the 36-day period surrounding the social media campaigns, Twitter announcements yielded 13,800 impressions, meanwhile Reddit announcements totalled 11,498 views. Google Analytics indicated the best performing pages as the editorial article *Acquisition* (166 views), the article on Web3 platform's *Licensing* (94 views), and the list of ecosystem Wallets (78 views), out of a total of 2,916 page views. Link: [Q1 2023 Social Media report]()	Dot.alert()'s outreach on social media was seemingly boosted by renewed interest in Polkadot from the wider crypto community. In this context, the Social Network officer was able to engage with user queries on a regular basis. Nevertheless, there is still scope for formalising our processes in this area. For this reason, we are looking to onboard a graphic designer and more promoters in our team.

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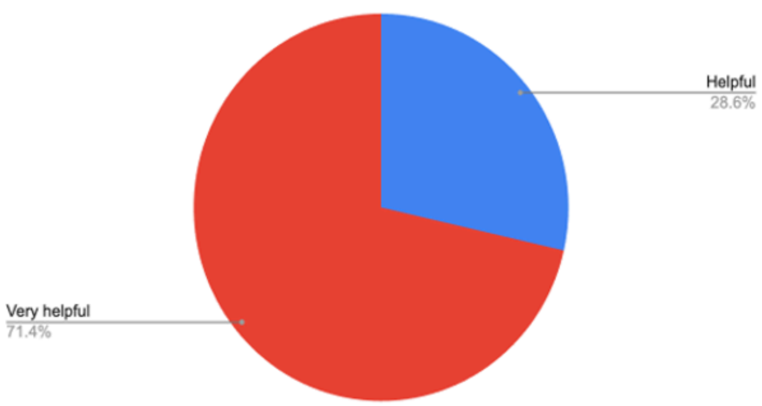
Milestone 3	Objectives	Targets	Status	Comments
3 feedback sessions	To evaluate the content of the platform	> 100 quiz and survey participants 43 217 views	22 unique users submitted answers in the monthly quizzes conducted from December to February. A final quiz is due in the last days of March. Dot.alert() Monthly quizzes' page garnered a lot of traffic and views throughout the quarter, thanks to a more deliberate push during Social media campaigns. 21 unique users participated in the survey conducted from 6th to 19th March. Feedback was also collected informally on social media platforms during discussions with community members. Recommendations from survey participants: - Provide social proofs to build trust and credibility with visitors and readers. - Update the designs with better graphics. - Shorten the duration of the quiz to keep visitors and readers engaged. - Increase the number of questions to match the depth of the articles. - Gather immediate feedback on the quiz and implement suggestions in the next edition. - Turn the monthly quiz into a fortnightly quiz. - Improve the promotion of the website and its content. Links: Reddit Q4 2022 report, December & January analytics report, February & March analytics report, Q1 2023 Survey report.	A higher number of page views and engagements for Dot.alert() Monthly quizzes didn't translate into actual submissions. One possible explanation is that the 5-day duration discouraged visitors from taking the quiz to enter the draw. Another reason could be the nature of the quiz itself, which focuses exclusively on the Polkadot ecosystem rather than crypto in general. We are considering reformatting the monthly quiz into a fortnightly poll, with a pilot edition to start mid-June 2023. This new type of feedback session would be a more obvious call to action for the readers of our publications and the community at large.

How helpful have Dot.alert() articles been in improving your understanding of the ecosystem?



