



Web Servant Report

Web Site activity since 16 February 2021

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 786 regular weekly meetings supported by 295 groups in the area served by this local service office. Up 3 meetings and 3 groups 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.
- Completed several major tasks on the site:
 - Volunteer and Night Owl volunteer forms moved to Google forms with notification to the interested parties when someone signs up to volunteer.
 - Newsletter pages revamped and reordered. Current and past issues appear first. “Editorial content” was renamed “Contribute an article.” A subscription sign-up form was added that saves the information directly to MailChimp so that email blasts can be managed by the office for “Intergroup Scoop” and to notify interested folks when the Lifeline has been posted on the site for them to download.
 - Cleaned up several hundred meeting listings that had Suspended and Virtual tags, or both; and also had a meeting alerts to that effect. The meeting alerts were duplicative, so they were deactivated.
- Several items are in process on the site, but data maintenance and other extenuating circumstances have prevented much work being done on them. If you know someone who is interested in assisting in doing PHP development or data maintenance on the website, then 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. Solution still pending.
 - Building a maintenance interface so the office can do edits to the meeting data.

Statistics for February 2021

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 mostly down for the month with the exception there were an astronomical number of meeting lookups in February, just shy of 40,000.
- 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, and Seth

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Days	31	28											59
Groups	292	295											
Meetings	783	786											
Pages served	25065	21664											46729
Pages served per day	809	774	0	0	0	0	0	0	0	0	0	0	792
Visitors	8566	7108											15674
Visitors per day	276	254	0	0	0	0	0	0	0	0	0	0	266
Pages per Visitor	2.93	3.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.98
Visitor acquisition source													
Google	5462	4308											4885
None (Direct)	2396	2061											2229
Bing	161	149											155
AAWS	14	8											11
Yahoo!	69	56											63
AAMinnesota (35/6)	206	256											231
All other	258	270	0	0	0	0	0	0	0	0	0	0	44
Home Page Views	7936	7210											15146
Meeting Page Views	5154	4657											9811
Search Results Views	24267	39993											64260
Multiple searches	4.71	8.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.55

Web Server Statistics 2020

	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	290	291	291	291	291	290	290	288	288	290	291	291	
Meetings	733	735	746	771	789	823	823	809	817	812	794	784	
Pages served	32412	25090	32673	23212	20529	23386	23791	23883	23274	23378	22357	22215	296200
Pages served per day	1046	865	1054	774	662	780	767	770	776	754	745	717	809
Visitors	10305	8531	9038	6393	6131	7296	7606	7641	7703	7893	7423	7452	93412
Visitors per day	332	294	292	213	198	243	245	246	257	255	247	240	255
Pages per Visitor	3.15	2.94	3.62	3.63	3.35	3.21	3.13	3.13	3.02	2.96	3.01	2.98	3.17
Visitor acquisition source													
Google	7133	6200	6142	3297	3253	4396	4731	4689	4711	5280	4843	4703	4948
None (Direct)	2738	1963	2328	2255	2063	2136	2142	2190	2293	1992	1933	2063	2175
Bing	51	67	121	93	139	185	104	136	172	111	139	153	123
AAWS	17	3	5	2	7	3	11	6	6	4	5	4	6
Yahoo!	64	55	87	67	42	60	85	133	63	49	70	69	70
AAMinnesota (35/6)	0	0	0	0	0	0	0	273	237	198	187	204	92
All other	302	243	355	679	627	516	533	214	221	259	246	256	371
Home Page Views	7154	6224	8539	7591	6958	6906	6837	6622	7200	6849	7585	8661	87126
Meeting Page Views	5886	4834	4736	3169	3061	4281	4309	5036	4686	4777	4569	4984	54328
Search Results Views	32172	26396	32059	24610	22876	24375	26547	26751	23397	23493	22308	25477	310461
Multiple searches	5.47	5.46	6.77	7.77	7.47	5.69	6.16	5.31	4.99	4.92	4.88	5.11	5.71