



Web Servant Report – 2022-02-15

Web Site activity since the Intergroup Council meeting on 18 January 2022

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 777 regular weekly meetings supported by 294 groups in the area served by this local service office. Down 1 meeting since the last report. As suspected, lots of activity in the meeting list as groups move in and out of in-person and virtual meetings and clean up defunct meetings.
- There were 21 meeting changes, three new meetings, and four meetings removed during the month.
- There are meetings marked as missing-in-action (MIA) that need outreach. Please contact outreach@aastpaul.org if you are willing to visit MIA meetings to inform them about intergroup if they are still in existence, or to confirm that they should be removed from the directory if you don't find a meeting there.
- There are service opportunities available on the Web site, take this back to your group for discussion.
- There are open Night Owl shifts.
- 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. The solution is still pending.
 - Building a maintenance interface so the office can do edits to the meeting data.

Statistics for January 2022

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

- Traffic was up considerably from December.
- 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 website.

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 Jay

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Days	31												31
Groups	294												
Meetings	777												
Pages served	24240												24240
Pages served per day	782	0	0	0	0	0	0	0	0	0	0	0	782
Visitors	8423												8423
Visitors per day	272	0	0	0	0	0	0	0	0	0	0	0	272
Pages per Visitor	2.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.88
Visitor acquisition source													
Google	5389												5389
None (Direct)	2560												2560
Bing	124												124
AAWS	0												0
Yahoo!	97												97
AAMinnesota (35/6)	10												10
All other	243	0	0	0	0	0	0	0	0	0	0	0	20
Home Page Views	8119												8119
Meeting Page Views	4804												4804
Search Results Views	38968												38968
Multiple searches	8.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.11

	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	292	295	293	291	293	295	290	290	291	292	294	294	
Meetings	783	786	784	795	802	786	786	786	796	780	781	778	
Pages served	25065	21664	25354	23234	23951	25308	26981	24011	23657	25465	24158	21540	290388
Pages served per day	809	774	818	774	773	844	870	775	789	821	805	695	796
Visitors	8566	7108	8169	7837	7564	8115	8791	7821	7997	8556	8136	7627	96287
Visitors per day	276	254	264	261	244	271	284	252	267	276	271	246	264
Pages per Visitor	2.93	3.05	3.10	2.96	3.17	3.12	3.07	3.07	2.96	2.98	2.97	2.82	3.02
Visitor acquisition source													
Google	5462	4308	4956	4475	4734	5081	5672	5180	5157	5617	5482	4888	5084
None (Direct)	2396	2061	2151	2041	2262	2343	2490	1972	2252	2270	1955	2188	2198
Bing	161	149	154	121	154	163	157	145	125	191	150	138	151
AAWS	14	8	5	4	3	8	63	6	5	8	2	0	11
Yahoo!	69	56	72	81	56	95	79	121	93	104	107	86	85
AAMinnesota (35/6)	206	256	268	189	165	170	126	145	126	81	155	107	166
All other	258	270	563	926	190	255	204	252	239	285	285	220	329
Home Page Views	7936	7210	8422	6950	8544	13016	9583	9072	8141	10376	8064	7669	104983
Meeting Page Views	5154	4657	5261	5813	5194	5332	5656	5311	4936	5181	5004	4366	61865
Search Results Views	24267	39993	23514	28103	36204	30913	32288	38163	29643	31289	20593	23299	358269
Multiple searches	4.71	8.59	4.47	4.83	6.97	5.80	5.71	7.19	6.01	6.04	4.12	5.34	5.79