



Web Servant Report

Web Site activity since 16 December 2014

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 283 groups in the area served by this local service office. Up one group and up four meetings for the month.
- There are service opportunities available on the Web site.
- There are Night Owl Shifts open.
- I have added a feature to display temporary announcements like "This meeting not meeting on 25-December due to the building being closed for Christmas", or "This meeting is meeting at [alternate address] until further notice because of a fire in the building" messages to be posted for some duration on an existing meeting. This functions similar to the "Speaker list that appears at the bottom of speaker meeting listings.
- Updated the directions to the office page to remove a defunct bus route and add the Green Line.
- I have started discussions with a new member of the fellowship Arthur J. who wants to assist with the development of the website. He has successfully installed a copy of the website on a development machine, and we had our first meeting together on 2015-01-17 to discuss a plan.

Statistics for the Month of December, 2014

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

- Our primary web address is: www.aastpaul.org also reachable at aastpaul.org without the www
- Every indicator was up for the month.
- Search engine rankings were consistent.
- Overall indicators showed positive growth in 2014 over 2013. The only indicators that declined were the number of total pages that were displayed and meeting searches, but search results were up so people continue to use the site to find meetings by navigating inside the results pages by following embedded links instead of returning to the search page.

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.

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	30	31	365
Groups	285	286	289	288	286	286	286	286	285	286	282	283	
Meetings	688	689	690	690	687	688	689	692	691	690	686	690	
Pages served	35686	31633	36106	32546	30906	31457	35005	34224	33140	34609	30946	33077	399335
Pages served per day	1151	1130	1165	1085	997	1049	1129	1104	1105	1116	1032	1067	1094
Visitors	11213	9955	11877	11044	10670	10695	11903	11381	11091	11280	10540	11128	132777
Visitors per day	362	356	383	368	344	357	384	367	370	364	351	359	364
Pages per Visitor	3.18	3.18	3.04	2.95	2.90	2.94	2.94	3.01	2.99	3.07	2.94	2.97	3.01
Visitor acquisition source													
Google	6794	5927	7279	6960	6798	6833	7519	7254	7064	7222	6765	7008	6952
None (Direct)	2456	2314	2495	2340	2309	2285	2723	2492	2354	2251	2179	2335	2378
Bing	522	414	506	419	386	406	442	492	391	351	355	347	419
AAWS	470	458	410	372	284	182	211	189	240	274	250	227	297
Yahoo!	312	234	265	323	375	493	405	390	442	501	352	498	383
Mpls	287	207	281	305	250	219	212	171	215	271	221	229	239
All other	372	401	641	325	268	277	391	393	385	410	418	484	397
Home Page Views	7073	6205	7248	6759	7072	6563	6362	6626	6251	7599	7073	7509	82340
Meeting Page Views	10429	8698	9761	8791	8126	8952	10136	9261	8835	9013	8312	8595	108909
Search Results Views	31599	27227	29021	27186	30433	30179	28478	32088	31376	33175	28605	27848	357215
Multiple searches	3.03	3.13	2.97	3.09	3.75	3.37	2.81	3.46	3.55	3.68	3.44	3.24	3.28

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