



Web Servant Report – 2022-05-17

Web Site activity since the April report

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 770 regular weekly meetings supported by 289 groups in the area served by this local service office. Down 4 groups and down 5 meetings since the last report.
- There was an aggregate of 17 changes to the directory 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 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 interested in assisting in PHP development or data maintenance on the website, 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 listing.

Statistics for April 2022

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

- Traffic was down from March.
- The site was switched to the new google analytics engine. Next month, May 2022, will be the first full month using the new results.
- I don't know what is going on with the search results page, this is the second time in three months where the numbers have jumped to bizarre levels. Hopefully the new analytics engine can assist with where these anomalies are being generated.
- 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	28	31	30									120
Groups	294	292	293	289									
Meetings	777	779	775	770									
Pages served	24240	22088	23186	22323									91837
Pages served per day	782	789	748	744	0	0	0	0	0	0	0	0	765
Visitors	8423	7657	8282	7926									32288
Visitors per day	272	273	267	264	0	0	0	0	0	0	0	0	269
Pages per Visitor	2.88	2.88	2.80	2.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.84
Visitor acquisition source													
Google	5389	5075	5150	4703									5079
None (Direct)	2560	2175	2713	2495									2486
Bing	124	136	115	125									125
AAWS	0	0	0	0									0
Yahoo!	97	66	73	56									73
AAMinnesota (35/6)	10	1	3	0									4
All other	243	204	228	547	0	0	0	0	0	0	0	0	102
Home Page Views	8119	11974	7493	13908									41494
Meeting Page Views	4804	4144	4433	4164									17545
Search Results Views	38968	156946	32982	155369									384265
Multiple searches	8.11	37.87	7.44	37.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21.90

Web Server Statistics 2021

	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