



# Web Servant Report

Web Site activity since 20 December 2016

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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 660 regular weekly meetings supported by 279 groups in the area served by this local service office. Up 1 group and 5 meetings. Numbers should rebound next month as the Downtown Alano is in process of reopening.
- Jonathan and Seth met to review the work completed so far. The page layout for mobile and non-mobile is progressing well.
- There are 11 service opportunities available on the Web site, take these back to your group for discussion.
- There is 2 open Night Owl shift.

## **Statistics for the month of December, 2016**

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](http://www.aastpaul.org) also reachable at [aastpaul.org](http://aastpaul.org) without the www
- Overall traffic was down, but visits to the home page and meeting searches were consistent with November.
- We completed the year 2016 with total traffic above 2015, in every category; so even though traffic bounced around significantly during the year, the overall effect was grown.

## **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 us to be of service to you, your group, and the fellowship,  
Sergey, Jonathan & Seth.

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Days	31	29	31	30	31	30	31	31	30	31	30	31	366
Groups	285	286	287	283	283	283	280	280	278	273	278	279	
Meetings	665	667	667	662	660	670	663	671	671	653	655	660	
Pages served	34624	32292	35650	33976	31479	32906	33883	33949	32620	31949	31379	29712	394419
Pages served per day	1117	1114	1150	1133	1015	1097	1093	1095	1087	1031	1046	958	1078
Visitors	11775	10489	11904	11351	10766	10949	11309	11398	10998	10820	10749	10402	132910
Visitors per day	380	362	384	378	347	365	365	368	367	349	358	336	363
Pages per Visitor	2.94	3.08	2.99	2.99	2.92	3.01	3.00	2.98	2.97	2.95	2.92	2.86	2.97
Visitor acquisition source													
Google	7279	6545	7535	7161	7225	7278	7109	7183	7758	7714	7282	7465	7295
None (Direct)	2739	2629	3006	2827	2332	2492	2787	2813	2133	2071	2137	1887	2488
Bing	349	355	378	323	288	261	293	333	305	292	266	362	317
AAWS	341	281	306	196	237	217	178	208	182	199	192	161	225
Yahoo!	359	313	308	318	259	299	266	258	259	217	210	188	271
Mpls	26	32	31	29	0	25	21	46	47	36	41	48	32
All other	682	334	340	497	425	377	655	557	314	291	621	291	449
Home Page Views	9093	7227	8156	8492	8277	8229	8394	9612	6251	9525	9835	11127	104218
Meeting Page Views	9964	8839	9260	9196	8797	8939	9125	8908	8835	8975	9202	8566	108606
Search Results Views	36753	37320	38675	44317	50081	43977	48746	44488	31376	38047	33561	35994	483335
Multiple searches	3.69	4.22	4.18	4.82	5.69	4.92	5.34	4.99	3.55	4.24	3.65	4.20	4.45

	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	282	283	284	285	285	283	282	283	280	280	282	
Meetings	695	692	696	693	691	690	688	688	689	687	670	665	
Pages served	35695	31394	35518	31897	30293	31674	31062	31978	31904	31834	34833	32715	390797
Pages served per day	1151	1121	1146	1063	977	1056	1002	1032	1063	1027	1161	1055	1071
Visitors	11806	10170	12025	10875	10518	10341	10507	10806	10871	10652	11320	11278	131169
Visitors per day	381	363	388	363	339	345	339	349	362	344	377	364	359
Pages per Visitor	3.02	3.09	2.95	2.93	2.88	3.06	2.96	2.96	2.93	2.99	3.08	2.90	2.98
Visitor acquisition source													
Google	7386	6062	7208	6664	6487	6533	6817	7088	7100	7038	7039	7078	6875
None (Direct)	2304	2149	2560	2221	2185	2028	1963	2062	2380	2248	2664	2773	2295
Bing	437	493	479	434	427	457	350	431	349	342	390	301	408
AAWS	292	247	292	266	203	263	243	174	226	278	349	328	263
Yahoo!	584	500	482	503	387	359	325	427	387	293	404	305	413
Mpls	283	188	225	245	198	186	231	195	56	53	39	58	163
All other	520	531	779	542	631	515	578	429	373	400	435	435	514
Home Page Views	8433	6544	6719	6591	6519	6659	6781	6536	6392	6791	7097	8005	83067
Meeting Page Views	9383	7973	8629	8134	8063	8405	9555	9026	8732	8704	9740	9440	105784
Search Results Views	35144	24972	27712	27528	30366	29026	29141	30155	30286	29292	32757	40303	366682
Multiple searches	3.75	3.13	3.21	3.38	3.77	3.45	3.05	3.34	3.47	3.37	3.36	4.27	3.47