



# Web Servant Report

Web Site activity since 19 November 2019

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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 733 regular weekly meetings supported by 294 groups in the area served by this local service office. Up four groups and up four meetings from 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 content management software for the board and night owl sites was upgraded with security patches and bug fixes.
- Still waiting to hear from AAWS that we can add the web links back into the meeting feed.
- Jonathan is still working on a solution to the problem of bots looking for pages that don't exist that throw off our page statistics.
- Thanks to Sergey for doing the updates so that Seth and I can concentrate on coding activities.

## Statistics for the month of November 2019

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

- Overall page traffic was down most of which was meeting lookups. We feel that may be due to increased use of the Meeting Guide syphoning off the meeting lookup to the mobile app; all of which is good if people are finding meetings.
- Our primary web address is: [www.aastpaul.org](http://www.aastpaul.org) also reachable at [aastpaul.org](http://aastpaul.org) without the www. Connection security is active, so if you attempt to connect with http: you will be redirected to https:

## 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, Seth, and Adam

|                            | 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       |          | 334    |
| Groups                     | 285     | 285      | 285   | 289   | 288   | 288   | 290   | 290    | 291       | 290     | 294      |          |        |
| Meetings                   | 734     | 739      | 738   | 742   | 734   | 730   | 732   | 731    | 730       | 729     | 733      |          |        |
| Pages served               | 34085   | 26989    | 31383 | 31507 | 31730 | 29385 | 31755 | 31544  | 31630     | 30441   | 28120    |          | 338569 |
| Pages served per day       | 1100    | 964      | 1012  | 1050  | 1024  | 980   | 1024  | 1018   | 1054      | 982     | 937      | 0        | 1014   |
| Visitors                   | 11145   | 8956     | 10604 | 10620 | 10427 | 9949  | 10679 | 10135  | 10162     | 10352   | 9345     |          | 112374 |
| Visitors per day           | 360     | 320      | 342   | 354   | 336   | 332   | 344   | 327    | 339       | 334     | 312      | 0        | 336    |
| 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     | 0.00     | 3.01   |
| Visitor acquisition source |         |          |       |       |       |       |       |        |           |         |          |          |        |
| Google                     | 8114    | 6197     | 7704  | 7787  | 7496  | 7135  | 7861  | 7500   | 7443      | 7514    | 6781     |          | 7412   |
| None (Direct)              | 2412    | 2253     | 2435  | 2403  | 2453  | 2470  | 2455  | 2304   | 2386      | 2530    | 2144     |          | 2386   |
| Bing                       | 213     | 164      | 91    | 52    | 53    | 55    | 59    | 43     | 49        | 41      | 137      |          | 87     |
| AAWS                       | 14      | 9        | 4     | 14    | 18    | 12    | 9     | 11     | 16        | 4       | 13       |          | 11     |
| Yahoo!                     | 89      | 72       | 110   | 93    | 120   | 66    | 101   | 95     | 89        | 64      | 84       |          | 89     |
| Mpls                       | 0       | 0        | 0     | 0     | 0     | 1     | 0     | 0      | 0         | 0       | 0        |          | 0      |
| All other                  | 303     | 261      | 260   | 271   | 287   | 210   | 194   | 182    | 179       | 199     | 186      | 0        | 211    |
| Home Page Views            | 9716    | 9446     | 7107  | 6950  | 7150  | 6692  | 6739  | 6732   | 6684      | 6713    | 6287     |          | 80216  |
| Meeting Page Views         | 6403    | 6000     | 9249  | 5813  | 5805  | 5204  | 5691  | 5706   | 5836      | 5264    | 4989     |          | 65960  |
| Search Results Views       | 39859   | 38000    | 28538 | 28103 | 28717 | 28096 | 29813 | 30430  | 31011     | 25615   | 25096    |          | 333278 |
| Multiple searches          | 6.23    | 6.33     | 3.09  | 4.83  | 4.95  | 5.40  | 5.24  | 5.33   | 5.31      | 4.87    | 5.03     | 0.00     | 5.05   |

## Web Server Statistics 2018

|                            | 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                     | 286     | 288      | 285   | 287   | 287   | 288   | 287   | 286    | 287       | 288     | 288      | 285      |        |
| Meetings                   | 708     | 730      | 727   | 730   | 730   | 731   | 731   | 732    | 733       | 734     | 736      | 735      |        |
| Pages served               | 32929   | 32119    | 39321 | 33682 | 34391 | 35199 | 37601 | 38206  | 35382     | 34207   | 33577    | 32771    | 419385 |
| Pages served per day       | 1062    | 1147     | 1268  | 1123  | 1109  | 1173  | 1213  | 1232   | 1179      | 1103    | 1119     | 1057     | 1149   |
| Visitors                   | 10293   | 10267    | 12297 | 10764 | 11375 | 11696 | 12559 | 12632  | 11396     | 11439   | 10682    | 10977    | 136377 |
| Visitors per day           | 332     | 367      | 397   | 359   | 367   | 390   | 405   | 407    | 380       | 369     | 356      | 354      | 374    |
| Pages per Visitor          | 3.20    | 3.13     | 3.20  | 3.13  | 3.02  | 3.01  | 2.99  | 3.02   | 3.10      | 2.99    | 3.14     | 2.99     | 3.08   |
| Visitor acquisition source |         |          |       |       |       |       |       |        |           |         |          |          |        |
| Google                     | 7085    | 7225     | 8531  | 7615  | 7905  | 8084  | 8960  | 9214   | 8239      | 8060    | 7654     | 7918     | 8041   |
| None (Direct)              | 2459    | 2350     | 2967  | 2418  | 2538  | 2780  | 2847  | 2659   | 2451      | 2670    | 2427     | 2450     | 2585   |
| Bing                       | 256     | 292      | 334   | 319   | 298   | 299   | 325   | 337    | 180       | 211     | 164      | 122      | 261    |
| AAWS                       | 14      | 19       | 11    | 6     | 5     | 4     | 6     | 22     | 10        | 16      | 8        | 8        | 11     |
| Yahoo!                     | 95      | 111      | 130   | 121   | 146   | 138   | 148   | 125    | 148       | 116     | 88       | 111      | 123    |
| Mpls                       | 0       | 3        | 4     | 2     | 1     | 2     | 0     | 0      | 0         | 0       | 0        | 0        | 1      |
| All other                  | 384     | 267      | 320   | 283   | 482   | 389   | 273   | 275    | 368       | 366     | 341      | 368      | 343    |
| Home Page Views            | 9641    | 10380    | 10776 | 9271  | 9335  | 9384  | 10623 | 10541  | 9523      | 10722   | 9644     | 9239     | 119079 |
| Meeting Page Views         | 5740    | 3772     | 7215  | 6039  | 6247  | 6621  | 6904  | 4249   | 4260      | 6749    | 6445     | 6017     | 70258  |
| Search Results Views       | 36705   | 43416    | 51892 | 42749 | 31947 | 34012 | 36513 | 36161  | 37312     | 38043   | 38241    | 40387    | 467378 |
| Multiple searches          | 6.39    | 11.51    | 7.19  | 7.08  | 5.11  | 5.14  | 5.29  | 8.51   | 8.76      | 5.64    | 5.93     | 6.71     | 6.65   |