



# Web Servant Report

Web Site activity since 21 October 2014

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## **Activities**

In addition to the regular activities of maintaining the site (meeting updates, events, and other changes requested by the office) the following activities have occurred since the last report:

- There are 690 regular weekly meetings supported by 286 groups in the area served by this local service office. Up one group and down one meeting for the month.
- There are service opportunities available on the Web site.
- There are Night Owl Shifts open.

## **Statistics for the Month of October, 2014**

This is a recap of the interesting bits of the web site usage statistics, which are on the back of this report.

- Every indicator was up from the prior month.
- Search engine rankings were consistent.
- Our primary web address is: [www.aastpaul.org](http://www.aastpaul.org) also reachable at [aastpaul.org](http://aastpaul.org) without the www

## **General**

Please take this back to your meeting so that others can see how your Intergroup is serving the AA community through the web site.

Just a reminder: If your group is having a special event with AA content, like a group anniversary potluck meeting with a speaker, you may forward the flyer to me to be posted in the events directory. Please remember that any flyers that you request to be posted must comply with the traditions for inclusion on the website; including, no last names, no promotion, and must have AA content.

If you have any other questions, or suggestions, please contact the office, or email me directly at [webservant@aastpaul.org](mailto:webservant@aastpaul.org).

Thanks for allowing me to be of service to you, your group, and the fellowship,  
Jonathan

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Days	31	28	31	30	31	30	31	31	30	31			304
Groups	285	286	289	288	286	286	286	286	285	286			
Meetings	688	689	690	690	687	688	689	692	691	690			
Pages served	35686	31633	36106	32546	30906	31457	35005	34224	33140	34609			335312
Pages served per day	1151	1130	1165	1085	997	1049	1129	1104	1105	1116	0	0	1103
Visitors	11213	9955	11877	11044	10670	10695	11903	11381	11091	11280			111109
Visitors per day	362	356	383	368	344	357	384	367	370	364	0	0	365
Pages per Visitor	3.18	3.18	3.04	2.95	2.90	2.94	2.94	3.01	2.99	3.07	0.00	0.00	3.02
Visitor acquisition source													
Google	6794	5927	7279	6960	6798	6833	7519	7254	7064	7222			6965
None (Direct)	2456	2314	2495	2340	2309	2285	2723	2492	2354	2251			2402
Bing	522	414	506	419	386	406	442	492	391	351			433
AAWS	470	458	410	372	284	182	211	189	240	274			309
Yahoo!	312	234	265	323	375	493	405	390	442	501			374
Mpls	287	207	281	305	250	219	212	171	215	271			242
All other	372	401	641	325	268	277	391	393	385	410	0	0	322
Home Page Views	7073	6205	7248	6759	7072	6563	6362	6626	6251	7599			67758
Meeting Page Views	10429	8698	9761	8791	8126	8952	10136	9261	8835	9013			92002
Search Results Views	31599	27227	29021	27186	30433	30179	28478	32088	31376	33175			300762
Multiple searches	3.03	3.13	2.97	3.09	3.75	3.37	2.81	3.46	3.55	3.68	0.00	0.00	3.27

## Web Server Statistics 2013

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Days	31	28	31	30	31	30	31	31	30	31	30	31	365
Groups	281	282	282	284	283	283	283	281	281	283	286	282	
Meetings	655	654	663	666	665	671	671	671	681	684	688	687	
Pages served	46107	29810	34548	33876	31559	29964	32402	32452	32673	34961	32220	31176	401748
Pages served per day	1487	1065	1114	1129	1018	999	1045	1047	1089	1128	1074	1006	1101
Visitors	14620	5056	5559	11036	10249	9725	10725	10586	10778	11064	10327	10408	120133
Visitors per day	472	181	179	368	331	324	346	341	359	357	344	336	329
Pages per Visitor	3.15	5.90	6.21	3.07	3.08	3.08	3.02	3.07	3.03	3.16	3.12	3.00	3.34
Search Engines Rank													
1	Google	Google	Google	Google	Google	Google	Google	Google	Google	Google	Google	Google	-
2	Bing	Bing	Bing	Bing	Bing	Bing	Bing	Bing	Bing	Yahoo!	Bing	Bing	-
3	AAWS	AAWS	AAWS	AAWS	AAWS	AAWS	AAWS	AAWS	AAWS	AAWS	AAWS	AAWS	-
4	Yahoo!	Yahoo!	Yahoo!	Yahoo!	AAWS	Yahoo!	Yahoo!	Yahoo!	Yahoo!	Bing	Yahoo!	Yahoo!	-
5	Mpls	Mpls	Mpls	Mpls	Mpls	Mpls	Mpls	Mpls	Mpls	Mpls	Mpls	Mpls	-
Home Page Views	6831	5583	6205	6041	6388	5852	6718	6390	6635	7550	7359	7065	78617
Meeting Page Views	10837	9175	10259	11348	9125	8838	9555	9485	9233	9817	8875	8078	114625
Search Results Views	30058	25116	29589	28442	28376	25213	29141	29192	29448	28474	28765	28083	339897
Multiple searches	2.77	2.74	2.88	2.51	3.11	2.85	3.05	3.08	3.10	2.90	3.24	3.48	2.97