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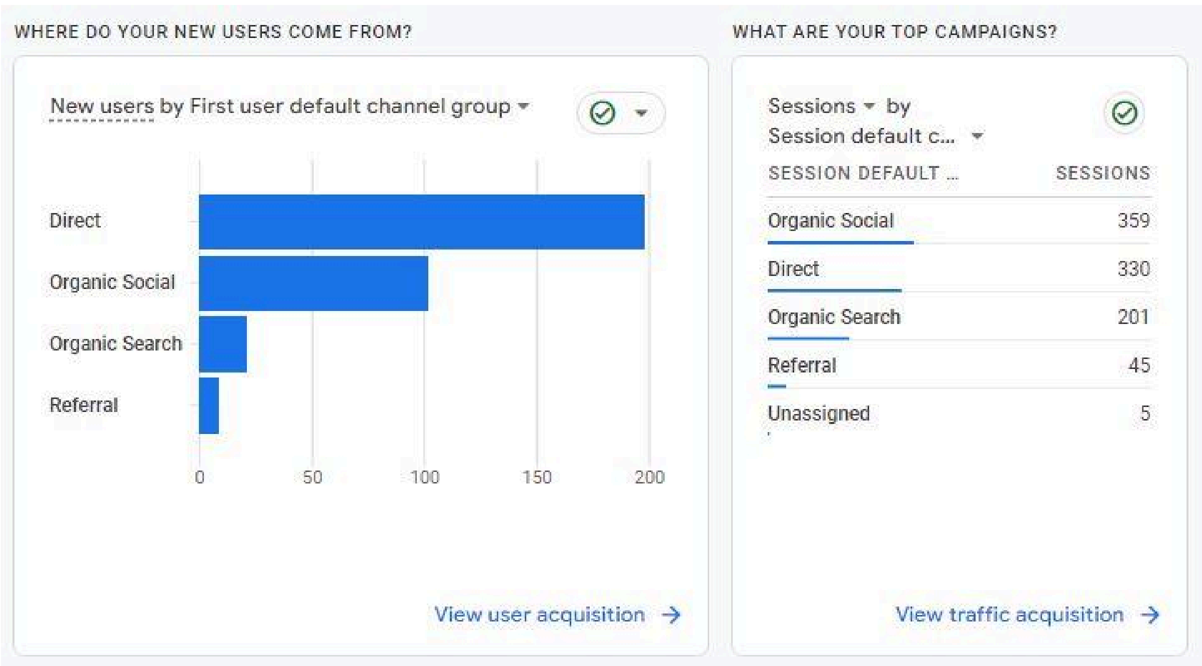
Milestone 4	Objectives	Targets	Status	Comments
2 SEO audits	To improve the findability of the platform	Increase organic traffic 201 sessions 66 pages indexed	Two SEO audits were conducted at the end of February and mid-March to measure the crawlability and performance of the website, as well as flag indexing errors. These audits revealed that all content is well-indexed on most popular search engines, but that there were ongoing issues with Google crawlers, despite the built-in support offered by GitBook. A thorough review and optimisation of all published content was also carried out throughout the quarter across items such as titles, headings, descriptions, alt text, internal links, inbound and outbound links with high-rank websites. This resulted in cleaner navigation, along with the creation of URLs to specific sections of our articles, improved searchability within GitBook, and a sustained increase in sessions from organic searches. Link: Q1 2023 SEO report	Dot.alert()'s content was re-structured to meet basic SEO standards for accessibility and searchability. Some adjustments are being implemented on Google Analytics to help identify our target users' profiles in support of future social media campaigns. To further increase the findability score of our content, we will focus on collaborating with established platforms and content creators to reference our articles.



4. Report on funding:

Dot.alert()'s Q1 2023 treasury proposal requested $25,712 on 28th December 2022 and received $24,783 by the time the funds were disbursed on 16th January 2023. This was enough to cover all the quarterly tasks proposed and it is further proof that using a 5% buffer was an appropriate budgeting strategy.

Currently, **Dot.alert()**'s transferable balance sits at a net positive of $18,015.51 ($1,653 DOT, $7,318 USDC, $0.131 ETH, and $0.207 KSM) for the following reasons:

- $DOT valuation averaged $6.035 during the quarter, which represents an increase of 25.31% from the date of our on-chain submission.
- 1 team member switched to a volunteer contributor position, which is an unpaid role.
- 1 team member took over several project management duties, which reduced the need to recruit an additional member with a separate salary scheme.

Dot.alert()'s team is investigating avenues for maximising its treasury in the short term through a combination of on-chain instruments such as staking rewards, stablecoin swaps, and gifts/donations. This will allow the project to retain enough funds to inject into its operations during Q4 2023 without relying exclusively on the Polkadot Treasury for its medium-term developments.