



# Web Servant Report

Web Site activity since 15 September 2015

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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 689 regular weekly meetings supported by 283 groups in the area served by this local service office. Up one group and one meeting for the month.
- There are service opportunities available on the Web site.
- There are Night Owl Shifts open.
- Minneapolis has a new website that they rolled out sometime near the National AA Technology Workshop (NAATW) that I attended in Saint Louis on October 2-4, 2015.
- The main topic of conversation at the workshop was that for the most part our sites fail miserably in being able to get our message in front of the still suffering alcoholic. Although if I google “How do I stop drinking in Saint Paul” or other close variants we do come up near the top of the non-paid (advertisement) items; which is pretty good; the problem is that newcomers don’t know the difference between an ad and a listing. The upshot is that we need to focus our content for the newcomer, above and beyond being able to find a meeting, if we want to help more people.

## Statistics for the Month of September, 2015

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

- Our primary web address is: [www.aastpaul.org](http://www.aastpaul.org) also reachable at [aastpaul.org](http://aastpaul.org) without the www
- Indicators were mixed again this month. Pages served was down and visitors were up. Search requests were up and fewer people looked at the home page, but meeting results were up slightly from the month previous. Acquisition sources were consistent.
- Yahoo! was almost tied with Bing this month.

## 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 me to be of service to you, your group, and the fellowship,  
Jonathan

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Days	31	28	31	30	31	30	31	31	30				273
Groups	285	282	283	284	285	285	283	282	283				
Meetings	695	692	696	693	691	690	688	688	689				
Pages served	35695	31394	35518	31897	30293	31674	31062	31978	31904				291415
Pages served per day	1151	1121	1146	1063	977	1056	1002	1032	1063	0	0	0	1067
Visitors	11806	10170	12025	10875	10518	10341	10507	10806	10871				97919
Visitors per day	381	363	388	363	339	345	339	349	362	0	0	0	359
Pages per Visitor	3.02	3.09	2.95	2.93	2.88	3.06	2.96	2.96	2.93	0.00	0.00	0.00	2.98
Visitor acquisition source													
Google	7386	6062	7208	6664	6487	6533	6817	7088	7100				6816
None (Direct)	2304	2149	2560	2221	2185	2028	1963	2062	2380				2206
Bing	437	493	479	434	427	457	350	431	349				429
AAWS	292	247	292	266	203	263	243	174	226				245
Yahoo!	584	500	482	503	387	359	325	427	387				439
Mpls	283	188	225	245	198	186	231	195	56				201
All other	520	531	779	542	631	515	578	429	373	0	0	0	408
Home Page Views	8433	6544	6719	6591	6519	6659	6781	6536	6392				61174
Meeting Page Views	9383	7973	8629	8134	8063	8405	9555	9026	8732				77900
Search Results Views	35144	24972	27712	27528	30366	29026	29141	30155	30286				264330
Multiple searches	3.75	3.13	3.21	3.38	3.77	3.45	3.05	3.34	3.47	0.00	0.00	0.00	3.39

## Web Server Statistics 2014

	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	286	289	288	286	286	286	286	285	286	282	283	
Meetings	688	689	690	690	687	688	689	692	691	690	686	690	
Pages served	35686	31633	36106	32546	30906	31457	35005	34224	33140	34609	30946	33077	399335
Pages served per day	1151	1130	1165	1085	997	1049	1129	1104	1105	1116	1032	1067	1094
Visitors	11213	9955	11877	11044	10670	10695	11903	11381	11091	11280	10540	11128	132777
Visitors per day	362	356	383	368	344	357	384	367	370	364	351	359	364
Pages per Visitor	3.18	3.18	3.04	2.95	2.90	2.94	2.94	3.01	2.99	3.07	2.94	2.97	3.01
Visitor acquisition source													
Google	6794	5927	7279	6960	6798	6833	7519	7254	7064	7222	6765	7008	6952
None (Direct)	2456	2314	2495	2340	2309	2285	2723	2492	2354	2251	2179	2335	2378
Bing	522	414	506	419	386	406	442	492	391	351	355	347	419
AAWS	470	458	410	372	284	182	211	189	240	274	250	227	297
Yahoo!	312	234	265	323	375	493	405	390	442	501	352	498	383
Mpls	287	207	281	305	250	219	212	171	215	271	221	229	239
All other	372	401	641	325	268	277	391	393	385	410	418	484	397
Home Page Views	7073	6205	7248	6759	7072	6563	6362	6626	6251	7599	7073	7509	82340
Meeting Page Views	10429	8698	9761	8791	8126	8952	10136	9261	8835	9013	8312	8595	108909
Search Results Views	31599	27227	29021	27186	30433	30179	28478	32088	31376	33175	28605	27848	357215
Multiple searches	3.03	3.13	2.97	3.09	3.75	3.37	2.81	3.46	3.55	3.68	3.44	3.24	3.28