



Web Servant Report – 2022-04-19

Web Site activity since the March report

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 775 regular weekly meetings supported by 293 groups in the area served by this local service office. Up 1 group and down 4 meetings since the last report.
- There was an aggregate of 47 changes to the directory 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 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.
- If you know others interested in assisting in PHP development or data maintenance on the website, 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. The solution is still pending.
 - Building a maintenance interface so the office can do edits to the meeting listing.

Statistics for March 2022

This is a recap of the interesting bits of the website usage statistics on the back of this report.

- Traffic was up from February.
- 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 website.

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 | | | | | | | | | | 90 |
| Groups | 294 | 292 | 293 | | | | | | | | | | |
| Meetings | 777 | 779 | 775 | | | | | | | | | | |
| Pages served | 24240 | 22088 | 23186 | | | | | | | | | | 69514 |
| Pages served per day | 782 | 789 | 748 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 772 |
| Visitors | 8423 | 7657 | 8282 | | | | | | | | | | 24362 |
| Visitors per day | 272 | 273 | 267 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 271 |
| Pages per Visitor | 2.88 | 2.88 | 2.80 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.85 |
| Visitor acquisition source | | | | | | | | | | | | | |
| Google | 5389 | 5075 | 5150 | | | | | | | | | | 5205 |
| None (Direct) | 2560 | 2175 | 2713 | | | | | | | | | | 2483 |
| Bing | 124 | 136 | 115 | | | | | | | | | | 125 |
| AAWS | 0 | 0 | 0 | | | | | | | | | | 0 |
| Yahoo! | 97 | 66 | 73 | | | | | | | | | | 79 |
| AAMinnesota (35/6) | 10 | 1 | 3 | | | | | | | | | | 5 |
| All other | 243 | 204 | 228 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 56 |
| Home Page Views | 8119 | 11974 | 7493 | | | | | | | | | | 27586 |
| Meeting Page Views | 4804 | 4144 | 4433 | | | | | | | | | | 13381 |
| Search Results Views | 38968 | 156946 | 32982 | | | | | | | | | | 228896 |
| Multiple searches | 8.11 | 37.87 | 7.44 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 17.11 |

Web Server Statistics 2021

| | 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 | 292 | 295 | 293 | 291 | 293 | 295 | 290 | 290 | 291 | 292 | 294 | 294 | |
| Meetings | 783 | 786 | 784 | 795 | 802 | 786 | 786 | 786 | 796 | 780 | 781 | 778 | |
| Pages served | 25065 | 21664 | 25354 | 23234 | 23951 | 25308 | 26981 | 24011 | 23657 | 25465 | 24158 | 21540 | 290388 |
| Pages served per day | 809 | 774 | 818 | 774 | 773 | 844 | 870 | 775 | 789 | 821 | 805 | 695 | 796 |
| Visitors | 8566 | 7108 | 8169 | 7837 | 7564 | 8115 | 8791 | 7821 | 7997 | 8556 | 8136 | 7627 | 96287 |
| Visitors per day | 276 | 254 | 264 | 261 | 244 | 271 | 284 | 252 | 267 | 276 | 271 | 246 | 264 |
| Pages per Visitor | 2.93 | 3.05 | 3.10 | 2.96 | 3.17 | 3.12 | 3.07 | 3.07 | 2.96 | 2.98 | 2.97 | 2.82 | 3.02 |
| Visitor acquisition source | | | | | | | | | | | | | |
| Google | 5462 | 4308 | 4956 | 4475 | 4734 | 5081 | 5672 | 5180 | 5157 | 5617 | 5482 | 4888 | 5084 |
| None (Direct) | 2396 | 2061 | 2151 | 2041 | 2262 | 2343 | 2490 | 1972 | 2252 | 2270 | 1955 | 2188 | 2198 |
| Bing | 161 | 149 | 154 | 121 | 154 | 163 | 157 | 145 | 125 | 191 | 150 | 138 | 151 |
| AAWS | 14 | 8 | 5 | 4 | 3 | 8 | 63 | 6 | 5 | 8 | 2 | 0 | 11 |
| Yahoo! | 69 | 56 | 72 | 81 | 56 | 95 | 79 | 121 | 93 | 104 | 107 | 86 | 85 |
| AAMinnesota (35/6) | 206 | 256 | 268 | 189 | 165 | 170 | 126 | 145 | 126 | 81 | 155 | 107 | 166 |
| All other | 258 | 270 | 563 | 926 | 190 | 255 | 204 | 252 | 239 | 285 | 285 | 220 | 329 |
| Home Page Views | 7936 | 7210 | 8422 | 6950 | 8544 | 13016 | 9583 | 9072 | 8141 | 10376 | 8064 | 7669 | 104983 |
| Meeting Page Views | 5154 | 4657 | 5261 | 5813 | 5194 | 5332 | 5656 | 5311 | 4936 | 5181 | 5004 | 4366 | 61865 |
| Search Results Views | 24267 | 39993 | 23514 | 28103 | 36204 | 30913 | 32288 | 38163 | 29643 | 31289 | 20593 | 23299 | 358269 |
| Multiple searches | 4.71 | 8.59 | 4.47 | 4.83 | 6.97 | 5.80 | 5.71 | 7.19 | 6.01 | 6.04 | 4.12 | 5.34 | 5.79 |