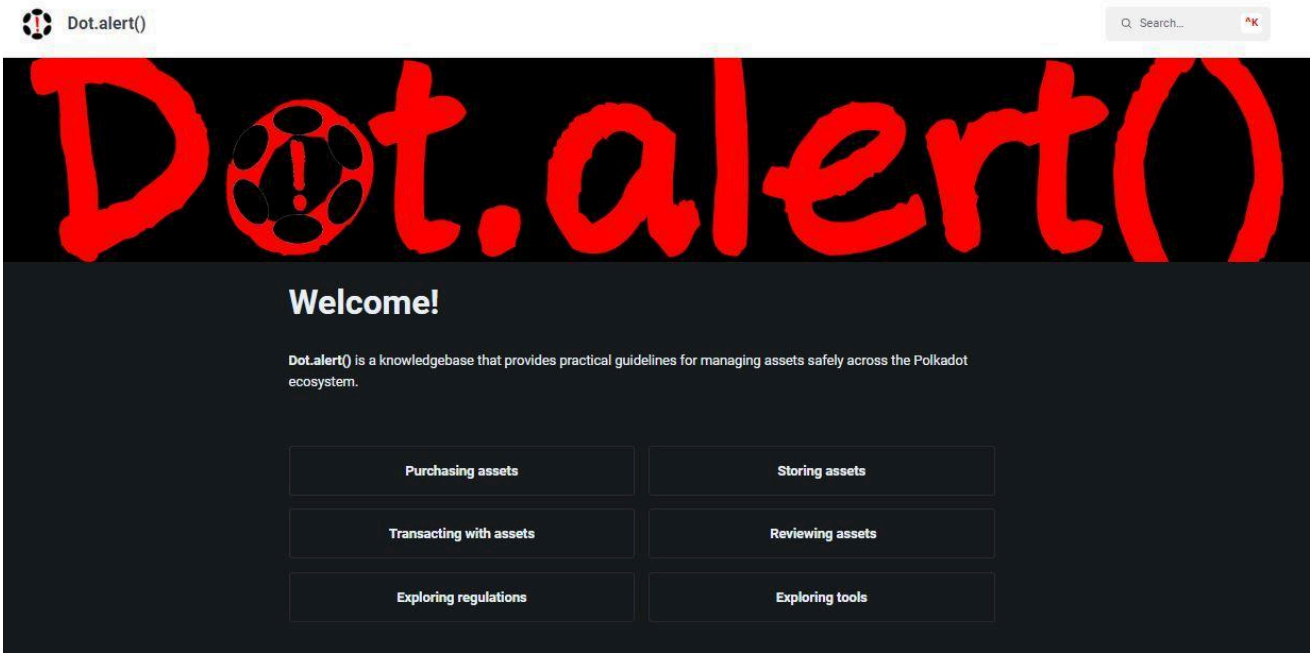
Dot.alert() **Maintenance**

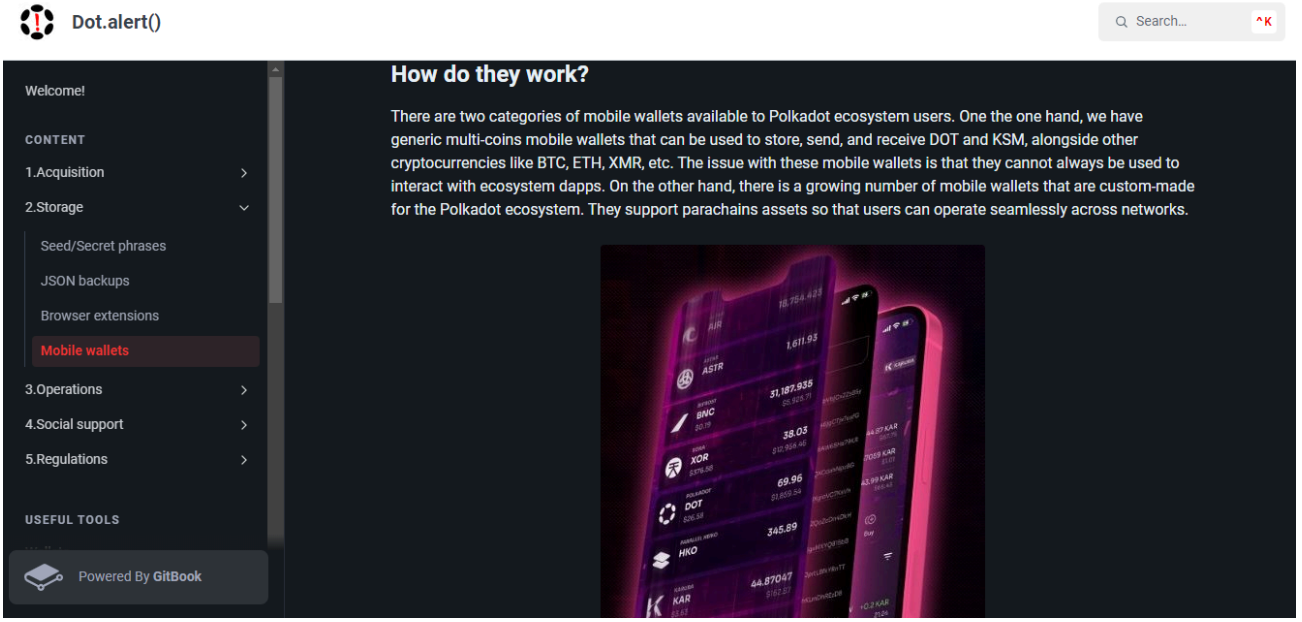
Milestones report – Q4 2022

1. Overview of the platform:

General presentation

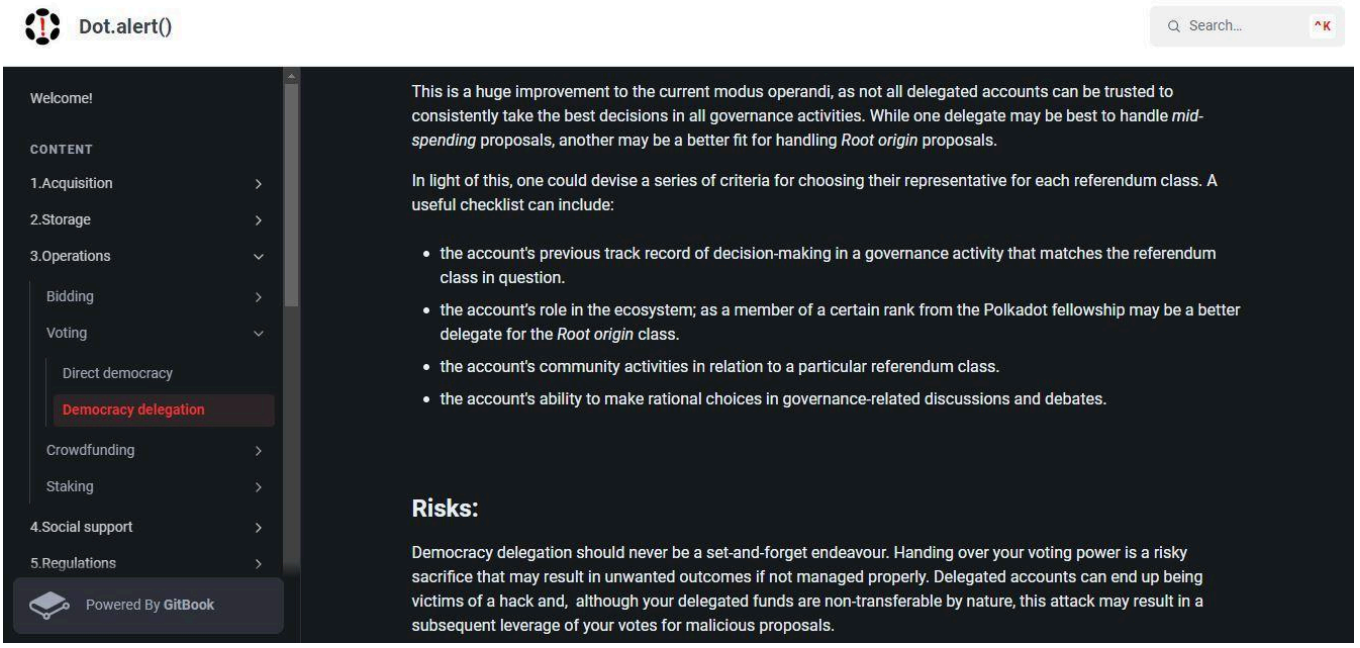


Article on Mobile wallets

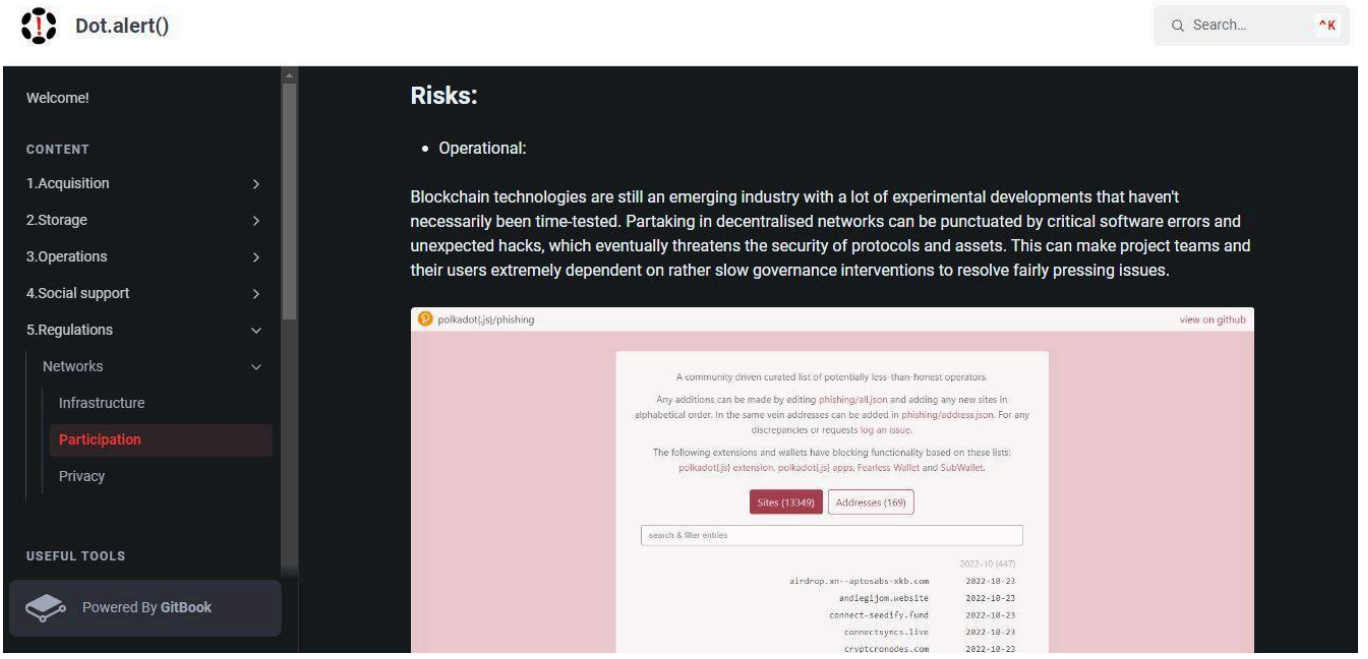


Dot.alert() Maintenance
Milestones report – 20th December 2022

Article on Democracy delegation



Article on Regulations pertaining to Network participation



2. Progress on structure and content:

Sections	Subsections	Status
2.Storage	Mobile wallets: Audits, security features, cross-compatibility, dapp integrations. Browser extensions: Audits, functionalities, crosschain/multichain support, cold storage integrations. Air-gapped signers: Security features, QR code support, dapp integrations. [Due 25th December]	Delivered
