



Web Servant Report

Web Site activity since the last Intergroup Council meeting on 18 May 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 802 regular weekly meetings supported by 293 groups in the area served by this local service office. Up 2 groups and up 7 meetings 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.
- Security upgrades to the Night Owl and Board WordPress sites this month
- Walked new developer Nate J. AKA “Jay” through the site and talked about creating the admin interface.
- If you know others who are 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 May 2021

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

- Visitors down slightly, but all other indicators were up.
- 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 Nate

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Days	31	28	31	30	31								151
Groups	292	295	293	291	293								
Meetings	783	786	784	795	802								
Pages served	25065	21664	25354	23234	23951								119268
Pages served per day	809	774	818	774	773	0	0	0	0	0	0	0	790
Visitors	8566	7108	8169	7837	7564								39244
Visitors per day	276	254	264	261	244	0	0	0	0	0	0	0	260
Pages per Visitor	2.93	3.05	3.10	2.96	3.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.04
Visitor acquisition source													
Google	5462	4308	4956	4475	4734								4787
None (Direct)	2396	2061	2151	2041	2262								2182
Bing	161	149	154	121	154								148
AAWS	14	8	5	4	3								7
Yahoo!	69	56	72	81	56								67
AAMinnesota (35/6)	206	256	268	189	165								217
All other	258	270	563	926	190	0	0	0	0	0	0	0	184
Home Page Views	7936	7210	8422	6950	8544								39062
Meeting Page Views	5154	4657	5261	5813	5194								26079
Search Results Views	24267	39993	23514	28103	36204								152081
Multiple searches	4.71	8.59	4.47	4.83	6.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.83

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