



# Web Servant Report

Web Site activity since 16 January 2018

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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 708 regular weekly meetings supported by 286 groups in the area served by this local service office. Up 5 meetings.
- Just a reminder about the stats for January: 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 January, 2018

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.
- Pages per visitor were at the highest number since March 2013. We'll have to watch it to see if it stays high. High numbers mean people are engaging with the site more.
- Our primary web address is: [www.aastpaul.org](http://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](mailto: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												31
Groups	286												
Meetings	708												
Pages served	32929												32929
Pages served per day	1062	0	0	0	0	0	0	0	0	0	0	0	1062
Visitors	10293												10293
Visitors per day	332	0	0	0	0	0	0	0	0	0	0	0	332
Pages per Visitor	3.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.20
Visitor acquisition source													
Google	3830												3830
None (Direct)	1348												1348
Bing	165												165
AAWS	7												7
Yahoo!	68												68
Mpls	1												1
All other	4874	0	0	0	0	0	0	0	0	0	0	0	406
Home Page Views	9641												9641
Meeting Page Views	5740												5740
Search Results Views	36705												36705
Multiple searches	6.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.39

	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