



Web Servant Report

Web Site activity since 15 April 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 288 groups in the area served by this local service office. Meetings were even and we lost one group since last month.
- There are service opportunities available on the Web site.
- There are lots of Night Owl Shifts open.

Statistics for the Month of April, 2014

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

- Indicators were mixed. Pages served and visitors were down from the prior month, but visitors were up over the prior year. I think we're seeing that the web isn't so novel anymore, and many people generally have access to the web, so the numbers don't fluctuate in an upwards direction that they did for many prior years. I don't think there is anything wrong, and we continue to have strong meeting search results, so we know that people are looking for meetings.
- Search engines ranking was consistent.
- 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 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									120
Groups	285	286	289	288									
Meetings	688	689	690	690									
Pages served	35686	31633	36106	32546									135971
Pages served per day	1151	1130	1165	1085	0	0	0	0	0	0	0	0	1133
Visitors	11213	9955	11877	11044									44089
Visitors per day	362	356	383	368	0	0	0	0	0	0	0	0	367
Pages per Visitor	3.18	3.18	3.04	2.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.08
Visitor acquisition source													
Google	6794	5927	7279	6960									6740
None (Direct)	2456	2314	2495	2340									2401
Bing	522	414	506	419									465
AAWS	470	458	410	372									428
Yahoo!	312	234	265	323									284
Mpls	287	207	281	305									270
All other	372	401	641	325	0	0	0	0	0	0	0	0	145
Home Page Views	7073	6205	7248	6759									27285
Meeting Page Views	10429	8698	9761	8791									37679
Search Results Views	31599	27227	29021	27186									115033
Multiple searches	3.03	3.13	2.97	3.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.05

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