



Web Servant Report

Web Site activity since 21 November 2017

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 703 regular weekly meetings supported by 286 groups in the area served by this local service office. Up 15 meetings, and up 2 groups.
- The web team, Jonathan, Sergey, Seth, and Adam met on 2017-12-03 and formulated a plan.
 - Sergey will continue to act as primary for updates to the site when he is not busy with graduate school. When he is busy, Jonathan will take care of the updates.
 - Jonathan and Seth will make the new site the only site on 2017-12-28.
 - Seth will decide on a development framework for and administrative application that will allow the office to maintain the content of the site without programmer intervention.
 - Adam, Seth, and Jonathan will work together to start coding the administrative site once Seth has decided on a framework.
- Jonathan and Seth did replace the old site with the responsive (mobile) version of the site on 2017-12-28 after having had it available for testing since 2017-04-26. We made one tiny error that didn't affect the users, but we didn't have the code in place for analytics tracking of activity which we realized on 2018-01-04. That means that there was one week, three and one-half days in 2017 and three and half-days in 2018 for which we have no traffic statistics. In the big scheme of things, we should have caught it earlier, but it didn't really make the site malfunction for anyone trying to get information about meetings or anything else, so if that is the worst error we made, we're happy.
- There are 14 service opportunities available on the Web site, take these back to your group for discussion.
- There is 1 open Night Owl shift.

Statistics for the month of November and December, 2017

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

- Traffic remained consistent with prior months.
- For the year, visitors were up, home page views were up, and meeting search results were up, but overall traffic was down slightly. This could be due to some of the traffic hitting the mobile site during the extended test period where activity was not logged for that site.
- 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 Adam

	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	277	278	277	277	278	277	277	277	277	284	286	286	
Meetings	681	688	682	689	692	694	692	690	687	688	701	703	
Pages served	36430	31199	34570	31452	30695	29375	33422	33439	31099	32998	33497	25905	384081
Pages served per day	1175	1114	1115	1048	990	979	1078	1079	1037	1064	1117	836	1052
Visitors	12356	10416	11750	10905	10955	10581	11796	11908	11196	12023	11673	9411	134970
Visitors per day	399	372	379	364	353	353	381	384	373	388	389	304	370
Pages per Visitor	2.95	3.00	2.94	2.88	2.80	2.78	2.83	2.81	2.78	2.74	2.87	2.75	2.85
Visitor acquisition source													
Google	8935	7398	8128	7570	7578	7454	8475	8871	8376	8986	8569	6740	8090
None (Direct)	2307	1865	2121	1996	2092	1909	2231	2102	2026	2249	2444	1805	2096
Bing	356	244	329	258	250	268	288	297	251	277	336	274	286
AAWS	220	350	323	280	254	196	280	100	27	29	23	13	175
Yahoo!	230	228	185	200	181	188	182	216	183	168	139	83	182
Mpls	35	19	26	28	10	1	2	2	0	1	1	0	10
All other	273	312	638	573	590	565	338	320	333	313	161	496	409
Home Page Views	12240	11101	11670	11583	10763	9577	9714	9451	9939	9660	8887	10887	125472
Meeting Page Views	9487	8822	10018	9677	8393	8186	11003	9831	8559	9123	9730	7601	110430
Search Results Views	32362	32996	45506	34564	34179	36412	46200	43927	36109	46638	50152	36793	475838
Multiple searches	3.41	3.74	4.54	3.57	4.07	4.45	4.20	4.47	4.22	5.11	5.15	4.84	4.31

	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