3.Operations	Voting: Direct democracy (user-friendly platforms), Democracy delegation (Delegates selection for Gov 2.0). Staking: Nominating (validators selection, decentralisation ranking). Crowdfunding: Crowdloans (DYOR procedures), Treasury Spends (User-friendly platforms, deposits, reports). Swapping: Pairs availability (atomic swap vs token trading, slippage, fees, bots interference/front-running).	Delivered
4.Social support	N/A	Delivered
5.Regulations	Networks: Infrastructure, participation, privacy ; Communities (decentralised) vs Consortiums (authorised).	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	> 300 unique visitors ACHIEVED > 50 returning users ACHIEVED > 2 mins engagement NOT ACHIEVED	3 specialist articles were published at the beginning of each month. 8 technical articles have been published, with the final article due for publication on 25th December. **Dot.alert()** received a steady stream of 329 new visitors from 56 countries and 5 geographic areas over the past 3 months. There were 76 returning users throughout the period, with notable peaks around monthly quizzes. Engagement averaged 1min 38sec overall, with the highest figures recorded for the specialist articles on *Privacy* (2min 04) and *Infrastructure* (1min 52sec), followed by the technical articles on *Crowdloans* (1min 22sec) and *Democracy delegation* (1min 10sec).	Generally, there has been an increase in traffic and a diversification in the geo-localisation of visitors. However, **Dot.alert()** still relies on social media exposure and contextual linking to drive visitors to its content. This means that the platform is still relatively unknown and/or that users don't know how to use it yet. Link: Dot.alert()

	Country	↓ Users	New users
		329 100% of total	319 100% of total
1	United States	87	82
2	Nigeria	50	49
3	United Kingdom	21	20
4	Canada	18	18
5	Germany	14	14
6	Netherlands	12	12
7	India	11	9
8	Australia	8	7
9	France	7	6
10	Brazil	6	5

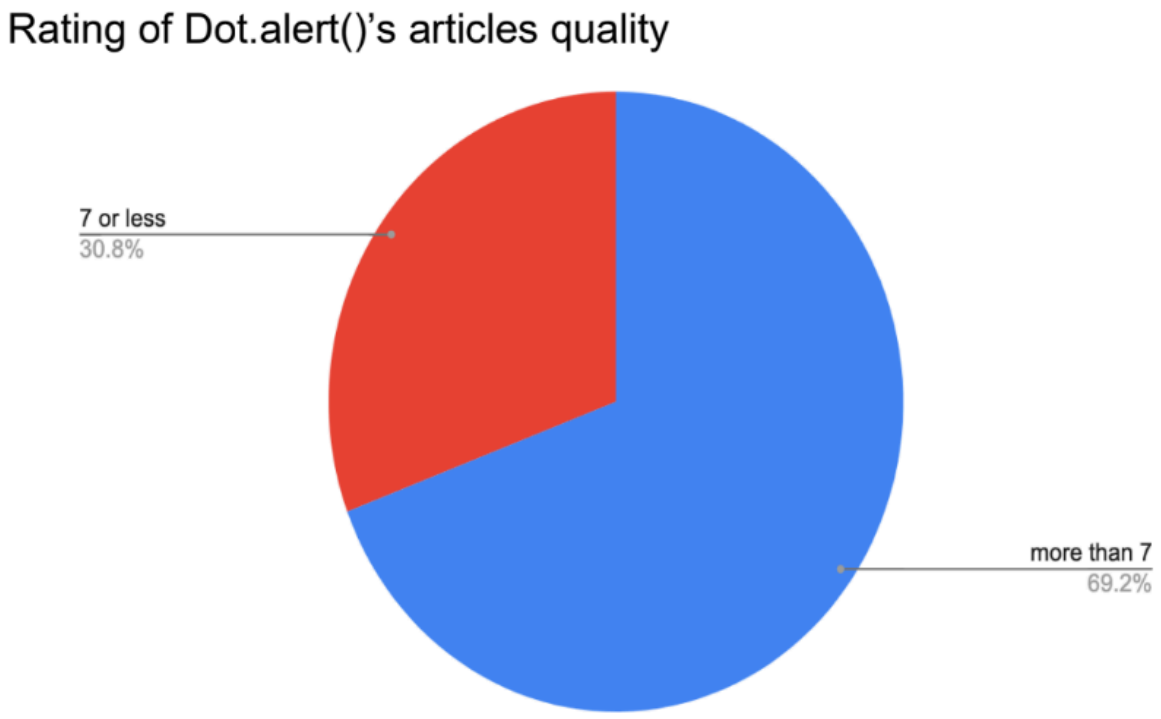
Dot.alert() Maintenance
Milestones report – 20th December 2022

