



# Web Servant Report

Web Site activity since 18 August 2020

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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 809 regular weekly meetings supported by 288 groups in the area served by this local service office. Down two groups and 14 meetings since last month.
- There are service opportunities available on the Web site, take this back to your group for discussion.
- There are open Night Owl shifts.
- 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.
- Investigated the request to automate selection of virtual meetings. Some issues with the development environment prevented much progress.

## Statistics for August 2020

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

- Traffic counts were up slightly in all areas except viewing the home page.
- Had a spike in traffic from the Area 35/36 meeting directory which is different.
- Our primary web address is: [www.aastpaul.org](http://www.aastpaul.org) also reachable at [aastpaul.org](http://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, and Seth

|                            | January | February | March | April | May   | June  | July  | August | September | October | November | December | Total  |
|----------------------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
| Days                       | 31      | 29       | 31    | 30    | 31    | 30    | 31    | 31     |           |         |          |          | 244    |
| Groups                     | 290     | 291      | 291   | 291   | 291   | 290   | 290   | 288    |           |         |          |          |        |
| Meetings                   | 733     | 735      | 746   | 771   | 789   | 823   | 823   | 809    |           |         |          |          |        |
| Pages served               | 32412   | 25090    | 32673 | 23212 | 20529 | 23386 | 23791 | 23883  |           |         |          |          | 204976 |
| Pages served per day       | 1046    | 865      | 1054  | 774   | 662   | 780   | 767   | 770    | 0         | 0       | 0        | 0        | 840    |
| Visitors                   | 10305   | 8531     | 9038  | 6393  | 6131  | 7296  | 7606  | 7641   |           |         |          |          | 62941  |
| Visitors per day           | 332     | 294      | 292   | 213   | 198   | 243   | 245   | 246    | 0         | 0       | 0        | 0        | 258    |
| Pages per Visitor          | 3.15    | 2.94     | 3.62  | 3.63  | 3.35  | 3.21  | 3.13  | 3.13   | 0.00      | 0.00    | 0.00     | 0.00     | 3.26   |
| Visitor acquisition source |         |          |       |       |       |       |       |        |           |         |          |          |        |
| Google                     | 7133    | 6200     | 6142  | 3297  | 3253  | 4396  | 4731  | 4689   |           |         |          |          | 4980   |
| None (Direct)              | 2738    | 1963     | 2328  | 2255  | 2063  | 2136  | 2142  | 2190   |           |         |          |          | 2227   |
| Bing                       | 51      | 67       | 121   | 93    | 139   | 185   | 104   | 136    |           |         |          |          | 112    |
| AAWS                       | 17      | 3        | 5     | 2     | 7     | 3     | 11    | 6      |           |         |          |          | 7      |
| Yahoo!                     | 64      | 55       | 87    | 67    | 42    | 60    | 85    | 133    |           |         |          |          | 74     |
| AAMinnesota (35/6)         | 0       | 0        | 0     | 0     | 0     | 0     | 0     | 273    |           |         |          |          | 34     |
| All other                  | 302     | 243      | 355   | 679   | 627   | 516   | 533   | 214    | 0         | 0       | 0        | 0        | 289    |
| Home Page Views            | 7154    | 6224     | 8539  | 7591  | 6958  | 6906  | 6837  | 6622   |           |         |          |          | 56831  |
| Meeting Page Views         | 5886    | 4834     | 4736  | 3169  | 3061  | 4281  | 4309  | 5036   |           |         |          |          | 35312  |
| Search Results Views       | 32172   | 26396    | 32059 | 24610 | 22876 | 24375 | 26547 | 26751  |           |         |          |          | 215786 |
| Multiple searches          | 5.47    | 5.46     | 6.77  | 7.77  | 7.47  | 5.69  | 6.16  | 5.31   | 0.00      | 0.00    | 0.00     | 0.00     | 6.11   |

## Web Server Statistics 2019

|                            | 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                     | 285     | 285      | 285   | 289   | 288   | 288   | 290   | 290    | 291       | 290     | 294      | 291      |        |
| Meetings                   | 734     | 739      | 738   | 742   | 734   | 730   | 732   | 731    | 730       | 729     | 733      | 732      |        |
| Pages served               | 34085   | 26989    | 31383 | 31507 | 31730 | 29385 | 31755 | 31544  | 31630     | 30441   | 28120    | 27989    | 366558 |
| Pages served per day       | 1100    | 964      | 1012  | 1050  | 1024  | 980   | 1024  | 1018   | 1054      | 982     | 937      | 903      | 1004   |
| Visitors                   | 11145   | 8956     | 10604 | 10620 | 10427 | 9949  | 10679 | 10135  | 10162     | 10352   | 9345     | 9254     | 121628 |
| Visitors per day           | 360     | 320      | 342   | 354   | 336   | 332   | 344   | 327    | 339       | 334     | 312      | 299      | 333    |
| Pages per Visitor          | 3.06    | 3.01     | 2.96  | 2.97  | 3.04  | 2.95  | 2.97  | 3.11   | 3.11      | 2.94    | 3.01     | 3.02     | 3.01   |
| Visitor acquisition source |         |          |       |       |       |       |       |        |           |         |          |          |        |
| Google                     | 8114    | 6197     | 7704  | 7787  | 7496  | 7135  | 7861  | 7500   | 7443      | 7514    | 6781     | 6750     | 7357   |
| None (Direct)              | 2412    | 2253     | 2435  | 2403  | 2453  | 2470  | 2455  | 2304   | 2386      | 2530    | 2144     | 2182     | 2369   |
| Bing                       | 213     | 164      | 91    | 52    | 53    | 55    | 59    | 43     | 49        | 41      | 137      | 62       | 85     |
| AAWS                       | 14      | 9        | 4     | 14    | 18    | 12    | 9     | 11     | 16        | 4       | 13       | 18       | 12     |
| Yahoo!                     | 89      | 72       | 110   | 93    | 120   | 66    | 101   | 95     | 89        | 64      | 84       | 69       | 88     |
| Mpls                       | 0       | 0        | 0     | 0     | 0     | 1     | 0     | 0      | 0         | 0       | 0        | 0        | 0      |
| All other                  | 303     | 261      | 260   | 271   | 287   | 210   | 194   | 182    | 179       | 199     | 186      | 173      | 225    |
| Home Page Views            | 9716    | 9446     | 7107  | 6950  | 7150  | 6692  | 6739  | 6732   | 6684      | 6713    | 6287     | 6769     | 86985  |
| Meeting Page Views         | 6403    | 6000     | 9249  | 5813  | 5805  | 5204  | 5691  | 5706   | 5836      | 5264    | 4989     | 5148     | 71108  |
| Search Results Views       | 39859   | 38000    | 28538 | 28103 | 28717 | 28096 | 29813 | 30430  | 31011     | 25615   | 25096    | 30306    | 363584 |
| Multiple searches          | 6.23    | 6.33     | 3.09  | 4.83  | 4.95  | 5.40  | 5.24  | 5.33   | 5.31      | 4.87    | 5.03     | 5.89     | 5.11   |