Web Servant Report – 2021-11-16

Web Site activity since the Intergroup Council meeting on 19 October 2021

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 780 regular weekly meetings supported by 292 groups in the area served by this local service office. Up 1 group and down 16 meetings since the last report. As suspected, lots of activity in the meeting list as groups move in and out of in-person and virtual meetings and clean up meetings that are defunct.
- There were 76 meeting changes, seven 7 new meetings and at least three meetings removed during the month.
- There are meetings marked as missing-in-action (MIA) that need outreach. Please contact outreach@aastpaul.org if you are willing to visit MIA meetings to inform them about intergroup if they are still in existence, or to confirm that they should be removed from the directory if you don't find a meeting there.
- There are service opportunities available on the Web site, take this back to your group for discussion.
- There are open Night Owl shifts.
- Jay is still sidetracked with a school project and hasn't had a chance to work on the admin interface.
- If you know others who are interested in assisting in doing PHP development or data maintenance on the website, then please have them reach out to webservant@aastpaul.org. The items being worked on by the team are:
  - The solution to blocking bots looking for pages that don't exist that throw off our page statistics is more complicated than expected. Solution still pending.
  - Building a maintenance interface so the office can do edits to the meeting data.

Statistics for October 2021

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

- Traffic was generally up from September.
- Our primary web address is: www.aastpaul.org also reachable at 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.

Thanks for allowing us to be of service to you, your group, and the fellowship.

Your web team,
Sergey, Jonathan, Seth, and Jay

	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	292	295	293	291	293	295	290	290	291	292			
Meetings	783	786	784	795	802	786	786	786	796	780			
Pages served	25065	21664	25354	23234	23951	25308	26981	24011	23657	25465			244690
Pages served per day	809	774	818	774	773	844	870	775	789	821	0	0	805
Visitors	8566	7108	8169	7837	7564	8115	8791	7821	7997	8556			80524
Visitors per day	276	254	264	261	244	271	284	252	267	276	0	0	265
Pages per Visitor	2.93	3.05	3.10	2.96	3.17	3.12	3.07	3.07	2.96	2.98	0.00	0.00	3.04
Visitor acquisition source													
Google	5462	4308	4956	4475	4734	5081	5672	5180	5157	5617			5064
None (Direct)	2396	2061	2151	2041	2262	2343	2490	1972	2252	2270			2224
Bing	161	149	154	121	154	163	157	145	125	191			152
AAWS	14	8	5	4	3	8	63	6	5	8			12
Yahoo!	69	56	72	81	56	95	79	121	93	104			83
AAMinnesota (35/6)	206	256	268	189	165	170	126	145	126	81			173
All other	258	270	563	926	190	255	204	252	239	285	0	0	287
Home Page Views	7936	7210	8422	6950	8544	13016	9583	9072	8141	10376			89250
Meeting Page Views	5154	4657	5261	5813	5194	5332	5656	5311	4936	5181			52495
Search Results Views	24267	39993	23514	28103	36204	30913	32288	38163	29643	31289			314377
Multiple searches	4.71	8.59	4.47	4.83	6.97	5.80	5.71	7.19	6.01	6.04	0.00	0.00	5.99

Web Server Statistics 2020

	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	290	291	291	291	291	290	290	288	288	290	291	291	
Meetings	733	735	746	771	789	823	823	809	817	812	794	784	
Pages served	32412	25090	32673	23212	20529	23386	23791	23883	23274	23378	22357	22215	296200
Pages served per day	1046	865	1054	774	662	780	767	770	776	754	745	717	809
Visitors	10305	8531	9038	6393	6131	7296	7606	7641	7703	7893	7423	7452	93412
Visitors per day	332	294	292	213	198	243	245	246	257	255	247	240	255
Pages per Visitor	3.15	2.94	3.62	3.63	3.35	3.21	3.13	3.13	3.02	2.96	3.01	2.98	3.17
Visitor acquisition source													
Google	7133	6200	6142	3297	3253	4396	4731	4689	4711	5280	4843	4703	4948
None (Direct)	2738	1963	2328	2255	2063	2136	2142	2190	2293	1992	1933	2063	2175
Bing	51	67	121	93	139	185	104	136	172	111	139	153	123
AAWS	17	3	5	2	7	3	11	6	6	4	5	4	6
Yahoo!	64	55	87	67	42	60	85	133	63	49	70	69	70
AAMinnesota (35/6)	0	0	0	0	0	0	0	273	237	198	187	204	92
All other	302	243	355	679	627	516	533	214	221	259	246	256	371
Home Page Views	7154	6224	8539	7591	6958	6906	6837	6622	7200	6849	7585	8661	87126
Meeting Page Views	5886	4834	4736	3169	3061	4281	4309	5036	4686	4777	4569	4984	54328
Search Results Views	32172	26396	32059	24610	22876	24375	26547	26751	23397	23493	22308	25477	310461
Multiple searches	5.47	5.46	6.77	7.77	7.47	5.69	6.16	5.31	4.99	4.92	4.88	5.11	5.71