Milestone 2	Objectives	Targets	Status	Comments
3 recruitment campaigns	To hire writers for the platform	> 6 writers ACHIEVED	**Dot.alert()** appointed a HR officer in mid-October to manage 2 recruitment campaigns to source experienced and knowledgeable writers. A total of 13 applications were submitted over the period 15th October – 20th December through an Expression of Interest form. 6 technical writers have been onboarded and 1 prospective specialist writer has been shortlisted. They will be contributing to **Dot.alert()**'s publications through research, drafting, writing, and dissemination via social media platforms and/or existing communities.	Overall, the campaigns successfully attracted existing Polkadot ambassadors and contributors. 50% of applicants were new to the Polkadot ecosystem, which gives **Dot.alert()** more room for reaching out to the wider crypto community. Link: Twitter job post



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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 NOT ACHIEVED	28 unique users submitted answers in the monthly quizzes conducted from September to November. A final quiz is due in the last days of December. 14 unique users participated in the survey conducted from 17th November to 4th December. Feedback was also collected informally on social media platforms during discussions with community members. Recommendations from survey participants: - feature an introduction of the Polkadot ecosystem - include recent W3F statements about DOT - revise the titles of each section of the content - make the content more actionable - engage the community through videos, visuals, and translations Links: September, October, November & December reports	Our monthly quizzes and user survey were encumbered by spam accounts. We used manual reviews and communications by email addresses to isolate these fake accounts before drawing cash prize winners. **Dot.alert()** has made additional changes to its platform based on suggestions from survey participants. Further updates will occur over the next quarter to improve the website and its content. Link: Q4 2022 Survey report



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Milestone 4	Objectives	Targets	Status	Comments
3 SEO audits	To improve the findability of the platform	*Increase organic traffic* ACHIEVED	Two SEO audits (Keyword research and Crawling analysis) were conducted mid-October as a starting point for evaluating the outreach of the platform across the web. Recommendations pertaining to Keywords were immediately implemented, and some additional changes were made to improve the underlying schema of individual pages. The third SEO audit (back/linking strategies) was completed on 19th December to review the positioning of the platform with respect to existing ecosystem resources. This analysis revealed that there are currently less than 10 cached links pointing to **Dot.alert()**'s landing page; 60% of which come from Polkassembly and Subsquare. A summary of good practice for link building will be compiled and shared with writers and team members during Q1 2023 to increase inbound links to **Dot.alert()**'s articles.	Following some optimisation in keywords, there was a notable increase in organic traffic throughout the months of October and November. **Dot.alert()** still needs to recruit a dedicated team member to complete SEO tasks. This position has been advertised and is yet to be filled due to lack of suitable applicants. Link: Job listing



4. Report on funding:

Dot.alert()'s initial treasury proposal requested $18,840 on 12th September and received $15,424 by the time the funds were disbursed on 12th October 2022. This represents a differential of roughly 19%. However, market fluctuations in early November further decreased the amount of funding available for Project Management operations, which resulted in the following setbacks:

- Inability to reward high-quality contributions from team members
- Limited incentives to drive specialist writers' recruitment
- Very tight budgeting overall

Dot.alert()'s subsequent proposals will implement three strategies to anticipate market volatility and ensure that **Dot.alert()** team members and specialist writers are sufficiently compensated:

1. Increase operational hours by 25% to account for new tasks and developments.
2. Allocate specialist writers' rates based on the complexity of research/writing requirements.
3. Introduce a 5% buffer in the total amount of DOT requested to cover periods of downturn.